Call for tender

Meuse Cycle Route photographer

Introduction and purpose of tender

- Founded in 1983, the European Cyclists’ Federation (ECF) is a Brussels-based independent non-profit association dedicated to achieving more and better cycling for all in Europe. One of ECF’s flagship initiatives in the coordination of EuroVelo – network of 17 long distance cycling routes that cross and connect the entire continent.
- As part of the Long-Term Management Agreement (LTMA), the ECF (hereinafter: Tenderee) is looking to appoint an experienced photographer (hereinafter: Tenderer) to undertake a professional photo shoot along the EuroVelo 19 – Meuse Cycle Route to provide resources for communication and promotional material.
- Minimum technical and content requirements are set out below.
- EuroVelo 19 – Meuse Cycle Route crosses three countries: Netherlands, Belgium and France. It is separated in six Route stages. You can find out more information about the EuroVelo 19 – Meuse Cycle Route here. The photographs and other content should promote cycle tourism along EuroVelo 19 – Meuse Cycle Route and show that by cycling the route you can learn about the unique biodiversity and history of that area.

Condition to participate and invitation

- Location: Europe-based photographer. Experience with video shooting, editing and (optionally) a solid social media following would be considered a plus.
- Invitation of tender: For the production of promotional photographs. Optionally production and editing of supplementary video content of the Meuse Cycle Route, in accordance with conditions and specifications disclosed in this document. Also optionally, posting of that content on Tenderer’s social media channels (if applicable).

Information cost and expenses

- Tenderer shall be responsible for obtaining all information necessary for preparing its Tender and shall bear all the costs, expenses and liabilities incurred in connection with its preparation and delivery.
- By submitting its Tender, the Tenderer represents and warrants to the Tenderee that it has calculated its Tender price, including all expenses, VAT, and any other costs.
Tender requirements

A tender must include:

- **Detailed pricing information** – Mandatory: for *photoshoot* and *travel/accommodation and any other expenses*. Optionally: for video content/editing, social media posts)
- **References** to previous photo/video shoots (e.g., link to portfolio). Experience with other (cycling) tourism photo/video shoot will be particularly welcomed.
- **Short explanation of the proposal** (i.e. proposition of shooting locations, content formats, production aspects, timeline, etc)

Tenders should be submitted in writing or email and should address the key requirements outlined in this invitation to tender.

Timetable after submission of bid

- 24 May 2022 - Period for request information open
- 30 June 2022 – Tenders must be submitted by this date
- 4 July 2022 – Evaluation period start
- 8 July 2022 – Decision
- 15 July 2022 – Start of the photograph campaign
- 30 July 2022 – End of the photograph campaign
- 13 August 2022 – Delivery of final selection of photographs (and other optional materials)

Late tenders may not be accepted by the Tenderee.

The Tenderer must keep its tender valid for acceptance for one month from the submission date set out above.

**Scope of services**

Tenderee wants to undertake a professional **photoshoot** along the EuroVelo 19 – Meuse Cycle Route to provide resources for communication and promotional material (e.g. website, social media, printed material etc.). Furthermore, Tenderee is also seeking accompanying **video content** of the Meuse Cycle Route (optional). In case Tenderee has a sizable social medial audience, it will be required to post the material on their own channels and tagging Tenderer's main social media account.

Minimum technical requirements:
- Pixel density: 300ppi
- Minimum sensor resolution: 8.0 megapixels (MP)
- File type: RAW, JPEG for final edited photos
- GPS: Coordinates of the location of each photo should be taken
- Minimum number of photos per six Route stages:
  - 10 photos per route Stages 4 and 5
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- 15 photos per route Stages 1, 2, 3 and 6
- 80 photos in total along the whole route

Optional service: Additional audio/video content and material shot via GoPro (or other) camera.

Minimum technical requirements:

- Video quality: 2k to 4k video
- Frames: 60 fps
- Video style: short action shots, with a good amount of b-roll footage
- Final delivery: selection of clips in MP4 format

Copyright

The Tenderee should retain the full copyright for the photos (and other material), so that it and its partners, can use the photographs (and other material) without restrictions for commercial purposes and communication/promotional material in the future with a clear reference to Tenderer's name.

Content

- The photographs should promote cycle tourism along EuroVelo 19 – Meuse Cycle Route and show that by cycling the route you can learn about the unique biodiversity and history of that area – the photos should therefore focus on cyclists visiting natural and historic points of interest along the route.
- Photographs should be taken on (or near to) the route of EuroVelo 19 – Meuse Cycle Route in Netherlands, Belgium, and France. The Tenderee can provide advice on the most suitable locations and in some cases can provide local contacts. The exact locations should be agreed with the Tenderee in advance.
- The photos should show people of all ages and social groups cycling along the designated EuroVelo 19 – Meuse Cycle Route in urban and rural areas. Nice landscapes/famous attractions in the background if possible but cyclists/bicycles should always be in the picture.
- There should be a mixture of types of cyclists (e.g. mountain/road/touring bikes with/without helmets and lycra).
- In addition to photos of people cycling, it would be good to have photos of cyclists undertaking related activities. For example, having lunch at a terrace with their bikes, checking in at a bike friendly hotel, shopping, checking route maps (also panels and signposting).

Optional video content:

- Ideally shot from a GoPro camera mounted on a bicycle with short action clips showing the natural and historic points of interest along the route and capturing people of all ages and social groups cycling along the route.
- B-roll footage should focus on capturing details such as route signs, buildings, close-up shots of people engaged in various activities and any other humorous or interesting events during travel.

Optional posts of the abovementioned content on Tenderer’s social media channels:

- Number of posts and frequency to be decided with Tenderee
- Platforms: Instagram, Facebook
- Type: posts/stories
Evaluation criteria

- Portfolio (previous work) – 40%
- Reputation (clients, references, awards, social media channels’ reach etc) – 20%
- Value of the offer (price, discount, flexibility) – 40%

Tenderee is not bound to accept the lowest of any tender and reserves to itself the right at its absolute discretion to accept or reject any tender.

Tenderee reserves the right to withdraw or modify this call for tender. Acceptance of a tender by the Tenderee shall be communicated digitally to the successful Tenderer and the contract shall be made and become binding.

All tenders must be submitted to eurovelo@ecf.com with the subject line “EuroVelo 19 photographer tender 2022”

Contact information

For additional inquiries and questions related to this tender please contact:

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