

TERMS OF REFERENCE FOR THE DEVELOPMENT OF TWO SHORT VIDEOS FOR THE CAPITALISATION PHASE AND THE AUTUMN SCHOOL OF THE INTERREG-MED INCIRCLE PROJECT

MedCities budget code: 21EEP050

Introduction

The Associació MedCités / MedCities is an association of cities, with its headquarters in Barcelona, dedicated to sustainable urban development in the Mediterranean. It comprises 63 members in sixteen different countries and runs projects in the fields of strategic urban planning, urban services, the environment and local economic and social development, as well as training activities, technical support and the capitalisation of best practices. The network was created in 1991, since which time it has carried out dozens of projects in Mediterranean cities.

MedCities is the partner leading the capitalisation phase of the [Interreg-Med InCircle project](#), which is a modular project belonging to the sustainable tourism community. InCircle's objectives is to support insular and low-density areas in the transition towards a more circular tourism economy. With this aim, a first section of the project has focused among others, on drafting five regional strategies (one for each one of the regional institutional partners territories). To support this process, InCircle has created a set of tools: (i) A set of circularity indicators to assess the current status of both touristic territories and their tourism business; (ii) an operational model to guide the institutions through the process of creation of a strategy resulting from a participative process among the different stakeholders of the tourist sector; (iii) Capacity building manual to support the performance of stakeholder working groups and (iv) an evaluation pack, which contains detailed information regarding specific criteria that institutions should take into account when drafting the strategies in order to tackle the five principles¹ and four pillars² of InCircle. All these tools, together with a summary of the strategies performed during the first phase of the project, are the central core of the "Replication package" used in the capitalisation phase.

The replication package will be made available to the six selected replicating territories. In order to facilitate the understanding of each tool, InCircle will create two short introductory videos regarding:

- Video 1: Circularity indicators to assess the level of circularity of tourism destinations and tourism industry.
- Video 2: InCircle's tools to build a tourism strategy, including the operational model and the evaluation package

1. Objective

The objective of this service provision is to develop two short videos for the capitalisation phase and the autumn school of the Interreg-Med InCircle project

2. Scope of the services

The scope and characteristics of the services are as follows:

¹ Reduce, regenerate, rethink, innovate, revalue

² Water, energy, waste, mobility and an horizontal approach

Objective of the videos: The two videos will be aimed at facilitating the understanding of the tools available to the tourist destinations (and tourist industry in the case of the circular economy indicators) who are interested in using them.

Context where videos will be used: This videos will be firstly used during the webinar to launch the call for replicating territories, which is expected to take place during the third week of June 2021, in order to show potentially interested institutions the tools they will use during the capitalisation phase for the performance of their own strategies.

They will also be used as a complimentary material, when InCircle tools are made available to the public, so that the potential users can get a glance of the stakeholders the tools are intended to, how to use them and which objectives do they have. With this purpose, the videos will be uploaded on the InCircle project website and on the InCircle knowledge platform in the section dedicated to the replication package.

Therefore, the videos format must ensure that videos could be inserted to a webpage as well as to be shared through InCircle and partners social networks (such as twitter, LinkedIn, Facebook) and YouTube.

Structure and content and characteristics of the videos:

VIDEO 1: Approximate duration: 1,5 minutes

1. **Introduction:** The video will directly approach the main stakeholders (tourism industry and touristic destinations) by using a sentence such as: are you a touristic destination aiming at making your tourism more sustainable and circular? We have something that can be of your interest!
2. **Brief description of the tool**
3. **Objectives of the tool**
4. **Contents and format of the tool**
5. **Brief explanation on how to use the tool**
6. **Reference to materials** to encourage viewers who want to know more to use the tool and accompanying materials to obtain more information.

VIDEO 2: Approximate duration: 2-2,5 minutes

1. **Introduction:** The video will directly approach the main stakeholders (touristic regions who wish to increase the circularity of the tourism in their areas).
2. **Description of the importance of building an holistic tourism strategy that tackles InCircle principles** (reduce, regenerate, rethink, innovate and revalue) **and pillars** (water, energy, waste and mobility) **and that gathers the vision and objectives of all tourism stakeholders.**
3. Description of InCircle tools, relating each tool to how can it help the territories towards the accomplishment of point 2:
 - a. Operational model
 - b. Capacity building manual
 - c. Evaluation pack
 - d. Summary of strategies
4. Contents and format of tools a (operational model) and b (evaluation pack)
5. Brief explanation on how to use tools a (operational model) and b (evaluation pack), and reference to the summary of strategies as a supporting document.

