

## Video for the first prize winner of the PLATFORMAwards 2017-2018

[PLATFORMA](#) is looking for a service provider to produce and help in the distribution of a video to promote the project of the first prize winner of the first edition of the [PLATFORMAwards](#).

### Background

PLATFORMA is the pan-European coalition of local and regional governments engaged in international cooperation for sustainable development. PLATFORMA federates local and regional governments with their national, European and global associations, and is hosted by the [Council of European Municipalities and Regions](#) (CEMR).

On the 1<sup>st</sup> of February 2018, the jury of the first edition of the PLATFORMAwards has decided to reward the towns of Roeselare (Belgium) and Dogbo (Benin) for their project [No kids without birth certificates](#). **Henk Kindt**, Deputy Mayor of Roeselare, and **Vincent Codjo Acakpo**, Mayor of Dogbo, received the prize on [during a ceremony](#) at the European Committee of the Regions in Brussels. The award was handed by **Arne Lietz**, Member of the European Parliament and member of the Committee on Development (DEVE).

According to [PLATFORMAwards Rules & Terms](#) “The first prize winner is rewarded with the production of a documentary video to promote its cooperation project. The winner shares the video’s rights with PLATFORMA. The video value is fixed at €10,000 VAT included.”

### Assignment

The service provider should produce a **10 to 15-minute video** with a **1 to 2 minutes trailer** with video shooting in Roeselare (Belgium) and Dogbo (Benin), interviews of Roeselare and Dogbo Mayors and/or deputy mayors, interview with the Director of PLATFORMA and/or Secretary general of CEMR, interview with beneficiaries of the project in Dogbo, possible interviews with other partners and officials (European Commission representatives, MEPs...). There should be a good balance between the footage from both cities.

Key buildings and places like the City halls of both cities, the health centres and the city of Dogbo should appear in the video. Moreover, the three pillars of the project should also be showcased: awareness-raising (i.e. informing and involving citizens), digitalisation and capacity-building of the city staff.

## General objectives

The aim of the video is to show the importance of registering newborn babies but also to serve as an example for other towns/countries. It should also help in the promotion of the PLATFORMAwards and the PLATFORMA coalition's objectives.

The long version of the video will be broadcasted online (mainly Youtube) but it is also expected to be broadcasted on European TV channels. For this reason, the service provider is expected to provide concrete and realistic proposals for promotion on European audiovisual media, TV programmes and TV channels (see below "requirements").

The trailer will be used to promote the PLATFORMAwards winners for the current and next editions (2020) and will be broadcasted on social media (mainly Twitter). It should include the major steps of the project, in particular the importance of registering newborn babies, to make this video a tool of information in the framework of the project.

Both videos should be made available in **3 subtitled linguistic versions** (English, French and Dutch). The three languages can be used for interviews, with a preference for English and French. If there is a voice over, this should be recorded in English or French

## Timeline

A delegation of the town of Roeselare is participating to a visit in Dogbo from the **1<sup>st</sup> to the 10<sup>th</sup> of November 2018**. **Video footage should be taken in Dogbo** during this visit of the Belgian delegation.

Both mayors are also participating to the [10-year anniversary conference of PLATFORMA](#) on 10 October 2018 in Brussels. Meetings and video footage can be planned that day in Brussels but do not replace footage and interviews in both cities, especially in Dogbo.

## Requirements

The final documentary video should be produced **before 31 January 2019**.

The potential service provider should send:

- A concrete proposal explaining how the video will be created, including a timeline, a first script/storyboard and proposals for video shootings
- Examples of similar videos already produced
- A list of previous clients and a certificate of satisfaction if possible
- A proof of registration in the European Union (copy of the registration, VAT regime, etc.)
- Concrete proposals for media/ TV programmes/TV channels on which the video could be broadcasted, ways to promote the video, prices, etc...

## **Terms of contract**

The service provider will receive a maximum payment of €10,000 VAT included for the production of the videos (long version and trailer in the 3 linguistic versions mentioned above) to promote the project of the towns of Roeselare and Dogbo. All direct costs (travel, hotel, restaurant, etc.) should be covered by the service provider within the foreseen amount and won't be reimbursed by PLATFORMA or the cities of Dogbo and Roeselare.

The contract will be signed between the service provider and the Council of European Municipalities and Regions ([CEMR](#)), which is legally representing PLATFORMA.

## **Selection procedure**

Interested bidders shall submit their bids no later than on Friday **21 September 2018** COB by electronic mail to [platforma@ccre-cemr.org](mailto:platforma@ccre-cemr.org)

An automated or manual confirmation shall be sent to bidders upon the receipt of the bid submission. After the selection process, all bidders shall be notified about the outcome of the selection process.

Priority will be given to service providers that make concrete and realistic proposals for the broadcasting of the video.

## **Intellectual property and data protection**

The Contractor shall ensure the compliance of all deliverables, or their constituent parts, with applicable intellectual property legislation and personal data protection legislation. Full copyrights of video footage or illustrations should be provided to the client.

The contractor shall also respect the [European Commission communication and visibility guidelines](#).

## **Contact**

For any additional information, do not hesitate to contact Hervé Devavry, Press & communication officer at PLATFORMA, [herve.devavry@ccre-cemr.org](mailto:herve.devavry@ccre-cemr.org), +32 2 842 67 70