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Invitation to Tender for Video Production Services



Background

The [Global Campus of Human Rights](#) (Global Campus/GC) is a network of almost one hundred participating universities around the world, seeking to advance human rights and democracy through the

organisation of seven Master's programmes in different world regions (Europe, South-East Europe, the Caucasus region, Africa, Asia-Pacific, Latin America and Caribbean, and the Arab world) and through regional and global cooperation for education and research.

GC boasts more than twenty years of experience and an excellent track record in quality human rights education and training focused on:

- post-graduate master's programmes
- human rights training and summer schools
- [e-learning activities](#)

that use both conventional and ground-breaking good practices, approaches and methods. This has allowed GC to continuously and increasingly build a solid and vast network of knowledge and expertise in teaching and training, both in person and online.

Global Campus e-learning activities

Online access to human rights courses, trainings, modules and materials is key to fostering a global community of learning and practice whose members are not only aware of their rights, but also able to develop wider and comparative understanding. The Global Campus offers such wider, comparative and practice-oriented e-learning experiences through Massive Open Online Courses (MOOCs), online courses and blended courses. Over the years we have developed a distinct online identity that we now wish to develop further.

Purpose and aims

Increasing demand for e-learning programmes has evidenced the need for a constant, coherent and efficient production of video materials, interviews, e-lectures and other visual tools for optimal online delivery. In order to fulfil such need, GC is looking for a video company that would provide video production services to support forthcoming MOOCs and online courses.

The work considered under this invitation to tender encompasses different typologies of courses and themes, but is in general homogeneous in terms of approach and methodology and includes:

- Support to GC in devising a coherent video production process and strategy
- Production and postproduction of videos:
 - Videos can be lectures or interviews with professors and experts or other types of videos such as interactive video quizzes, animated videos or a mix of lecture / power points / graphs / photos / explainers / timelines or any other post-production intervention that increases the usability and educational value of the video
 - Video-production to be carried out by the awarded contractor only refers to videos to be recorded at the GC Venice premises. Videos that are filmed elsewhere will need only post-production
 - The same video might request different editing / post-production interventions according to specific uses
 - The duration of each video varies a lot, but it usually never goes beyond 1 hour.
 - Covers are foreseen for each video
 - The vast majority of the videos are in English, but some may need subtitles (texts provided by GC)The awarded contractor is expected to create and submit to the GC 'boards' that show intervention on the videos (text, images, charts, infographics) and that will need validation
- Co-design, production and post-production of video teasers in English with a total running time not

exceeding 3 minutes:

- The teaser's script is usually provided by the GC, but the contractor is expected to give suggestions to increase its quality.
- Teasers can include graphic animations or other visuals in addition to footage with professors and experts. For the latter, videos are mainly recorded in Venice, but may include some footage previously recorded elsewhere.
- The awarded contractor is expected to create and submit a moodboard with still-frames for each teaser. Various rounds of revisions and a final validation will ensue
- Preparation of excerpts from the teasers (stills, clips, frames, etc.) to be used for promotional purposes on GC social media channels
- Suggestion, selection and purchase of tunes and music/audio files to increase the attractiveness of teasers and videos. Tunes can also be provided by the GC
- Iconographic search, including suggestion, selection and purchase of images and videos for both teasers and videos

A total production of 60 videos (either new or existing ones that need editing), 4 teasers and max 10 days of filming is roughly estimated for the timeframe of this invitation to tender.

Communication with the GC

The awarded contractor is requested to:

- use a cloud solution at its own expenses to share files and resources with the GC
- create and co-manage a calendar that indicates dates and deadlines for each project
- have a very good knowledge of English in order to understand, comment, suggest improvements and point out issues in relations to both the instructions provided by the GC and the content of the videos
- acknowledge receipt of requests, instructions, files etc. and timely communicate about any progress and any issue about the implementation of the requested services. Repeated failure to do so will lead to consideration for termination of the agreement
- ensure that a contact person is always available to timely reply to GC requests

Intellectual property

Subject to agreement, GC shall have full, unrestricted and exclusive rights to use the products and services listed in this invitation, including the right to broadcast, show and disseminate them in any media and its GC website and to exploit the products for any purpose, and the right to make any future adjustments to the contents of the products. The Tenderer is not allowed to use the products for any purpose other than those set out in the Framework Service Agreement, without the prior consent and authorisation of GC in writing. The Tenderer shall warrant that any output produced by the Tenderer or on its behalf will not infringe any patent, trademark, copyright, registered design or other intellectual property rights of any third party and agree to indemnify GC for any such claim, liability, proceedings and costs arising therefrom.