- Both videos will follow the projects style, respecting its typography, colours, logotypes and infographics. To ensure this, the contracting company will follow the rules set in the InCircle communication plan, which will be provided by MedCities.

- Both videos will be performed with motion graphics and will contain visual elements such as key words and highlighted contents through pop-up.
- The video must contain sound (voice-over) and subtitles in English. The contracting company will be in charge of producing this voiceover and insert it in the final version.
- Scripts will be performed by the contracting company and will be agreed among all partners. To provide guidance and ensure accuracy, technical partners who has developed each one of the tools will fill in a form containing the following information: tool to be capitalised; key words; stakeholders to which the tool is designed to; objective of the tool ; brief explanation of the tool, focusing on its format and its contents; brief explanation on how the tool is used. In addition, MedCities will organise a meeting between the video developers and the partners who developed the tools to ensure alignment of the objectives and full understanding of the tools and on how the videos are going to be performed.
- The video will contain the following elements, which will be provided by MedCities to the contracting company:
 - o Entry banner with InCircle logotype
 - o Exit banner with InCircle logotype, all partners' logotypes and the social networks where InCircle is present.
- In case the video contains music, it is encourage to use the creative commons licence. However, if the music is restricted to authorship right, the costs derived from this will run in charge of the contracting company and in any case this will be considered as an additional cost of the contract. Therefore, the contracting company will need to add this in the budget of the service.
- A first meeting will be performed with the contracting company to explain specific needs and determine the type of design and necessary elements (icons, colours, movement of the video elements...). In this first meeting it is expected that the contracting company presents a first idea or video script and play-list of the video in order to start working on this first version. In this first meeting, a calendar to schedule the revisions of the video will be set.
- In order to have a better control of all materials being produced and solve any doubts that may arise, a follow-up of the activity will be performed in posterior meetings. These meetings can be suggested either by MedCities or the contracting company.
- In relation to the maximum amount of versions to be produced according to the modifications suggested by MedCities and project partners: The video will be performed in two stages, both of which will be subjected to change after partner's inputs. In the first stage, after having performed the meetings with project partners and all documentary work, the contracting company will provide MedCities with a first version of the scripts together with a schematic and visual storytelling regarding the video scenes so that project partners can provide a first input. This document will evolve through a series of up to three rounds of input between the contracting company, InCircle partners (one version) and MedCities (up to three versions). This stage will last a maximum of two weeks. In a second stage, the company will provide a first version of the video by following the last version of the first stage. Again, project partners will be

able to propose changes creating a second version. This second stage will include up to three versions and will last a maximum of two weeks, after which the final version of the video will be made available to MedCities. .

- The elements produced will be stored in a shared folder in the cloud (it will be decided which platform and if it will be hosted by the successful bidder) in order to store the materials with a high weight / definition and thus avoid the massive use of e-mail and to be able to give indications and clarifications in a more dynamic manner.

Deliverables to produce:

D1. Video 1: Circularity indicators to assess the level of circularity of tourism destinations and tourism industry (June 11th 2021)

D2. Video 2: InCircle's tools to build a tourism strategy, including the operational model and the evaluation package (June 11th 2021).

3. Type of service, duration and place of execution

These terms of reference and the winning proposal will define the conditions of the service as a contract of provision of services from the notification of the order until June, 11th 2021. The service will be carried out at the premises of the service provider.

The service will be governed by the Catalan law, the Spanish law and the courts of Barcelona.

4. Base budget of the service

The maximum budget for this service is €3.719,01 (all taxes included). If the bidder has its tax domicile in Spain, the maximum amount will be €4.500 including the VAT rate valid on the date of the publication of these terms of reference which is 21%.

Any offer exceeding this amount will be rejected. It is understood that the budget includes all of the costs that the successful bidder is required to pay for the normal fulfilment of the services contracted such as general expenses, financial costs, insurance, transport and travel expenses, remuneration for the staff under its control and all verification and job costs.

