

Call for tender

Mediterranean Route animation video

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 a video-graphic designer/company (hereinafter: Tenderer) to undertake a production of a EuroVelo 8 – Mediterranean Route **animation video** as part of the communication and promotional material.
- Minimum technical and content requirements are set out below.
- EuroVelo 8 – Mediterranean Route crosses several countries, from Spain, France, Italy, Slovenia, Croatia, Bosnia&Herzegovina, Montenegro, Albania, Greece, Turkey and Cyprus. You can find out more information about the Mediterranean Route [here](#).
- The animation video should promote cycle tourism along EuroVelo 8 – Mediterranean Route, by showing sustainable options available to travel, by highlighting main historic, natural and cultural sites and attractions thus motivating more people to take interest in the Route. It should also briefly highlight the idea of the EuroVelo network with a call to action.

Condition to participate and invitation

- **Who should apply:** Video-animation-graphic designer/company. Experience with production of similar animation videos/commercials/promotional campaigns is considered a plus.
- **Invitation of tender:** For the production of animation video.

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 production/editing of the animation video.
- **References** to previous animations/video-graphic material (e.g., link to portfolio). Experience with other (cycling) tourism animation videos will be particularly welcomed.
- **Short explanation of the proposal** (i.e. script, 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

- 18 July 2022 - Period for request information open
- 1 August 2022 – Tenders must be submitted by this date
- 8 August 2022 – Evaluation period start
- 9 August 2022 – Decision
- 11 August 2022 – Initial briefing/kick-off
- 13 August – 25 September 2022 - Editing (script, storyboard, scenario, mood board, music/voice over selection), feedback rounds, prefinal versions
- 26 September 2022 – Delivery of final version of the animation video (in different formats)

Late tenders may not be accepted by the Tenderer.

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

Scope of services and budget

Tenderer wants to hire a professional video production company to produce a video animation video for promotional purposes.

Minimum technical requirements:

- Animation video duration: 45-55 seconds
- File type: MP4, in two different formats (1:1 and 16:9 aspect ratio)
- Audio voice over (in English) - narration/background music (royalty-free/licenced)
- Text subtitles (in English)

Example of a similar animation videos:

- <https://www.youtube.com/watch?v=8X1Tko9CC5M>
- <https://www.youtube.com/watch?v=9xtcvUXB7M0>



Copyright

The Tenderee should retain the full copyright for the animation video, so that it and its partners, can use the video without restrictions for commercial purposes and communication/promotional material in the future.

Content

- The animation video should promote cycle tourism along EuroVelo 8 – Mediterranean Route
- It should highlight certain countries as attractive tourism destinations (Spain, France, Slovenia Croatia, Turkey) and depict main natural, historic, and cultural attractions, sites, and points of interest.
- Video should present the Mediterranean Route in the wider context of the EuroVelo network.
- Video will be used as promotional material in an online campaign and it should contain a clear call to action.

Budget

Tenderee has a budget of €4,000-5,000 (including VAT) for the production and delivery of animation video.

Evaluation criteria

- Quality of the offer (tailored/detailed offer, discount) – 20 %
- Portfolio (previous work) – 40%
- Reputation (clients, references, awards) – 10%
- Value of the offer (price, flexibility) – 30%

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 8 animation video tender 2022”

Contact information

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

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