



**EURO
CITIES**

THE NETWORK
OF MAJOR
EUROPEAN
CITIES

CALL FOR TENDER -CULTURAL HERITAGE IN ACTION VIDEOS

1. ABOUT THE PROJECT

Cultural Heritage in Action is the EU peer learning programme for cities and regions on cultural heritage. It will support 100 local and regional policy makers to exchange knowledge on cultural heritage, with a focus on participatory governance, adaptive reuse and quality of interventions.

Our consortium led by EUROCITIES with KEA, ERRIN, Europa Nostra and Architects' Council of Europe leads the project funded by the European Union's Creative Europe programme from January 2020 to April 2021.

2. WORK DESCRIPTION

EUROCITIES is looking for a video producer company (organisation or individual) to develop a series of videos giving an overview of cultural heritage policies that are being implemented in at least 2 cities and regions involved in Cultural Heritage in Action project and hosting online peer-learning visits at the end of 2020.

These cities and regions, from the EU 27 countries, will be selected in August.

For each city/region, the following work is requested:

- One video (max 10 minutes) documenting activities, ambitions and people involved in cultural heritage in the host city/region. The videos will include footage of the city/region landscape, existing cultural heritage, interviews conducted by a host about the city/region's vision (conducted with technicians, city employees, politicians, residents and other stakeholders). The general project video should present succinctly the nature and aims of the project in an engaging visual style.
- One filmed interview (max 30 minutes) to be recorded with key local actors (i.e. politicians, project managers)

Should additional online visits take place early 2020, additional videos could be prepared by the awarded company.

The videos should form a coherent identity with the graphic identity of Cultural Heritage in Action brand which will be provided by EUROCITIES.

About the videos

I. Objectives

- The main objective is to inspire change in Europe, especially with regard to getting other local governments and their residents interested in developing better and more innovative policies on cultural heritage. The related secondary objective is to give cities concrete



insights about what is possible and what best practices exist in this domain.

- The videos should be engaging and powerful to ensure strong visibility for the project.
- The audience should be able to remember the advantages presented by those measures and how useful they are for the city and residents.

II. Cities/regions to be captured

The 2 cities/regions will be selected during the second half of August.

III. Target audience:

- These videos form a part of the communication strategy of the project and will be a key communication tool to present concrete local examples to local and regional policy makers, as well as to relevant stakeholders from the cultural heritage field.
- The project has high expectations of attracting other cities/regions to replicate. Therefore, what is depicted in the video should be able to attract and inform.
- The language of the video should be, as much as possible, jargon-free, engaging and clear.

IV. Distribution:

- The technical solution chosen has to meet the expectation of making it possible to present the video across-devices and at all relevant events, as follows:
- It will be available for viewing on the project homepage (www.culturalheritageinaction.eu) + certain social media channels, such as YouTube, and shared via Twitter and on LinkedIn.
- Opportunities to show the videos at EU level events will be identified by the cultural Heritage in Action team.

V. Content

a) Description of the structure of the city/region videos

The table below shows the proposed structure of the content of a video. This structure and content is a starting point that may be modified at any time by EURO CITIES.

Topic	Content	Visuals
Introduction of the city/region and its ambitions	Including aims, local partners, impact (narrator)	Clips of the city/interviews
Intro current cultural heritage situation	Overview where the city stands in relation to cultural heritage	Interview with local politician
Overview of featured project	Description of project Challenges Solutions Transferability tips	- Footage of building/meetings/other relevant content - Onsite interview with expert
Conclusions	Summing everything up in an engaging style	Narrator



Additional structural points

- The video should start with graphics based on the graphic identity of the project (supplied by EUROCITIES).
- Closing/last slide, logo of the project, project partners, and European Commission, will be provided by EUROCITIES.
- Each speaker's name and title should be indicated when they appear in the video.

Description of the structure of the project overview video

The project overview video will be max. 10 mn and will be designed in cooperation with EUROCITIES. It should present the aims and details of the featured project in a succinct and engaging fashion, possibly using short clips from the cities, with text overlay.

Description of the work for recording a filmed interview

An interview of max 30 minutes will be recorded. The interview will be conducted by a EUROCITIES moderator.

