

Call for tender: EPF 2016 Video

07/07/2016



Contents

1	Purpose of the tender	3
2	General understanding of the project	3
2.1	The product	3
2.2	What are the messages?	3
2.3	Why does this topic matter to us?	4
2.4	Understanding our audience	4
2.5	Objectives	4
2.6	Budget and schedule	4
2.7	Dissemination	4
2.8	Don'ts/Do's	5
3	Description of services	5
4	Participation in the tendering procedure	6
	Tender process	6
	Tender evaluation	6
	Exclusion criteria	7
	Schedule	7
5	Terms of payment	7
6	Quality issues	8
7	Confidentiality and conflict of interest	8
8	Terms and conditions	8
9	Contracting authority	9

1 Purpose of the tender

The purpose of this tender is to select an agency to provide a service in the fields of video making for the European Patients' Forum, hereafter referred to as the 'EPF'.

This animation video is part of the range of communication material that EPF produces, such as annual reports, brochures, leaflets, infographics, thematic papers, newsletters, etc. made available on paper and using electronic means of communication, bearing in mind the Forum's [corporate identity](#).

The video arises from the EPF 2016 Work Programme, which has received funding from the European Union, in the framework of the Health Programme.

2 General understanding of the project

2.1 THE PRODUCT

The aim is to have a short (2min30) video, easy on the eye and self-explanatory.

For its 2016 video, EPF would like to present and illustrate its relationship with its members. We need to revive our members' engagement. Our 70 members are our *raison d'être*, we need them to understand the important impact their contribution to our working groups, advocacy activities or training work can make. The video should demonstrate the added-value of being an EPF member, also focusing on the services we offer to our membership.

Voice-over will be subtitled in English.

You can check here all the recent videos we published: <https://www.youtube.com/eupatient>.

2.2 WHAT ARE THE MESSAGES?

- Who is EPF?
 - Brief introduction on EPF: an umbrella organisation that represents the interests of patients to the European institutions in public health and health advocacy across Europe. Founded in 2003.
 - Vision: all patients with chronic and/or lifelong conditions in the EU have access to high quality, patient-centred equitable health and social care.

- Who are our members and why their contribution is so crucial?
 - Our members consist of 70 pan-European disease-specific and national coalitions of patient groups.
 - They contribute via surveys, feedback to our policy, advocacy work.
 - EPF is a platform for members to exchange → our members learn from each other.
 - A lot of informal meetings with EPF's staff.

- EPF offers trainings, external meetings, topical working groups, and capacity building programmes.
- EPF interacts with its members via:
 - Weekly mailing
 - Newsletter
 - Social Media (Twitter, Facebook, YouTube)
 - EPF Online Platform (emphasis on this tool)
 - Regular emails
 - Face 2 face meetings, coffees, etc.

2.3 WHY DOES THIS TOPIC MATTER TO US?

Our members are our *raison d'être*, we need to show the close relationship between EPF and its membership. This video has to motivate our members to re-connect with EPF, to foster a deeper engagement.

2.4 UNDERSTANDING OUR AUDIENCE

- The video will target firstly our members. We need to revive their engagement with EPF. Video should explain the added-value, the impact our members can make by contributing to our positions, advocacy activities, etc.

2.5 OBJECTIVES

The video aims to raise visibility about who is EPF and our relationship with our members – we want our members to understand the crucial impact they have on our activities. The video should demonstrate how essential the members' contribution to EPF's work is. We need to motivate our members to participate and work closer with us.

Specific objectives:

- Build trust: video is a great way to put a face to our organisation and show the added-value of being an EPF member, to illustrate the work we do with our members.
- Differentiate: why our members make our work, our position different. Show the impact.
- Engage: Show our members the added-value of sharing with other EPF members. EPF being a platform for exchange as well.

2.6 BUDGET AND SCHEDULE

Budget range: maximum 5000€ including VAT.

Deadline: November 2016.

2.7 DISSEMINATION

- The video will be on EPF site's homepage and YouTube channel

- The video will be disseminated through the internal Weekly Insider (69 members, 150+ readers) EPF newsletter (4500 recipients), the Twitter account (3000+ followers), the Facebook page (5000+ likes).
- Email signature: the video link will be in the EPF staff email signature
- EPF will also use Facebook ads to advertise the video on YouTube.

2.8 DON'TS/DO'S

- We would like to go for a motion graphic video, mostly based on flat design. Here are some examples of what we like:
 - <https://www.youtube.com/watch?v=jW4Fdm5nMro>
 - <https://www.youtube.com/watch?v=QViCXgkcBRM>
 - <https://www.youtube.com/watch?v=rSCPf2hmmc0>
 - <https://www.youtube.com/watch?v=da8iw9hvQX4>
 - <https://vimeo.com/148498812>
- Testimonials: There is nothing more powerful than hearing a testimonial from a happy member. So we need to include some small quotes from members, preferably in an interview mode. Show EPF is about people, our members are persons not just figures or illustrations. For these testimonials, we thought about using cartoon-like persons who look like our members.

