



**EURO  
CITIES**

THE NETWORK  
OF MAJOR  
EUROPEAN  
CITIES

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## CALL FOR TENDER - USER-CHI VIDEOS

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### 1. ABOUT THE PROJECT

USER-CHI is an EU funded project under the Horizon 2020 programme that will run for four years. USER-CHI stands for ‘innovative solutions for USER centric CHarging Infrastructure’ and will unlock the massive potential of electromobility in Europe by helping cities plan and implement charging infrastructure that meets people’s real needs.

### 2. WORK DESCRIPTION

EUROCITIES is looking for a video producer company (organisation or individual) to develop a series of videos (8 in total) giving an overview of the electric vehicle charging measures that are being implemented in the seven cities involved in the USER-CHI project, as well as one general project video. The seven cities that will be featured in our videos are Barcelona metropolitan area (Spain), Rome (Italy), Berlin (Germany), Budapest (Hungary), Turku (Finland), Murcia (Spain), and Florence (Italy).

Each city video will document the activities, ambitions and people involved in charging infrastructure in each city, with one video per city. The videos will include footage of the city landscape, existing charging infrastructure, interviews conducted by a host about the city’s vision (conducted with technicians, city employees, politicians, residents and other stakeholders), and computer-animated graphics illustrating the cities’ future plans and designs for chargers. The general project video should present succinctly the nature and aims of the project in an engaging visual style.

The videos should form a coherent identity with other communication elements in the USER-CHI brand and the graphic identity of the project 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 cities’ governments and their residents interested in developing their own charging infrastructure. The related secondary objective is to give inspired 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, as well as the environment.

##### II. Cities to be captured

- Barcelona metropolitan area (Spain)
- Rome (Italy)
- Berlin (Germany)



- Budapest (Hungary)
- Turku (Finland)
- Murcia (Spain)
- Florence (Italy)

### III. Target audience:

- These videos form a part of the communication strategy of the project and will be a key communication tool to present the project and its activities to the general public.
- Besides the public, both the technical and political level from cities, smart city experts, academia, and citizens will be targeted.
- The project has high expectations of attracting other cities 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 + 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 USER-CHI team.

### V. Duration of the videos:

- There will be one general project video produced which will be between 80-120 seconds.
- There will be seven city videos of approximately 28 minutes each.

### VI. Examples:

- The city videos should, in the style of a documentary mini-series, present the extraordinary ambitions of cities to push for electric mobility through advancing charging infrastructure designed around users. The videos should be creative, engaging and contain graphic elements, interviews and a narrator who guides us through the story of each city.
- For reference, please see shows such as:
  - Grand Designs (<https://www.youtube.com/watch?v=WENLZycU8G0>)
  - The World's Most Extraordinary Homes (<https://www.netflix.com/ie/title/80213025>)
  - Electrified (<https://www.youtube.com/watch?v=VJ1gxwg6Frl>)
  - Electric cars ([https://www.youtube.com/watch?v=QC4Rs\\_xQtl](https://www.youtube.com/watch?v=QC4Rs_xQtl))
- The general project video should present succinctly the nature and aims of the project in an engaging visual style.

### VII. Content

#### a) Description of the structure of the 7 city videos

The table below shows the proposed structure of the content of a city video. This structure and content is a starting point that may be modified at any time by EUROCIITIES and its USER-CHI partners, or by the video producer in consultation with EUROCIITIES, who would be



expected to advise on the appropriate content.

