



Reference:

Date: 30th April 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

Birzeit University is a Palestinian Arab institution governed by Board of Trustees (BoT) consisting of academics and professionals from the Palestinian community and the Diaspora. It strives to promote excellence in higher education by providing academic teaching, research, training and community programs within the context of sustainable development, social awareness and adherence to democratic values in a free Palestinian society. BZU offers 119 academic programs (76 bachelor programs, 39 master program, 2 PhD's one in Social sciences and the other in IT Engineering, 2 diploma programs in education, 1 program for foreign students PAS) In 9 faculties.

BZU has been granted 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. BZU is the lead beneficiary of the project.

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 MedCities (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.
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- Establishing targeted pilot creative workshops at regional and national level in order to reach involve new target groups/type of stakeholders through expertise outreach and 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

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

- 1.Video 1: One animated video for 4-5 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 constructive 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 BZU standards obtained from the CARISMED guidelines. The videos should be produced in highest quality to adequately represent the university. 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 BZU focal person
4. Clearly identify logos, project branding, location, name interviewees, quotes and any relevant details approved by BZU
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 4-5 minutes	Within 1-2 months from the date of contract signature (Objectives of the project and Capitalization)
<u>2</u>	Video 2: Video for 10 minutes	Within 4-5 months from the date of contract signature
<u>3</u>	Video 2: Video for 10 minutes	Within 8-9 months from the date of contract signature
<u>4</u>	Video 2: 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.

*Subjects of videos 2,3,4 might be changed according to the progress of the project.

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), Cultural Creative Industry (CCI) SMEs, and SME4SMARTCITIES smart tools 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)



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- 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 in EURO and net of VAT.

This contract does not allow payment of off-hours, medical insurance, and sick leave.

Evaluation Criteria

70/100 scores will be put for the evaluation of technical proposal (competence and relevant qualifications of the consultant), while 30/100 scores will be put for the financial proposal.

An application that passes the technical proposal (85% of 70); will be evaluated for its financial proposal.

For financial proposal, lowest price will get full mark 30%, other prices will be evaluated based on the following formula: (Lowest price/proposal price)*30%

The technical and financial bids shall be contained in two separate sealed envelopes: one containing the technical offer duly marked as "technical bid" and the other marked as "financial bid". Both of the sealed envelopes should be put in one main envelope.

Copyrights

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