3 Description of services

The successful tenderer will provide high-quality services in the field of video montage. The following tasks will need to be carried out:

- Task 1: Meet the EPF Communications Officer and understand the project's communication briefing and the direction of concepts desired by EPF.
- Task 2: Propose at least two different mood boards for the video to agree on a storyboard. These proposals are subject to change until EPF satisfaction.
- Task 3: Coordinate with the EPF Communications Officer the development of the video to ensure on-time delivery. This includes video conception, production and post-production, foreseeing rounds of correction.
- Task 4: Provide the final video in high and low resolutions, with the different subtitles files to ensure easy upload of the video on social platforms (Youtube, Vimeo, social media) and website.

4 Participation in the tendering procedure

TENDER PROCESS

EPF reserves the right to conduct the tender process and select the successful tender. EPF is not bound contractually or in any way to a bidder to this request for tender until EPF and the successful winner have entered into a written contract.

TENDER EVALUATION

Participation in this tendering procedure is open on equal terms to all natural and legal persons fulfilling the abovementioned eligibility criteria and language requirements. EPF may, in its discretion, extend the closing date and time of the tender.

The selection procedure will be based on the principles of equal treatment, fairness and transparency and on expertise (75%) and price (25%).

All applicants will receive acknowledgement of receipt of their tender and will be informed of the outcomes of the selection process within one week following the deadline date. EPF is not obliged to provide reasons for its decision to shortlist; accept or reject any particular tender.

Offers to the tender will be evaluated based on the following criteria:

Qualitative award criteria

Qualitative criteria 1: A cost proposal - Most economically advantageous tender for a maximum budget of 5000€, VAT included.

Qualitative criteria 2: A list of references - Quality of the technical and professional capacity proposed by the tenderer in terms of video montage. The tenderer is requested to provide at least three examples of videos done for other clients that are similar to EPF's request.

Qualitative criteria 3: Quality of the assurance mechanisms proposed by the tenderer to ensure the production of high quality products (number of mood board/ artwork proposals, rounds of corrections, etc.).

Qualitative criteria 4: Congruence of proposal with the timeline - Measures in place to ensure timely delivery of the services concerned.

Applicants must have excellent knowledge of the English language.

EXCLUSION CRITERIA

Candidates or tenderers shall be excluded from participation in this procurement procedure if:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- c) they have been guilty of grave professional misconduct proven by any means which the EPF can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the EPF or those of the country where the contract is to be performed;
- e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity detrimental to the Union's financial interests;
- f) following another procurement procedure or grant award procedure financed by the Union's budget, they have been declared to be in serious breach of contract for failure to comply with their contractual obligations.

SCHEDULE

The tender is open from 07/07/16 to 28/07/16.

The assignment shall start in August 2016 and shall be completed by 30 November 2016.

5 Terms of payment

Prices must be fixed amounts in Euro and will not be subject to revision. The amount with VAT should be shown separately on the price offer and invoice.

Costs incurred in preparing and submitting tenders are borne by the tenderers and cannot be reimbursed.

6 Quality issues

In delivering the service the tenderer shall ensure the highest quality standards of which EPF shall be the sole judge.

7 Confidentiality and conflict of interest

The Tenderer undertakes that they will not at any time, either before or after the termination of this service, use or disclose or communicate to any person confidential information relating to the affairs of EPF. This restriction shall continue to apply after the termination of the service without limit in point of time.

To ensure the independence of terms of their contract, the winning tenderer will sign a declaration certifying that they have no conflict of interests in relation to the tasks to be undertaken and undertake to inform EPF's communications officer should this status change.

8 Terms and conditions

EPF reserve the right to reject any and all proposals, in whole or in part, to advertise for new proposals, to abandon the need for services, and to cancel or amend this call for tender at any time prior to the execution of the written contract. EPF reserves the right to waive any formalities in the call for tender process. EPF may respond to questions or provide information from tenderers, and is under no obligation to provide such responses or information to all other tenderers.

By submitting a proposal, the tenderer agrees that:

- EPF may copy the proposal for purposes of facilitating the evaluation of the proposal and agrees that such copying will not violate the rights of any third party.
- It will not bring any claim or have any cause of action against EPF based in any misunderstanding concerning the information provided or concerning EPF's failure, neglect or otherwise, to provide the bidder with pertinent information as intended by this call for tender.

The accomplishment of a tendering procedure imposes no obligation on the EPF to award the contract. Should the invitation to tender cover several items or lots, EPF reserves the right to award a contract for only some of them. EPF shall not be liable for any compensation with respect to tenderers whose tenders have not been accepted. Nor shall it be so liable if it decides not to award the contract.

9 Contracting authority

European Patients' Forum (EPF)

Rue du Commerce 31

1000 Brussels

www.eu-patient.eu

In witness whereof this Contract has been entered into the day and year set out below:

Signed by the European Patients' Forum:

on the day of 20....

Signed by the Tenderer:

on the day of 20....