



CEEIM - Centro Europeo de Empresa e Innovación de Murcia
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Date: Friday 26th of August, 2022

Subject: Terms of Reference for the selection of Video developer/Producer external services

Funding Source: European Union under ENI CBC Med Programme

Centro Europeo de Empresa e Innovación de Murcia (CEEIM), the European Business Innovation Centre of Murcia (Southeast of Spain), is a non-profit Foundation that aims at **creating and implementing innovative methodologies in the field of entrepreneurship and business creation**, specifically meeting **technology-based start-ups' needs**.

CEEIM has been awarded as beneficiary of the Project ***C_A.2.2_0012 Capitalisation for Re-setting Innovation and Sustainability in MED-Cities (CARISMED)*** implemented within the framework of the ENI CBC Mediterranean Sea basin programme financed by the European Union through the European Neighbourhood instrument. The lead beneficiary is the Birzeit University - BZU.

CARISMED 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 of the project:

- Promoting innovative approaches/Circular Economy methodologies for re-setting the built environment at Med-Cities (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 Cultural Creative Industry (CCI) SMEs clustering.
- 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.

1- Deliverables/ expected outputs

The development of this project requires the **contracting of audio-visual services** for the implementation of activities related to communication. To this end, CEEIM is looking for one provider of audio-visual services to produce the following deliverables:

- **Video 1 (4 minutes)** presenting the activities carried out in the **region of Murcia, Spain (ES)** within the framework of the project: **Training activities, awareness workshops and clustering.**
- **Video 2 (4 minutes)** presenting the pilot activities carried out in the **region of Murcia, Spain (ES)** within the framework of the project: **Pilot model and open markets for CCI SMEs**

The services include:

- Production of High-Definition videos (script writing, videography, recording, voice over, editing, audio balancing, subtitling (Spanish to English), according to the standards established by the CARISMED project guidelines
- Ensuring usage rights for music (or music for which copyright has been granted)
- Conduction of interviews and photo taking on site, following professional standards and in line with EU GDPR rules
- Making use of the compulsory logos (EU + Project) and disclaimers and project visual identity branding

2- Qualifications and experience

- Demonstrated experience in videography/video editing
- Proven experience of conception, production and editing of documentary/film
- Experience covering EU funded Projects, circular economy, and Small and Medium Enterprises (SMEs), Cultural Creative Industry (CCI) SMEs will be an asset

3- Tentative timeframe for the video production

- Video 1: To be released in October/November 2022
- Video 2: To be released in October 2023

4- Copyrights and Intellectual Property Rights

The copyright of all video materials produced (raw and edited) under the assignment will belong to CEEIM who shall have the exclusive rights over its use.

5- Financial information

The available Budget for this contract is **8.000 € (excluded VAT)** for the two videos under the costs category “*External services – Videos in CARISMED project*”. The Financial Proposal should be in EURO.

6- Schedule and modality of payment

Maximum 30 days from the date of invoice after the service has been provided for each video.

7- Evaluation criteria of applications

Tenders exceeding the maximum budget available for the contract (see section financial information) will not be considered.

Each tender will be evaluated based on the evaluation criteria and their weighting detailed in the following section "Evaluation Criteria". No other award criteria will be used.

The selection of the tender with the best value for money results from a weighting between the quality (technical tender) and the budget proposal (financial tender) according to a distribution key out of 100 points: up to 60 maximum points (technical tender) with a minimum threshold of 40 points, and up to 40 maximum points (financial tender).

Technical Proposal: up to 60 points (with a minimum threshold of 40 points)

- Approach and coherence in the planning of activities, methodology and timeframe (up to 25 points)
- Previous relevant experience, competence, and references of the work team (up to 35 points)

Financial Proposal: up to 40 points

The maximum score will be awarded to the most beneficial tender(s) (lowest price) and the remaining tenders will be evaluated in the corresponding direct proportion.

Applicable formula: $\text{Score financial bid X} = (\text{Lowest price} / \text{price of bid X}) \times 40\% \times 100$

8- Applications

Each application shall provide technical and financial proposals including the following information:

- Cover letter with applicant contact details
- Portfolio of previous works, short profile of the team (including CV(s)) and references

- Technical description of the methodology, work plan, product, and timeframe and description of the technical capacity
- Detailed financial tender with all the foreseen costs. The financial proposal should specify all the expected costs per video such as filming charges, transportation expenses, postproduction, as well as crediting, subtitling, or voiceover. The financial tender should also include any extra costs needed to carry out the activities stated in the assignment such as travels to Murcia or local travels.

All applications should be sent to the following email address: laure.raso@ceeim.es

9- Deadline for applications

Friday 16th of September, 2022. Any offer received after this date will be automatically rejected.



Murcia, 26th of August 2022

Esther Peñalver Ibarra, CEEIM Director