



Call for Expression of Interest

TERMS OF REFERENCE

Marketing and Video Production Agency

ENI CBC MED Strategic projects

Project Titles:	B_A.2.1_0056 - iHERITAGE
Programme:	ENI CBC Mediterranean Sea Basin
Financing:	European Union
Contracting authority:	CEEBA – Confederation of Egyptian European Business Association
Experts to be selected:	Marketing and Video Production Agency
Location of the contract:	Egypt, Alexandria

The Confederation of Egyptian European Business Associations – CEEBA is seeking the services of a Marketing and Video Production Agency to produce a 360° Video Trailer for the EU-funded iHERITAGE Project which is part of the ENI CBC MED Program.

iHERITAGE aims at developing new techniques to improve the Mediterranean UNESCO cultural heritage interpretation, taking advantage of new technologies and commercializing the latest research results. iHERITAGE will provide new solutions through an innovation-driven growth process to promote cross border technological transfer, Living Labs, industry-academia collaboration and the creation of spin-offs and new products, using the latest Information and Communication Technologies (ICT): Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

One of the activities foreseen for the iHERITAGE project includes the production of appealing 360° videos to be uploaded on the AR/VR web platform used by the project, as well as on different social media platforms. The 360° video will mainly be used for promotional purposes, with special regard to Social Media Management strategies allowing to organize social marketing and advertising initiatives. The videos will be produced in compliance with the ENI CBC MED visibility and communication guidelines, containing at least:

- The display of one form of tangible and/or intangible cultural heritage: specified by the local project partner displayed in high quality 360° video footage/ format
- acknowledgement of the EU/Programme support and display of the project logo in the video



Our target audience includes:

- Universities, Students and Student Organizations
- Technology Commercialization and Innovation Research Centres
- ICT SMEs and Start-ups/ Entrepreneurs
- National, Regional and Local Public Authorities
- Heritage and ICT Industry Representatives
- Travel Agencies and DMCs
- International and local tourists
- NEETs, young people and women
- General public/local communities

with a special focus on Italy, Egypt, Spain, Jordan, Lebanon and Portugal and the entire Mediterranean Region.

Minimum qualifications and requirements:

- Team members must be experienced in video production, editing and graphic design with related qualifications/certifications.
- A good portfolio and references with similar assignments.
- Ability to coordinate and communicate remotely with video editor team.
- Ability to produce high quality videos on time.
- Excellent communication skills in English.

Communication may be carried by long distance modality via e-mails and other long-distance communication tools (e.g., Zoom).

Expected deliverables:

- One 360° Video Trailer displaying at least one tangible and/or intangible cultural heritage in Egypt
- Detailed video concept including type of camera to be used, audio suggestions (must include Voice Over and/or background music) and visual proposals – mood board
- Close coordination with CEEBA to ensure homogeneity of expectations and quality of deliverables
- After the acceptance of the proposal a specific workplan including a detailed timeline will be required
- All the raw, unmounted images (still or in 360° format) should be recorded on a take-away disc and provided at the end of the project. It is also worth it to send any behind the scenes footage if possible.

Additional points of evaluation for inclusion of narration, interactive features or any additional creative and innovative ideas.



Technical Specs of the 360° Video Trailer:

- Format: stereoscopic (high quality and in depth)
- Minimum Resolution: 6K - 6144 x 3160 pixels
- Preferred use of following special equipment: Drones, RCV, electric vehicle
- Duration: 3:30 minutes

Nationality rule:

The selected expert should come from countries eligible to participate in the procurement procedures as indicated in the Articles 9 of the Regulation (EU) No 236/2014, and include:

- a) Member States, beneficiaries listed in Annex I to Regulation (EU) No 231/2014, and contracting parties to the Agreement on the European Economic Area; 4
- b) developing countries and territories, as included in the list of ODA recipients published by the OECD-DAC ('list of ODA recipients'), which are not members of the G-20 group, and overseas countries and territories covered by Council Decision 2001/822/EC;
- c) the Republic of Belarus;
- d) developing countries, as included in the list of ODA recipients, which are members of the G-20 group, and other countries and territories, when they are beneficiaries of the action financed by the Union under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014;
- e) countries for which reciprocal access to external assistance is established by the Commission. Reciprocal access may be granted, for a limited period of at least one year, whenever a country grants eligibility on equal terms to entities from the Union and from countries eligible under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014.

Evaluation:

CEEBA will evaluate applicants on the basis of its responsiveness to the TOR with a key focus on:

- Experience of having undertaken similar assignments in the past: A portfolio is required.
- General competence and level of expertise within the agency, education and training of team members, length of experience.
- Preferred: Experience in ENPI countries and EU projects.
- The provided quotation within the maximum allocated budget of 6.000 EUR

Documents required:

- Portfolio, showing previous experience.
- Budget for the abovementioned task(s)



All submissions (technical and financial proposal including references, portfolio and other supporting materials useful for the evaluation) must be consistent with this TOR, written in English and should arrive no later than the 23rd of July 2022 by email to: info@ceeba.org

For more information about the iHERITAGE project, [please visit this link](#).