Topic	Content	Visuals
Introduction of the city and its ambitions	Including aims, local partners, impact (narrator)	Clips of the city/interviews
Intro current charging situation	Overview where the city stands in relation to charging	On site interview
Overview of planned measures	Description of works planned	Before/after footage with renders of planned infrastructure Interview with local politician
Why?	Impact of scheme e.g. emissions, comfort, energy bills	Tour of city Interview with expert
Citizen centred design	Explanation residents' needs and how this project will be built around them	Interview with resident Shots of some installation work Interview with resident
The journey	The progress of the city so far, how and why ideas and ambitions have changed	Interview
Tech-specs	The design and technical aspects of the charging infrastructure chosen	Interview with city employee and graphics of chargers Footage of chargers in use
The stakeholders	Who are the partners involved and what are their goals and perspectives	Interview with local partners
Challenges	The 'roadblocks' that the city has faced and expects to face in the future	Interview with expert Footage of the city Interview with city employee
Innovation	Good ideas, lessons, low hanging fruit, insights from this city	Interview with expert Interview with city employee Footage of city
Inspiration	Montage of inspiring quotes and moments from the interviews	
Outro	Summing everything up in an amusing and engaging style	Narrator

**b) Additional structural points**

- The video should start with graphics based on the graphic identity of the project (supplied by EUROCITIES).
- For the charging infrastructure, graphic elements will appear and give numbers relating to the measure.
- 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.

**c) Description of the structure of the project overview video**

The project overview will be 80-120 seconds and will be designed in cooperation with EUROCITIES. It should present the aims and details of the project in a succinct and engaging fashion, possibly using an actor, or short clips from the cities, with text overlay and some graphics, for example of planned charging infrastructure. It must finish with the logos of the project partners, followed by the logo of the European Commission and funding information. It should be compatible with platforms such as Youtube and Twitter. This video should be produced and finalised before the city videos, no later than 15 October.

**VIII. Other general points**

The interested individual, company should:

- Commit to traveling to each of the cities to be filmed;
- Commit to recording enough footage of the city, measures and interviews between September and December 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; and
- Cast and propose actors to narrate and feature in the videos.

**IX. Schedule**

- The schedule of recording will be agreed between the video producer and EUROCITIES, and should be completed by December 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.

Your quality score will be judged on your proposals to what detailed in sections I to IX.

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	10%
Price		30%

Scoring methodology for the quality components will be as follows:

0	1-2	3-4	5-6	7-8	9-10
<b>Unacceptable</b>	<b>Poor</b>	<b>Inadequate</b>	<b>Satisfactory</b>	<b>Good</b>	<b>Excellent</b>
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
<b>TOTAL</b>		

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.



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: [https://ec.europa.eu/info/funding-tenders/how-eu-funding-works/information-contractors-and-beneficiaries/exchange-rate-inforeuro\\_en](https://ec.europa.eu/info/funding-tenders/how-eu-funding-works/information-contractors-and-beneficiaries/exchange-rate-inforeuro_en) (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: **15 July 2020, 16:00**

Start of the work: **20 August 2020**

Deadline for first version of first video: **7 October 2020**

Deadline for final version of first video: **1 December 2020**

Deadline for first version of second video: **7 November 2020**

Deadline for final version of second video: **7 December 2020**

Deadline for first version of third video: **1 December 2020**

Deadline for final version of third video: **20 January 2021**

Deadline for first version of fourth video: **10 January 2021**

Deadline for final version of fourth video: **10 February 2021**

Deadline for first version of fifth video: **25 January 2021**

Deadline for final version of fifth video: **25 February 2021**

Deadline for first version of sixth video: **20 February 2021**

Deadline for final version of sixth video: **20 March 2021**

Deadline for first version of seventh video: **10 March 2021**

Deadline for final version of seventh video: **10 April 2021**

Deadline for first version of project overview video: **27 September 2020**

Deadline for final version of project overview video: **15 October 2020**

#### **5. BUDGET**

The maximum budget available for this call is **€48,000 euros** (all taxes must be included).

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

**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.**

#### **6. CONTACT**



If you have any questions about this call, please contact project coordinator **Matilde Chinellato** (+3225520883, [matilde.chinellato@eurocities.eu](mailto:matilde.chinellato@eurocities.eu)) and copy **Anthony Colclough** (+3225520856, [anthony.colclough@eurocities.eu](mailto:anthony.colclough@eurocities.eu)).