

## Video for the first prize winners of the PLATFORMAwards 2019-2020

### Terms of reference

[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 laureates of the second [PLATFORMAwards](#).

#### Background information

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 8 June 2020, 9 municipalities from the Province of Barcelona (Spain) and 6 municipalities from Marrakech-Safi Region (Morocco) received the first prize at the second PLATFORMAwards for their project "[Support to local and participatory democracy in Morocco](#)". The partnership, supported by the Moroccan Institute for local development (*Institut marocain pour le développement local – IMADEL*) and the Barcelona Provincial Council (*Diputació de Barcelona – DIBA*) aims at strengthening citizens' participation and promoting gender equality at the local level.

Due to the COVID-19 outbreak, the [PLATFORMAwards' ceremony was organised online](#), with elected representatives from the 4 winning partnerships, and members of the jury<sup>1</sup>.

According to [PLATFORMAwards Rules & Terms](#) "The first prize winner is rewarded with the production of a video to promote its cooperation project. The winner shares the video's rights with PLATFORMA. The video value is fixed at €15,000."

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<sup>1</sup> The jury, chaired by [Frédéric Vallier](#), Secretary General of the Council of European Municipalities and Regions included [Henk Kindt](#), Alderman of Roeselare (Belgium) and co-laureate with [Dogbo](#) (Benin) of the 2017-18 PLATFORMAwards, [MEP Mónica Silvana González](#) (European Parliament Committee on Development), Mayor of Kitwe (Zambia) [Christopher Kang'ombe](#), Secretary General of the Congress of Local and Regional Authorities of Europe of the Council of Europe [Andreas Kiefer](#), Member of the European Committee of the Regions [Satu Haapanen](#) (Finland), and Peace and Security Expert at the AU-EU Youth Cooperation Hub [Yasmine Ouirhrane](#), who was recognised in 2019 as a "Young Leader" by the European Commission.

## Assignment

The service provider should produce a **15 to 20-minute video** with a **1 to 2-minute trailer**, with video shooting in the various municipalities of the Province of Barcelona in Spain, and the various municipalities of the Marrakech-Safi Region in Morocco, interviews of relevant Mayors and/or local elected representatives, interviews of key players at DIBA and IMADEL, interview with the Director of PLATFORMA and/or Secretary general of CEMR, interview with beneficiaries of the project in Morocco, possible interviews with other partners and officials (European Commission representatives, Members of the European Parliament, members of the jury...). There should be a good balance between the footage from both countries, as well as gender balance among interviewed persons.

Key buildings and places like city halls should appear in the video. Moreover, the three key dimensions of the project should also be showcased: strengthening citizens' democratic participation, promoting gender equality at the local level, as well as the contribution to the UN Sustainable Development Goals.

## General objectives

The aim of the video is to showcase the long-term cooperation project between the municipalities of the Province of Barcelona, and Marrakech Safi Region. It will show the importance of promoting citizens' participation for local development, and the benefits of developing local policies for gender equality in the municipalities. It will also explain why is it important for the Province of Barcelona and its municipalities to engage in such cooperation project. It will help serve as example for other towns/regions/countries, and in the promotion of the PLATFORMAwards and the PLATFORMA coalition's objectives. The Sustainable Development Goals will be highlighted and the cooperation put in perspective in this framework.

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 edition (2022), and will be broadcasted on social media (mainly Twitter and YouTube). It is also expected to be presented in the framework of the seventh forum "[Cities and Regions for Development Cooperation](#)" (formerly called "Assises of Decentralised Cooperation") organised by the European Committee of the Regions and planned for February 2021 in Brussels (Belgium).

The videos should present major steps of the project, and its main achievements. Both videos should be made available in **3 subtitled linguistic versions** (English, French and Spanish). The three languages can be used for interviews, as well as Arabic if requested by the persons to be interviewed. If there is a voice over, this should be recorded in at least one of the three languages (English, French and Spanish) and subtitled in the other ones.

## Timeline

The final documentary video should be produced **before 31 January 2021**. Therefore, the service provider should be ready to start no later than mid-September 2020.

Due to the COVID-19 outbreak and the sanitary crisis, the service provider should present different realistic scenarios for video shooting. If she/he is not allowed to travel to one of the countries, she/he should have contacts with cameramen on site and sub-contract the task.

## Requirements

The interested service provider should send in English or French:

- A proposal outlining how the video will be created, including a timeline, a first script/storyboard and proposals for video shootings
- Examples of similar videos already produced (no language requirement)
- A list of previous clients and certificates of satisfaction (if available) for the service provider and its potential sub-contractors
- A proof of registration of the service provider (copy of the registration, VAT regime, etc.)
- Concrete proposals for media, TV programmes, or 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 €15,000 without VAT for the production of the videos (long version and trailer in the 3 linguistic versions mentioned above) to promote the winning partnership. All direct costs (travel, hotel, restaurant, visa, medical fees, sub-contracting, translation and interpretation, etc.) should be covered by the service provider within the foreseen amount, and won't be reimbursed by PLATFORMA or the involved local and regional governments involved.

The contract will be signed between the service provider and the Council of European Municipalities and Regions ([CEMR](#)), which is legally representing PLATFORMA. The service provider is fully responsible of tasks sub contracted to third parties.

## Selection procedure

Interested service providers shall submit their bids by **Friday 21 August 2020** midnight (CET) by electronic mail to [application.platforma@ccre-cemr.org](mailto:application.platforma@ccre-cemr.org). The selection procedure will take place the 1<sup>st</sup> week of September at the latest.

General questions on the videos can be sent to Hervé Devavry, Press & communication officer at PLATFORMA, [herve.devavry@ccre-cemr.org](mailto:herve.devavry@ccre-cemr.org), **no later than Thursday 16 July 2020** midnight (CET) in English or French. No answers will be provided to questions sent on a later date.

Specific questions on the project between the Province of Barcelona and Marrakech region can be sent to Gemma Garcia Hernando, Communication Manager, Department of International Relations, Government of the Province of Barcelona, [garciahg@diba.cat](mailto:garciahg@diba.cat), **no later than Wednesday 29 July 2020** midnight (CET) in English or Spanish. No answers will be provided to questions sent on a later date.

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

Priority will be given to service providers that are able to work in English, French and Spanish, and eventually Arabic, as well as those who make concrete and realistic proposals for the broadcasting of the video. A story telling approach is also an asset.

PLATFORMA will select an offer providing the most advantageous combination of cost, quality and sustainability to meet the requirements.

### **Intellectual property and data protection**

The service provider 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, illustrations, music, voice-over should be provided to the client (PLATFORMA/CEMR). The service provider will be allowed to further use these materials only with prior written consent of the client.

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