



CALL OF INTEREST: LEAD PRODUCTION COMPANY (SPAIN) – PROMOTIONAL VIDEOS” “INCUBATORS FOR INNOVATION AND TECHNOLOGICAL TRANSFER IN THE MEDITERRANEAN (INTECMED)

1. PRELIMINARY PROVISIONS

- **Contractor: Association of the Mediterranean Chamber of Commerce (ASCAME)**
- **Title of the project:** INTECMED “Incubators for innovation and technological transfer in the Mediterranean”;
- **Financing:** The project is co-financed by the European Union through ENI CBC MED Cross-border Cooperation Program 2014 - 2020;
- **Provisional start date of the contract:** September 2022
- **Provisional period of task execution:** February 2023 (tentative extension: August 2023)
- **Description of INTECMED project:** INTECMED project aims at facing common challenges of the areas involved in the project, all characterized by two phenomena: generalized economic slowdown and serious job deficit. In the mid-term, the project expects to set-up a stable decision-makers group to define an innovation strategy at local level able to coordinate all actions of different players. The pilot projects mentorship programmes will improve the competencies and capacities to commercialize research results of at least 48 entrepreneurs/researchers. In the long term, an improvement in the innovation capacity of the involved regions, and in particular those of the southern shore of the Mediterranean, is expected. The Project involves 9 partners from 4 Mediterranean countries.
- **Category:** External service for design and production of dissemination materials for INTECMED project.
- **Deadline for submitting bids is the 2nd of September 2022 at 12pm CET**
- **You can submit your proposal by email to projects@ascame.org**
- **The email must contain attached:**
 - The economical proposal (VAT excluded and VAT included).
 - Technical Proposal
 - Attach the Portfolio and the CV of the team involved in this tender
 - Photocopy (front-back) of an identity document.
 - Authorization to process personal data treatment.
 - **Subject:** “INTECMED PROMOTIONAL VIDEOS– LEAD PRODUCTION COMPANY (SPAIN)”



2. GENERAL PROVISIONS

- **Purpose:** INTECMED is looking for subcontractor to carry out a total of 7 videos with 4 different subtitles. This assignment encompasses coordination and management of the other 3 production companies based in Egypt, Tunisia, and Greece.
- **Scope of Work – Lead Production Company (Spain):**
 1. All the production process (script, development of infographics, filming- Spain, integration of subtitles and postproduction).
 2. Script and Narration: The lead production company will provide script in English and narration in English on the videos.
 3. Subtitles: All these promotional videos will be subtitled in 4 languages: Greek, Spanish, French and Arabic (modern standard). The translations in Greek, French and Arabic will be provided in “.srt” format by the partners based on the script provided by the lead company. The contracted company will have the responsibility to integrate the subtitles and provide an integrated file with the narration in English and the subtitles in Spanish.
 4. Development of infographics: INTECMED project will provide the relevant data (such as numbers for the infographics).
 5. Filming: Some of the videos will include on-site filming. The total budget includes the travel and subsistence of the team to Sevilla (Spain). We estimate that 2 travels will be needed to record the necessary shoots.
 6. All the videos should be delivered in .mp4 format and in high quality, preferably HD (720p/1080p).
 7. The final channel of the videos will be YouTube and INTECMED’s social media platforms.
 8. INTECMED will need a copy of all the final material filmed in the framework of the project.
 9. The budget should include at least 4 revisions of the final product per video.
 10. INTECMED is a project financed by the European Union. In order to fully capitalise these public funds, it would be preferable to own a copy of each video in an editable format (for example, Adobe Premiere Elements project file), for potential future communication campaigns. INTECMED would commit to not use any third-owned materials (such as music or stock images). And only edit the videos to cut them.
 11. Two (2) teaser videos. For more information, check Annex I.