5. Price of the contract and economic conditions

The administrative details of the Contracting Body are:

ASSOCIACIÓ MEDCITIES AND/OR MEDCITÉS

C / 62. 16-18. EDIFICI B, ZONA FRANCA

08040 BARCELONA – CATALONIA - SPAIN

Tax number (VAT): ESG66401258

The contract price is the one established by the award of the tender, in line with the offer submitted.

1 invoice are required according to the following details:

- 100% of the total amount after the delivery of D1 and D2.

All invoices will include, in the description section within the body of the invoice, apart from the description of the work carried out, must include the following concept: "InCircle project (Code 5329)"

The payment term of the invoice will be: bank transfer 30 days after the date of the invoice (bank account details are required) after favourable report issued by the General Secretariat of MedCities at the end of the service.

The service provider will be directly responsible for paying the local or national taxes applied to the services except if the service provider is fiscally domiciled in Spain, whereupon the current tax law in respect of personal income tax (IRPF) will be applied.

Invoices must be sent either by post to the offices of the General Secretariat of MedCities or, if they are in digital format, to contact@medcities.org.

Bank charges arising from the payment of invoices will be shared (SHA according to bank coding).

MedCities may require information from the service provider regarding its compliance with obligations relating to social security contributions and the payment of taxes.

6. Participation requirements

Those bidding for the service can be individuals or companies that have the full capacity to carry out the work, that are not subject to a ban on hiring staff and that can demonstrate their technical reliability and professional experience.

7. Confidentiality clause

The information that the service provider will have access to in order to fulfil the purpose of this contract must be kept strictly confidential and must not be used for any activity not covered by this contract. In circumstances where a particular use of the information gives rise to doubts in respect of this confidentiality clause, the service provider must, in all cases, request the consent of MedCities.

8. Ownership and authorship of the work

Following the spirit of cooperation and exchange, the ownership of the work carried out within the framework of the contract of these terms of reference and co-financed by the Interreg MED program is open to the public and free of rights.

Project deliverables must be accessible and available free of charge to the public general in an easily usable format. The MA / JS and other relevant programs can use them for communication and information.

The authorship of the works covered by the contract related to these terms of reference is shared between the author and all partners in the project in question.

9. Termination of the service

By giving notice of one month, the service can be terminated by either party before the date indicated in Point 3 of these terms of reference for objective reasons.

10. Submission of offers

The offer must be sent to the following email address: contact@medcities.org

- Proposal submission period: 10 working days from the date of these terms of reference.

General Secretariat

- The subject line of the email should specify “Service offer for the development of three short videos for the capitalisation phase and the autumn school of the Interreg-Med InCircle project”
- It is essential that the submission should clearly indicate: business name, address, phone number, email address and the Fiscal ID Number (VAT – tax number) of the bidding company.

The offer must include the extent of the services offered and fulfil the conditions expressed in the previous sections. Notwithstanding that the candidate can attach to their offer any complementary information they consider to be of interest, the tender must include the following documentation:

- Detailed offer of the services.
- Economic proposal: candidates must submit an economic proposal in euros that either they or their representative must sign. The prices offered should include any type of tax, charge or fiscal ruling of a European, state, autonomous community or local nature as indicated in Points 5 and 6 of these terms of reference.
- CV of the professional person or company involved and of the working team, giving relevant examples of similar work undertaken and, if applicable, international experience.

In the event that additional information is required to present the offer, we invite you to contact MedCities by writing to the email address contact@medcities.org. Only written questions about clarifications of the presentation of offers will be answered.

MedCities may request additional information related to the proposal if it deems it appropriate. If this is the case, the proposals that require clarification must be answered within a reasonable period established by the evaluation team.

11. Assessment criteria

The most advantageous offer will need to be evaluated bearing in mind the cost-effectiveness ratio in accordance with the overall proposal. The assessment could take the price-quality ratio into account.

MedCities guarantees equal treatment of the people/companies bidding and will keep their offers confidential.

The person/company adjudicated as the successful bidder will be notified within a period of 5 working days from the final submission date for offers.

Barcelona, 21 April, 2021

Josep Canals Molina
MedCities Secretary General