VI. Other general points

The interested individual, company should:

- Commit to traveling to the 2 cities/regions to be filmed and where the films interviews will take place (2 trips in total); for each city/region, the film and the filmed interview will be prepared during the same trip;
- Commit to recording enough footage of the city/region, measures and interviews between October and mid/end of November 2020;
- Work closely with EUROCITIES to develop scripts and visual style;
- Work closely with EUROCITIES throughout the process, collaborating on ideas and engaging in feedback sessions on drafts of the videos;
- Edit and add graphic elements to the recorded materials;
- Provide complete raw video footage to EUROCITIES;
- Propose licence free music and sound effects;

VII. Schedule

- The schedule of recording will be agreed between the video producer and EUROCITIES, and should be completed by the end of November 2020. Flexibility of recording will be valued highly.
- The video producer needs to be available to work closely with EUROCITIES on the script and production and to have the necessary meetings (all costs should be included in the price)



3. SELECTION CRITERIA

The contract will be awarded to the individual/company that scores best on the criteria below. Scores for this call will be evaluated 70% on quality and 30% on price.

The weighting for this is as follows:

Component	Criteria	Weighting
	Coherence of budgeting	10%
	Schedule (more rapid delivery would be a plus)	10%
	Content	30%
	Previous experience	10%
	Commitment to sustainable and social practices, including ecological transport choices (train)	10%
Price		30%

Scoring methodology for the quality components will be as follows:

0	1-2	3-4	5-6	7-8	9-10
Unacceptable	Poor	Inadequate	Satisfactory	Good	Excellent
The information is either omitted or fundamentally unacceptable to evaluating officers	The information submitted has major omissions or does not demonstrate compliance with requirements	The information submitted has some omissions or demonstrates only limited compliance with requirements	The information submitted meets requirements in demonstrating compliance with requirements	The information submitted provides strong evidence of compliance with requirements	The information submitted meets all expectations and/or exceeds them; and provides strong evidence of compliance with requirements to a very high standard

Price will be evaluated with the lowest inclusive price scoring 30%, and other bids scored using the following formula: (price) divided by (Tender price) multiplied by 30%

The offer should be with prices quoted in EUR and should include:

- the net value of provided service and the VAT value;
- description of expertise relevant to the task and examples of worked performed;
- budget breakdown with specific cost descriptions (please include at least 5 rounds of testing for corrections after initial design).

The financial proposal must be presented in the following format:

Item	Price in euro (including VAT)	Required timing



TOTAL		
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Please insert lines as required.

The total price must include all costs and all expenditure incurred directly and indirectly by the contractor in performing of the tasks.

Please include at least 5 rounds of testing for corrections after initial design.

As cities/regions where the videos will be filmed have not been selected yet, we suggest that respondents indicate prices within 800 km from Brussels.

Individuals/companies applying from outside Belgium should convert their offers from their national currency into EUR based on the rate established by the European Commission for June 2020.

Please use the Commission's official website: (the rate for each month is published on the first working day of the month).

Furthermore, individuals/companies applying from outside Belgium should take into account that in case of intra-Community services, VAT is due in the country of the supplier of the service.

4. TIMING

Deadline for receiving quotes: **14 August 2020, 12:00**

Start of the work: **15 September 2020**

1st city/region:

Deadline for first version of first video: **20 October 2020**

Deadline for final version of first video: **20 November 2020**

Deadline for recording of filmed interview (date to be set up in cooperation with EUROCITIES): **20 November 2020**

2^d city/region:

Deadline for first version of second video: **20 October 2020**

Deadline for final version of second video: **20 November 2020**

Deadline for recording of filmed interview (date to be set up in cooperation with EUROCITIES): **20 November 2020**

Should circumstances such as the imposition of travel restrictions make visits to the city impossible, the contracted party will make arrangements with local video providers in each relevant city to film, and shall cede the relevant part of the budget to them.

5. CONTACTS

If you have any questions about this call, please contact

- anthony.colclough@eurocities.eu (available until July 17th)
- Jerome.schuman@eurocities.eu (available until July 17th and from July 27th)
- Julie.herve@eurocities.eu (available from August 13th)