3. TECHNICAL DISPOSITIONS

- Actions to carry out:
 - Production of 7 videos with subtitles in 4 languages. Consult annex for a detailed specification of each video, some of them require travel.
 - Coordination, preparation of guidelines. with the 3 national production companies.
 - Detailed description of the scope of work is gathered on section 2 (Scope of work)
- Budget: The total **cost of this contract cannot exceed 28.000 €** (VAT included)

4. PARTICIPATION CONDITIONS

- Participation

Natural, legal person and consortium of companies based in Spain are eligible for participation.

- Reasons for exclusion

Tenderers will be excluded from participation in procurement procedures if:

- The company is bankrupt or in the process of liquidation, their businesses are administered by the courts, they have reached an agreement with their creditors, they have suspended their commercial activities, they are subject to procedures related to these matters or they are in any similar situation derived from a similar procedure provided for in national legislation or regulations;
- The company, or the people who have powers of representation, decision or control over them, have been convicted of a crime related to their professional conduct by sentence of a competent authority that has the force of res judicata (in other words, against which it is not possible lodge an appeal);
- The company have committed a serious professional offense, verified by any means that the contracting authority can justify;
- The company do not fulfil their obligations regarding the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established, the country of the contracting authority or the country where the contract is to be executed;
- The company, or persons with powers of representation, decision or control over them, have been subject to a judgment with force of res judicata for fraud, corruption, participation in a criminal organization, money laundering or any other illegal activity, when said activity illegal is detrimental to the financial interests of the EU;
- The company is currently subject to an administrative penalty.



5. DELIVERY METHOD

- **Deadline for submitting bids is the 2nd of September 2022 at 12pm CET**
- **You can submit your proposal by email to projects@ascame.org**
- **The email must contain attached:**
 - The economical proposal (VAT excluded and VAT included).
 - Technical Proposal
 - Attach the Portfolio and the CV of the team involved in this tender
 - Photocopy (front-back) of an identity document.
 - Authorization to process personal data treatment.
 - **Subject: "INTECMED PROMOTIONAL VIDEOS– LEAD PRODUCTION COMPANY (SPAIN)"**

6. SELECTION AND AWARD CRITERIA

- Selection criteria
The selection criteria will apply to every natural, legal or consortium of companies.
 - To be considered eligible:
 - The company should have proven experience similar to the ones specified in this call of interest. (e.g.: EU-funded projects, international cooperation, coordination of international subcontracted companies, incubator programmes, ...)
 - It will be taken into consideration:
 - Any kind of proof that women and men are given the same opportunities and that the company is committed to these values. (e.g: *equality in the workplace badge, detailed explanation of gender policies, other proof backed up with examples*)
 - Extra marketing material, such as a social media communication plan for the distribution of the videos.

- Award criteria is distributed as follow:

Criteria	%
Lowest Price	50
Proven experience in such similar works	20
Additional services (marketing proposal)	20
Proof of gender equality	10



- Working language: The communications between the contractor and the services provider will be in Spanish or English.

7. CONTACT:

For any question or comment contact:

Dania Saliba: dsaliba@ascame.org

Diana Truyol: dtruyol@ascame.org

Projects: projects@ascame.org

8. OTHER RELEVANT INFORMATION

Find on Annex I, a detailed description of each video.

Find on Annex II, a scope of work of the National Production Company that the contracted Lead Production company will have to coordinate and work with. The National Production company has its own assigned budget to carry out the scope of work stated on Annex II.



