



Reference: FPEC/10/2022

Date: March 14<sup>th</sup>, 2022

**Subject:** TOR for the selection Video developers/Media Producers

**Project:** CApitalisation for Re-setting Innovation and Sustainability in MED-Cities (CARISMED)

**Funding Source:** EU under ENICBCMed to the support of the EU/Programme

## **Background**

Future Pioneers for Empowering Communities' Members in the Environmental and Educational Fields (FPEC) is a non-profit organization established on March 20, 2012 specialized in empowering community members to overcome poverty through building their capacities, raising their public awareness, and promoting SMEs in the educational, environmental, health and social fields with special focus on women, youth and marginalized groups.

FPEC has been awarded on Nov ,2021 a project titled "CApitalisation for Re-setting Innovation and Sustainability in MED-Cities (CARISMED). CARISMED project is implemented under the ENI CBC "Mediterranean Sea Basin Programme". It is financed by the European Union through the European Neighbourhood Instrument. The lead beneficiary (LB) is the Birzeit University - BZU.

**The project overall objective** is to develop urban policies for improving sustainability and integrating innovation into the urban setting of Mediterranean cities in order to effectively re-structure living and working conditions .

### **Specific objectives:**

This aim will be achieved through the following specific objectives:

- Promoting innovative approaches/CE methodologies for re-setting the built environment at Med-Cities (both the building shell and its technological and business content) by developing a toolkit/advisory guide on upcycling buildings/areas of the built environment through CCI SMEs clustering.



- Establishing targeted pilot creative workshops at regional and national level in order to reach and involve new target groups/type of stakeholders through expertise outreach and advocacy of policymakers, local authorities, key sector stakeholders, organizations and SMEs, i.e. cross-border level.
- Making use of asynchronous e-learning platforms where knowledge and resources pooling results foster the mainstreaming of good practices towards central principles for planning interventions, improve sustainability and integrate innovation of CCI SMEs Clustering into the urban setting at Med-Cities.

### **Objectives and scope of the assignment**

**Future Pioneers** is looking for video developers/Media producers to provide videography services that will support the communication activities of the CARISMED project. The specific videos anticipated to be developed include:

1. Videos 1: One animated video for 2-3 minutes about the project in general and its objectives.
2. Video 2 & 3 & 4: each video (both animation and filming) for 10 minutes to support the objectives of the different awareness campaigns in the project and capitalization of best practices and positive results.

The video developer is required to do the following :

1. Production of video (script writing, videography, voice over, editing, audio balancing, subtitling (English to Arabic or vice versa), format exporting, archiving raw and edited work etc.) according to FEPC standards obtained from the CARISMED guidelines. The videos should be produced in highest quality to adequately represent the organization. Also, online versions should be created to be uploaded on the social media outlets as well as website
2. Handle all the required interviews and photo taking, as it is expected that the contractors shall use their own video camera and professional editing software
3. Edit the footage in line with the script which will be agreed upon and approved by FEPC focal person
4. Clearly identify logos, project branding, location, name interviewees, quotes and any relevant details approved by FEPC
5. Archive the edited output in DV and DVD format along with professional log

## Deliverables

<u>No.</u>	<u>Deliverables</u>	<u>Duration and timeline</u>
<u>1</u>	Video 1: animated video for 2.5 minutes	within 1-2 months from the date of contract signature
<u>2</u>	Video 2: Video for 10 minutes for the	within 4-5 months from the date of contract signature
<u>3</u>	Video 3: Video for 10 minutes	within 8-9 months from the date of contract signature
<u>3</u>	Video 3: Video for 10 minutes	within 13-14 months from the date of contract signature

It is expected by the end of the assignment to deliver all videos (high quality and online versions) as well as all raw materials produced .

## Performance indicators for evaluation of results:

The evaluation of the contractors' performance will be based on:

- Completion of tasks specified in ToR;
- Compliance with the established deadlines for submission of deliverables;
- Quality of work;

## **Qualifications and experience**

The contractors are expected to have the following qualifications:

- Proven experience in videography/video editing, and experience of editing
- Demonstrated experience of conception, production and editing of mini video documentaries
- Experience covering circular economy, and Small and Medium Enterprises (SMEs) subjects will be an asset

## **Technical and Financial Offers**

Interested bidders are requested to provide technical and financial offers with description of their experience, as well as a portfolio of previous works. The Technical Proposal should include, but not be limited to, the following:

- Short profile, including CV(s)



- Detailed individual portfolio (web links to produced videos) showcasing range of work
- Demonstrated experience in videography on environmental issues especially circular economy and SMEs will be an assets
- Production capabilities: quality video production, including related hardware and editing software

The financial proposal shall specify an all-inclusive fee per video product, which should include filming charges, transportation expenses, post production, as well as crediting, subtitling, voiceover and all eligible taxes. The Financial Proposal should be provided in local currency (Jordanian Dinars). This contract does not allow payment of off-hours, medical insurance, and sick leave.

Bidders should send their technical and financial proposal by March 28<sup>th</sup>, 2022 at 23:59 by the latest to be sent to the following email address: [procurement@future-pioneers.org](mailto:procurement@future-pioneers.org)

### **Evaluation**

Competence and relevant qualifications of the Consultant	70 scores
Financial Offer	30 scores

Only successful applications will be contacted for interviews

### **Copyrights**

The copyright of all video materials produced (raw and edited) taken during the assignment will belong to Future Pioneers.