INVITATION TO TENDER FOR

VIDEO PRODUCTION SERVICES

The **European Union Network for the Implementation and Enforcement of Environmental Law (IMPEL)** is an international non-profit association of environmental authorities of the European Union Member States, acceding and candidate countries of the EU, EEA and EFTA countries. The association is registered in Belgium and its legal seat is in Brussels. Currently, IMPEL has 57 members from 38 countries and its working language is English. The network has a Board support by a secretariat.

IMPEL aims to improve the implementation of EU environmental legislation, by supporting the development of good practices with guidance and tools; promoting the exchange of information and experience; supporting and facilitating capacity building and training of regulators; carrying out joint actions including inspections; providing feedback and advice on new and existing EU environmental law.

In order to achieve its objectives, IMPEL funds and carry out specific projects. A joint management of projects by environmental authorities from different IMPEL member countries is encouraged as well as a broad participation to project workshops from all IMPEL members.

Within the IMPEL network, there is the need to have promotional videos for 7 projects outputs, which are;

1. Joint of Networks for Wild Fungi (JoNeF): [Survey Report](https://www.impel.eu/actions/download-file/files/ad528391-169c-4ebc-9d3c-8b13e5456e70/NP%202022%28VII%29WG7%20JoNeF%20Survey%20Report%20%282%29.pdf)

*The video should highlight the significant interest of the scientific community in fungi (macrofungi) and underscore their crucial role in monitoring and assessing the status and quality of habitats. It should showcase how the JoNeF project enhances awareness of fungi conservation, particularly among legislators and policymakers responsible for environmental policies. Please visit* [*project webpage*](https://www.impel.eu/en/projects/joint-network-for-wild-fungi-jonef) *for more information*

1. Waste Management and Circular Economy: Whole hierarchy of the waste management with the produced documents and work in progress to promote project results

*The video should drive the public to the steps of the waste management hierarchy, highlighting the experiences and best practices shared by waste IMPEL experts across the project. They should showcase the benefits of the* [*Guidance Making the Circular Economy Work*](https://www.impel.eu/actions/download-file/files/21a4c6c4-be51-499e-a6ae-7a1f23693ee2/Guidance-Making-the-Circular-Economy-Work.pdf) *drafted within the project and of the workshops held. Please visit* [*project webpage*](https://www.impel.eu/en/projects/waste-management-and-circular-economy-previous-landfill-inspections-project-series) *for more information*

1. European Marine Transborder Transect: All the road map of the project (2022-2024) from the state of art to final guidelines *([EMTT-State of Art](https://www.impel.eu/actions/download-file/files/1ebabb86-773b-4375-b7f0-0c32fd004432/202017_FR_FLT%20Europe%20State%20of%20the%20art.pdf),* [*EMTT-Data Format, Validation and Database*](https://www.impel.eu/actions/download-file/files/73330116-74f4-47b7-b009-0f4be25d2025/W&L%202022%20%28VI%29%20WG4%20Report%20IMPEL%20Europe%20MTT%202022%20vol.%202.pdf)*, [EMTT-Data Analysis](https://www.impel.eu/actions/download-file/files/6d2e1cb2-d133-4216-bd1d-4bff7e2e060f/WL%202022%28VI%29WG4%20EU-MTT_Report_2023_DataAnalyses.pdf))*:

*The video should demonstrate how the final guidelines were achieved, starting from the State of arto, until the final onboard meeting. They should showcase the benefits of using ferries/large vessels as a monitoring station for marine mammals and turtles within the frame of the MSFD and HD EU Directives. Please visit* [*project webpage*](https://www.impel.eu/en/projects/europe-marine-transborder-transect) *for more information*

1. NP - Testing and improving the proposed planning tool for inspections of Natura 2000 sites (NIRAM) and Roadmap for a project series on invasive alien species: [NIRAM tool](https://www.impel.eu/actions/download-file/files/f1ebc945-00c5-42e3-9b5f-052c9ff64594/FR-2018_14-Development-of-a-Planning-Tool-for-Inspections-on-Natura-Sites.pdf)