Duration of framework service agreement and timescale

The Framework Service Agreement will run from 1 September 2020 (estimated start of the contract) to 31 July 2021. Materials for the required video production services will be provided in a continuous manner, on the basis of a schedule that will be agreed in due time.

Maximum estimated total value

35.000 Euro net of vat. A margin of flexibility is to be considered.

Payments

The contract will be between GC and the Tenderer. Payments will be made on a bi-monthly basis upon reception of regular invoices for the services provided in the period.

Grounds of exclusion

The contract cannot be awarded to tenderers that are subject to any conflict of interest or fail to provide exact, complete and truthful information. Tenderers must certify they are not in any exclusion situation by providing a complete declaration of honour (Annex 1).

Presentation of proposals

The proposal must include the following items.

a. General documents

- Corporate credentials: portfolio of relevant only services / products (non relevant portfolio items will not be taken into account)
- Technical equipment
- Cvs of experts, including roles and responsibilities within the agreement. Please specify the contact person who will need to be up-to-date about any open project
- Declaration of honour

b. Financial offer

Cost with item breakdown for the following:

- concept note and plan for video strategy
- video concept development
- story board
- graphic design
- animation
- filming direction and recording
- post-production editing: basic (low level editing mainly concerning the actual video)
- post-production editing: enhanced (high level editing including addition of many content, graphic, etc. component)
- covers
- music score and background
- voice over
- subtitles
- any other cost item that might be considered relevant

c. Technical Part

- A document explaining the creative approach, methodology and process from the start of a project (briefing by GC) to its end (confirmation by GC) (number of team members dedicated to the project; schedule of meetings; phone availability...)
- A video teaser (including with voice over, animation, music etc.) on the topic of Children's Rights

and Technology in the Digital Age on the basis of the following concept note: The intention of this project is to create the first-ever Massive Open Online Course (MOOC) on children's rights and technology in the digital age, while simultaneously collecting information and testimonials on how this issue is materializing within different contexts around the globe. To date, there is a lack of approachable research and interdisciplinary conversation on this topic. Many users, including parents and children, place blind-trust, to varying degrees, in the promises of futuristic technologies, yet the positives and negatives of these rapidly evolving devices and algorithms have yet to be fully understood. The key stakeholders in developing these technologies may not always have a child's best interest in mind, which is why everyday citizens, politicians, human-centric tech-advocates, and civil society need to proactively work towards creating a safe and healthy environment for children to learn and grow. The MOOC aims to close the information gap between experts and users, incubate productive public debate, and inspire action towards children's rights advocacy.

The MOOC will include the following topics:

- Introduction (on children's rights, artificial Intelligence and biometrics, etc.)
- Children's right to privacy and data protection (including facial recognition, surveillance, advertising, etc.)
- Early-childhood development
- Right to education

The objectives of the MOOCs are: provide a comprehensive overview on contemporary challenges regarding children's rights and new technologies from an interdisciplinary perspective; spread awareness of this underrepresented topic; promote synergies between academics, activists, public sector employees, etc.; spark activism for children's rights as an important focal point for law-makers, tech-developers, consumers and researchers across an interdisciplinary spectrum.

Selection procedure and criteria

GC will generally evaluate each proposal according to the following criteria:

Proposal's completeness and adequacy according to the requirements of this invitation to tender 10%

a. General documents 30%

b. Financial offer 30%

c. Technical part 30%

Submission of proposals

Please submit your proposal in PDF format, including a link to the video teaser, by **6pm CET on Friday 21 August 2019** to angela.melchiorre@gchumanrights.org and cc: elisabetta.noli@gchumanrights.org.

Subject: Video production services for e-learning programmes

Please name the files according to the items outlined above.

Late submissions will not be considered.

For information contact the Online Programmes Manager angela.melchiorre@gchumanrights.org

Annexes

Annex 1 – [Declaration of honour](#)

Annex 2 – [Invitation to tender PDF](#)