



## **Call for Action**

### **TERMS OF REFERENCE**

### **Video Production Agency – Promotional Video**

### **ENI CBC MED Strategic projects**

<b>Project Titles:</b>	B_A.2.1_0175 - TECHLOG
<b>Programme:</b>	ENI CBC Mediterranean Sea Basin
<b>Financing:</b>	European Union
<b>Contracting authority:</b>	Alexandria Chamber of Commerce
<b>Experts to be selected:</b>	Video Production Agency
<b>Location of the contract:</b>	Egypt, Alexandria

#### **BACKGROUND**

The Alexandria Chamber of Commerce is seeking proposals from video production agencies for the production of 1 promotional video that highlights the achievements, value, and activities of the TECHLOG project. This video will focus on showcasing the collective accomplishments and outputs of the project partners in Italy, Spain, Tunisia, Lebanon, and Egypt.

The TECHLOG project aims to promote cooperation between research, development and education, from one side, and the real economy, from the other side in the countries participating in the project: Italy, Spain, Tunisia, Lebanon and Egypt. It aims to match the tools used and developed by research and academic actors with the actual market needs. TECHLOG wants to strengthen ties between academia and the (trans)port industry (namely the transport inside port areas) in the Mediterranean region. Concretely, TECHLOG will encourage joint Technology Transfer Initiatives (TTI) to achieve common quality standards for transport and port specialised staff. A Mediterranean Open Lab will be created to promote and share those initiatives within the (trans)port communities. These TTI will be tested through pilot actions, in real port operators, and will involve trained staff. For the sake of efficiency and consistency, the project will focus on advanced simulation technologies which are, beyond the shadow of a doubt, among the key success factors for both port workers and port operators.

The TECHLOG project is co-financed by the European Union under the European Neighbourhood Instrument cross-border cooperation program “Mediterranean Sea Basin” 2014-2020 (ENI CBC MED). It started on 6th July 2021 and has a duration of 30 months (until 5th January 2024). It counts on an overall budget of 3270709.71 EUR, which are co-financed at a 90% rate by the ENI CBC Med program.



## 1 SUBJECT OF THE CONTRACT

This tender aims to secure the services of a video production agency for the creation of one promotional video highlighting the accomplishments, value, and activities of the TECHLOG project, funded by the European Union across the Mediterranean partner countries.

## 2 MINIMUM QUALIFICATIONS AND REQUIREMENTS

- Team members must possess previous proficient experience in the production of promotional videos for internationally funded projects and must provide references for those productions.
- Proficient English speakers with excellent communication skills.
- Experience in animated and live action video production, editing, and graphic design with related qualifications/certifications.
- Ability to coordinate and communicate remotely with the video editor team.
- Ability to produce high-quality videos on time.

## 3 EXPECTED DELIVERABLES

- Detailed video concept(s) including storyboard/, audio suggestions and visual proposals – mood board – The applicant will be responsible for directing and coming up with the concept and script of the video.
- Production of the promotional video tutorials
- Close coordination with Alexandria Chamber of Commerce, CEEBA and AAST among other TECHLOG project partner teams to ensure homogeneity of expectations and quality of deliverables.
- After the acceptance of the proposal specific work plan including a detailed timeline will be required
- Travel for shooting days within Egypt may be required based on the to be agreed-upon video concept.

Communication may be carried by long distance modality via e-mails and other long distance communication tools (e.g. Zoom).

## 4 REQUIREMENTS FOR PARTICIPATION IN THE SELECTION

The selected expert should come from countries eligible to participate in the procurement procedures as indicated in the Articles 9 of the Regulation (EU) No 236/2014, and include:

(a) Member States, beneficiaries listed in Annex I to Regulation (EU) No 231/2014, and contracting parties to the Agreement on the European Economic Area; 4



(b) developing countries and territories, as included in the list of ODA recipients published by the OECD-DAC ('list of ODA recipients'), which are not members of the G-20 group, and overseas countries and territories covered by Council Decision 2001/822/EC;

(c) the Republic of Belarus;

(d) developing countries, as included in the list of ODA recipients, which are members of the G-20 group, and other countries and territories, when they are beneficiaries of the action financed by the Union under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014;

(e) countries for which reciprocal access to external assistance is established by the Commission. Reciprocal access may be granted, for a limited period of at least one year, whenever a country grants eligibility on equal terms to entities from the Union and from countries eligible under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014.

## 5 SELECTION AND EVALUATION CRITERIA

The selection criteria for the contractor will include:

- Previous experience in similar assignments: A portfolio, including references and testimonials, is required.
- General competence and expertise within the agency, education and training of team members, and length of experience.
- Ability to meet project deadlines.
- Preferred: Experience in ENI countries and EU Projects.

The candidates will demonstrate their qualifications and experience in the relevant fields by submitting their CV, portfolio of previous work, and references of completed projects. Consultations to the references given for previous assignments may be done to confirm CV and work experience.

*Extra evaluation points will be granted for applicants with previous experience in ENI countries and EU projects.*

## 6 BUDGET AND PAYMENT TERMS

The budget for the project is 5000 EUR (including all taxes and VAT). All payments will be made in the equivalent value amount in Egyptian Pounds, using the official exchange rate provided by the EU for funded projects. The payment terms for the project will be as follows:



- A 25% advance payment upon signing of the contract and approval of a detailed technical work plan
- 75% upon completion and approval of the project and delivery of the promotional video

The contractor will be responsible for providing all necessary invoices and receipts for the payment of the contract in due time. The contractor should also present their bank details for the transaction of payments upon signing of the contract.

Offers exceeding the maximum available budget or offers abnormally low will be rejected. It will be considered abnormally low an offer 30% below the available.

## **7 DEADLINES AND PROCEDURE FOR SUBMISSION OF THE TENDERS**

All submissions (technical and financial proposal including references, portfolio, CV and other supporting materials useful for the evaluation) must be consistent with this TOR, written in English and should arrive no later than the **15th of October 2023** by email to: [emanseif@hotmail.com](mailto:emanseif@hotmail.com) and [info@ceebea.org](mailto:info@ceebea.org)

Proposals should be clearly labelled with the name of the project and the name of the contractor. Subject of email: TECHLOG\_Promotional Video Application\_ (name of applicant)

The Alexandria Chamber of Commerce reserves the right to request additional information or clarification from any of the bidders, and to make a selection based on the information provided.

For more information about the TECHLOG project, please visit this [link](#).