The video should demonstrate - the purpose of the tool and the different roles and tasks of users (coordinator/administrator, inspector) - how to get access to the tool - how the different user groups work with it, - the results of the assessment with the tool and how to save them. *Please visit* [*project webpage*](https://www.impel.eu/en/projects/inspection-planning-tool-of-nature-protected-sites) *for more information.*

1. National Peer Review Initiative (NPRI) Tool: The project aims at setting the basis for the development of autonomous Peer Review activities in National Networks of Environmental Authorities and Agencies. It can be used as an instrument to improve own performances through dialog, collaborative confrontation and sharing of good practices among the peers belonging to the same network. The video should demonstrate the general aim of the project and the NPRI tool itself. They should showcase the benefits of peer reviews at national level for the practitioners.

*Please visit* [*project webpage*](https://www.impel.eu/en/projects/national-peer-review-initiative-npri) *for more information*

1. IMPEL Review Initiative Tool (IRI): The video should demonstrate the value of a review of peers from Impel member states. The IRI is a project in which 5 or 6 experts from other countries come to the host country to review an environmental topic that has been selected by the host. This can be permitting and inspecting a at industrial installations, on waste, water or nature. The result of a review is a report with opportunities for development. The IRI also offers after-care for organizations that need help implementing changes. The video should showcase the benefits of peer review and the appreciation of the project by the European Commission. Please visit project webpage for more information.

*Please visit* [*project webpage*](https://www.impel.eu/en/tools/impel-review-initiative-tool-iri) *for more information*

1. ​Implementation of the Birds and Habitats Directives at European Aerodromes: ​​The video should demonstrate the most appropriate aircraft – wildlife strike prevention strategies at aerodromes and the potentials of using aerodromes in protecting wildlife. The video also should focus on how the a Risk Assessment Tool (RAT) that will be developed by the project team, will help beneficiaries that issue/oversee the Derogations and the win-win situates for both flight safety and biodiversity. All these efforts are resulting in:  ​1) a reduction of the aircraft – wildlife collision hazard, ​2) a reduction of the number of individuals affected by derogation permits and  ​3) an increase of non-hazardous species.

*Please visit* [*project webpage*](https://www.impel.eu/en/projects/bird-directive-at-airports) *for more information*

Please also visit [IMPEL Vimeo Channel](https://vimeo.com/user52886846) for IMPEL videos.

**Consequently IMPEL is looking for a service provider to produce 7 promotional videos.** We invite qualified offers for this service before the **closing date of 05/ 11/ 2024.**

The works should be carried out from 13/11/2024 and be completed by 13/12/2024 to fulfill the above- mentioned needs (see the following section for further details on the deliverables & key services).

# Service specification

The Service required includes the following key services & deliverables:

* 1. For the mentioned 7 project outputs, the service provider will create 7 short promo videos that effectively communicate the message, values of the projects and benefits and the usage of the project outputs to the target audience.
  2. The videos will be used for dissemination purposes of the IMPEL project outputs on the IMPEL website as well as IMPEL social media channels (like LinkedIn, Facebook, Twitter, Vimeo, etc.)
  3. The main target group consists of local, regional, and national institutions involved in the implementation and enforcement of environmental policy and legislation.
  4. Co-design, production, and post-production of the videos will be in English. In General, the total running time for each video will not exceed 5 minutes. The length of the videos for NPRI and IRI projects will not be longer than 3 minutes. British English should be used in over-voicing.
  5. The key points, messages and some sources for video’s script are usually provided by IMPEL, but the contractor is expected to prepare the story and scripts and give suggestions to increase the overall quality of the videos.
  6. The videos may include some footage previously recorded that will be provided by IMPEL. IMPEL can ask indoor and outdoor shootings to the service provider.
  7. The videos also include some footage recorded by IMPEL experts who are in project teams and service provider will give online training on how to make self-recording to ensure the best possible quality and consistency for the videos.
  8. The video can include images, music, motion or other visuals in addition to footage with IMPEL experts. (royalty-free or with an appropriate license to allow unrestricted use). The service provider will suggest, select and purchase images, music, and videos where necessary to increase the attractiveness and engagement of the promo videos.
  9. The Service Provider should ensure the consistency in professional quality and content of the final videos especially if the video includes the recording done by IMPEL experts or the previous records that IMPEL asks to include. The sound and image quality, consistency and fluency, clarity and modernity will be the basic requirements for the acceptance of the service.
  10. The service provider will set up a communication team with IMPEL. The communication team will do weekly meeting and the story, script, footage, editing, draft video and final videos will be finalized according to comments and suggestions by the communication team to improve clarity, accuracy, and overall impact.
  11. The service provider will present a working plan including the steps of the work with deadlines to IMPEL. The draft stories for each videos will be provided by service provider within the first two weeks of working period.

