

CALL FOR PROPOSALS: Subcontracting for external services on the production of an interactive video on the journey of the “Bridges of Trust” project

Date of publication on the CEMR website:
05/09/2023
Deadline for submissions 18/09/2023, 17:00 (CET time)
To be sent to: application@ccre-cemr.org
Please mention “Interactive Video – Bridges of Trust project”

TENDER SPECIFICATION

1. Background

The Council of European Municipalities and Regions (CEMR) is the broadest European association of local and regional governments. We are the only organisation that brings together one million democratically elected European politicians, in 60 member associations from 40 countries since 1951.

Since March 2021, CEMR and PLATFORMA, the pan-European coalition of towns, regions and their associations active in the international development cooperation, led by CEMR, have been implementing a [Bridges of Trust](#) project from the 1 November 2022 until 31 December 2023 in cooperation with 9 LRG associations:

- Latvian Association of Local and Regional Governments (LALRG);
- Hungarian National Association of Local Authorities (TOOSZ);
- Union of Towns and Municipalities of the Czech Republic (SMOCR);
- Association of Polish Cities (APC);
- French Association of the Council of European Municipalities and Regions (AFCCRE);
- Swedish Association of Local Authorities and Regions (SALAR);
- Spanish Association of Municipalities and Provinces (FEMP);
- Association of Basque Municipalities (EUDEL);
- Association of Municipalities and Towns of Slovenia (SOS);

LALRG, TOOSZ, SMOCR, APC, AFCCRE, SALAR International, EUDEL, FEMP, SOS and RGR (observers) together with AUC and with the support of the [U-LEAD with Europe programme](#).

The project aims to create new partnerships between municipalities from Ukraine and the European Union countries. Following the devastating destruction of many Ukrainian municipalities it became clear that there is a need to increase local and regional cooperation between Ukraine and the EU on a municipal level in order to help Ukraine rebuild.

For more information on the bridges of trust initiative, please consult our website: [CEMR-Bridges of Trust](#)

2. Project Background

Bridges of Trust started on 1 November 2022 and will last until 31 December 2023.

30 Ukrainian municipalities will receive support with the development of a partnership with a

municipality in the EU. Bridges of Trust current grant is implemented in close partnership and coordination with the Association of Ukrainian Cities ([AUC](#)) and through the involvement of the Associations of local governments in the 10 European Union member states. Bridges of Trust is supported by the [U-LEAD with Europe](#).

The project's primary goal: To help rebuild Ukraine through international municipal partnerships between Ukrainian and EU municipalities.

3. Purpose of the contract

In order to summarize the project activities and increase the visibility of project deliverables and outputs, the provider will conduct a set of tasks specified in the description of the call for proposals with the aim of developing **an interactive video to be used for promotional activities**.

The video should include:

- Available video footage from 10 organised visits to the EU or Ukrainian partner municipalities¹;
- Available photos from the organised activities (e.g. online meetings, online and in-person forums²);
- Short statements of mayors (to be organised based on the needs);
- Quantitative and qualitative results of the projects (e.g. numbers, best practices, achievements, quotes);
- Logos of U-Lead with Europe and CEMR

4. Tasks to be implemented by the Contractor and the deliverables

- At least 4 coordination online meetings to be held with CEMR, Bridges of Trust and U-Lead teams to discuss the ideas, the vision of the video about project results and provide feedback;
- A document (2 pages max) is to be developed with the outline of the approved idea and format of the video, technical specifications of the video (goal, target audience, key messages, chronological duration, resolution, etc)
- At least 2 storylines are to be developed and suggested for the approval;
- A detailed video script to be drafted in English and in Ukrainian outlining the scenario, the quotes, the video plans and the graphics
- At least 1 trip to be made inside Ukraine (when the security situation allows) to film interviews and video plans of municipalities that participate in the Bridges of Trust initiative (the names of the municipalities are to be selected by CEMR and U-LEAD);
- At least 1 trip to be made in the EU to film interviews and video plans of municipalities that participate in the Bridges of Trust initiative (the countries and names of the municipalities are to be selected by CEMR and U-LEAD);
- A final video of 3 min with subtitles is to be developed based on the script and the technical specifications and to be submitted to CEMR for the final approval.

5. Technical specifications for the development of the video

Language

All deliverables shall be provided in British English and Ukrainian. The Service provider shall be responsible for correct language and grammar in both languages. Deliverables with apparent mistakes in spelling, grammar, or style will be rejected.

¹ To be provided by CEMR secretariat to the assigned subcontractor

² To be provided by CEMR secretariat to the assigned subcontractor

Style

The service provider shall primarily focus on sharing real stories and testimonies from the project's partners. Written texts should be drafted in a modern, engaging and, attention-grabbing style, avoiding complicated or very technical terms, if possible, including text frames (boxes), quotes, tables, as well as photographs, and other illustrative content provided by the project. All used acronyms shall be explained in the text. The text shall adhere to the reference style published in the European Union Interinstitutional tone guide³.

Format

All deliverables shall be delivered electronically, by electronic mail or as downloadable documents (links). All files shall be delivered in high-quality and easily accessible formats such as MP4 or AVI for videos, or JPEG for photos.

Intellectual property, data protection and ownership

The Service provider shall ensure the compliance of all deliverables, or their constituent parts, with applicable intellectual property legislation, and personal data protection legislation. The logos of U-LEAD with Europe, CEMR must be included where appropriate.

6. Expertise required

The contractor will need to demonstrate the following expertise:

- Previous experience in the production and placement of video materials that highlight project-related activities and results;
- Experience in communications and public relations for at least 3 years;
- High motivation and ability to effectively provide high-quality services with minimal control and supervision;
- Excellent knowledge of both English and Ukrainian;
- Previous experience with local governments is a plus;
- Previous experience with U-Lead with Europe program and/or GIZ is a plus.

7. Location

Services under this contract can be delivered from anywhere.

8. Bids

Interested bidders are invited to submit the following documentation:

1. A curriculum vitae, or a portfolio of a legal entity, demonstrating the bidder's background and experience relevant for the assignment, or a list of previous assignments with proofs of good execution or certificates of satisfaction/recommendation letters (if available).
2. Proof of tax registration and VAT regime.
3. Registration documents of a natural person – entrepreneur, or legal entity/enterprise.

9. Contract

The contract will be signed between CEMR, and the selected contractor.

10. Timeframes

³ [Interinstitutional style guide](#). European Union (2011 and subsequent updates)

All the deliverables are to be implemented by 20 October 2023.

11. Price

The maximum funding for this work is EUR 6000 (VAT excluded) which should include all fees, expenses and any other costs linked to the assignment.

12. Selection criteria

The contractor will be selected on the basis of the clear evidence they provide of how they meet the criteria listed under expertise required (above) within the foreseen budget. Bidders failing to fulfill at least 2 out of 4 criteria mentioned in point 6. Expertise required will be excluded from the evaluation process.

The 2 most successful applicants will be invited to sit an oral interview after the expiration of the deadline.

13. Content and presentation of the bids

The bids should set out clearly under specific headings showing how the contractor meets each of the six selection criteria. The bids should be submitted to CEMR by 18 September 2023, 17:00 (CET time).

For questions related to the application, you can contact admin@ccre-cemr.org until 11 September 17:00 (CET) time.