ANNEX I: Detailed description of the video content by the Lead Production Company

1. Project Presentation

- a. Purpose: Present the project to general public + the main project outcomes
- b. Content: respond to 5Ws
- c. Type of visuals: Infographics
- d. Approx. Duration: 1' to 2'
- e. Travel: No travel needed

2. E-Bazaar of Innovation

- a. Purpose: Present the platform and its functionalities: why is it useful? what is the added value of it? Encourage people to register and use it.
- b. Content: 2 parts: 1) investors; 2) innovators. Show case the objectives of the platform, functionalities, how to navigate, log in + include interviews/testimonials of beneficiaries or success stories of people that are using this platform (it can be quotations)
- c. Type of visuals: Infographics + Tutorial (screen recording)
- d. Approx. Duration: 3 to 5'
- e. Travel: No travel needed

3. Regional Innovation Facility Points

- a. Purpose: Show these “co-working spaces”. Encourage people to use them as a place to work and meet other innovators. Show it as an innovation itself. Innovative place to innovate and to improve innovation ecosystems, interconnections, and cross cutting skills.
- b. Content: infographics + dynamic recording of the facilities + *(if possible: include interviews/testimonials of beneficiaries, people that are working at these spaces)*
- c. Type of visuals: Infographics + Recording of the Facilities
- d. Approx. Duration: 2'
- e. Travel: (Patras (Greece), Sevilla (Spain), Alexandria (Egypt) and Nabeul (Tunisia)).

4. Incubator programme I: Mentorship + teamwork

- a. Purpose: Showcase the work done with the final beneficiaries and the consortium
- b. Content: infographics + dynamic recording of the team work session + making off video including the 4 countries with interviews/testimonials of the participants (how they feel about the sessions) ...
- c. Type of visuals: Infographics + Live Recordings
- d. Approx. Duration: 3 to 4'
- e. Travel: Travel needed Patras (Greece), Sevilla (Spain), Alexandria (Egypt) and Nabeul (Tunisia).



5. Incubator programme II: Pitching of winning ideas + sub-grants + exhibitions (non-monetary benefits)

- a. Purpose: Promote the winning ideas of the incubator + give visibility to the sub-grants and how they will use the money ; organisation of the exhibition; present their ideas, network (investors, SMEs,...)
- b. Content: infographics + 1' pitch per winning idea / One video per country
- c. Type of visuals: Infographics + Inserted recordings of the beneficiaries
- d. Approx. Duration: 5' max per country
- e. Travel: Travel needed Patras (Greece), Sevilla (Spain), Alexandria (Egypt) and Nabeul (Tunisia).

6. B2B

- a. Purpose: Show the B2B meetings among INTECMED stakeholders
- b. Content: One video per country
- c. Type of visuals: Infographics + dynamic recording+ Inserted recordings of the beneficiaries
- d. Approx. Duration: 5' max per country
- e. Travel: Travel needed Patras (Greece), Sevilla (Spain), Alexandria (Egypt) and Nabeul (Tunisia)

7. Review overall project

- a. Purpose: Atemporal video to promote the project, showcasing the main achievements of the project and how to get involved, contact point in each pilot area, etc.
- b. Content: infographics + making-off kind of recordings from the last shoots + interviews/testimonials of beneficiaries
- c. Type of visuals: Infographics + Shoots
- d. Approx. Duration: 3' max.

8. Travel: No travel needed **Two (2) teaser videos**

- a. Purpose: advertising the release of the videos
- b. Content: a teaser of video 5 (Incubator programme II) and video 6 (B2B), with subtitles
- c. Type of visuals: recycled materials from the videos
- d. Approx. duration: 20-30"
- e. Travel: No travel needed



ANNEX II: Scope of Work – National Production Company (Greece, Egypt and Tunisia):

- **Filming:** Some of the videos will include on-site filming, including some interviews and general shoots. The total budget includes the travel and subsistence of the team to the facilities. We estimate that 2 travels will be needed to record the necessary shoots. The lead production company will provide a detailed scope of work and the script.
- **Translation/subtitles:** This assignment includes the translation based on the video in English provided by the Lead Production Company. The National production company will provide the Lead Production Company with a subtitles file in “.srt” format
- **Revision:** After Lead Production Company integrates the subtitles in the video, the National Company will validate its integration.
- *Optional: National Focus video*
- **Interviews in local language:** Translation into English
- The questions of the interview should be prepared and ideally asked to the person interviewed by someone working on the project