# Essential Requirements & Skills

1. Internationally well-experienced in video production. Having experience in producing similar successful introduction videos is well preferred.
2. Have a written and spoken knowledge of English in order to understand, comment, suggest improvements and point out issues in relation to both the instructions provided by the IMPEL and the content of the video. Written and spoken knowledge of additional EU official language(s) is an advantage;
3. Having the required technical skills in video production.
4. Training and technical assistance for IMPEL experts who will have a role in videos so the records fit the main professional-quality video and concept.
5. The ability to produce an engaging story and easy watching video through visuals, audio, and editing techniques.
6. Interest in environmental protection.

# Conditions

We would invite qualified offers for this service to be completed during 13/11/2024 to 13/12/2024

The services should be provided remotely from the provider’s own place of work, liaising with the project leaders, the project team and all the project participants, as well as other project service providers.

For the video on Implementation of the Birds and Habitats Directives at European Aerodromes Project, the service provider will do indoor and outdoor film shootings in 20-21 of November in the IMPEL Conference on Bird Directive at Airports which will take place in Paris Orly Airport. IMPEL also can ask for filming in other places (not more than 3 locations and 1 day of shooting) like filming IMPEL project meetings determined by IMPEL.

The service provider is solely and exclusively responsible for all social security and tax obligations, including V.A.T. liabilities, at his place of work, related to the fees and any other compensation paid under this service contract and for the social security and tax obligations relating to its employees and representatives. IMPEL will provide the necessary information and proof on European VAT liabilities eventually covered at its legal seat.

The estimated time for this service is 23 working days but payment will be made for adequate services described for this contract term with the agreed, fixed price.

The service provider will be bound by IMPEL’s confidentiality and conflict of interest agreement which should be signed along with the acceptance of the contract.

The service provider will disclose and provide to IMPEL all intellectual property made, conceived, or created by it at any time during the performance of the agreement (whether alone or jointly with others), including recordings of events for internal dissemination and will not limit number of participants attending in any event organised under this tender.

All communication will take place in English. Changes will be communicated beforehand with the IMPEL and implemented only after written approval.

The service provider will report to the IMPEL and will take part in IMPEL meetings and workshops upon request of IMPEL regarding this service. In this case, traveling expenses such as hotel, necessary meals and flight are paid by IMPEL. Reimbursement of costs will be in line with IMPEL rules and procedures.

Earlier termination of the service contract may be initiated by IMPEL if:

* 1. the financial contributions foreseen for the service not paid to IMPEL or
  2. the quality and quantity of services rendered is not sufficient.

Adequate warning and consultation will be provided prior to the contract being terminated.

# Application

The service providers should apply for this service, with a service proposal that also includes their **curriculum Vitae** and a **short letter of motivation** (maximum two pages) explaining their experience and suitability for the service, and their portfolio including the experiences related to this service within **21 days** from the publication of the invitation to tender on IMPEL website **(15th October 2024). This should be sent to** [**info@impel.eu**](mailto:info@impel.eu)

Shortlisted service providers will be informed by 07th November 2024. Videoconference (Skype/TEAMs) interviews with those shortlisted will be conducted shortly afterwards.

For more information on the tendered service, please contact Şenay Arslan [**senay.aslan@impel.eu**](mailto:senay.aslan@impel.eu)