

Call for Tender: EPF 2017 Videos

16/06/2017



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1 Purpose of the Tender

The purpose of this tender is to select an agency to provide a service of production of two videos for the European Patients' Forum, hereafter referred to as 'EPF'.

The videos arise from the EPF 2017 Work Programme, which has received funding from the European Union, in the framework of the Health Programme.

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

2 Details of the Project

2.1 VIDEO ON DISCRIMINATION

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

The video will emanate from the EPF Youth group, an entity of EPF representing young patients and working on specific dossiers targeted to their audience. To illustrate their campaign on anti-discrimination, the EPF Youth Group would like to publish a video on the problems of discrimination against young patients.

Young people with chronic illnesses often face problems different of those of the adult patients. In many cases the condition is "invisible", so we need to uncover the discrimination situations to raise awareness. The key domains of discrimination to be covered are:

- Education
- Employment

The video should demonstrate that "what is normal" to one could be completely different to another. Such wrong impressions and false expectations create situations of discrimination.

Voice-over will be subtitled in English.

2.1.1 THE SCRIPT – DRAFT

- Brief **introduction** of our main character Nina – we see a young woman around 21, smartly dressed, smile on her face.
- Then follow some **situations** where we illustrate discrimination (examples):
 - She is breathing heavily while trying to get in time for exam. Her teachers do not let her in the exam room, although she tries to explain.
 - She goes to job interview, the employer mentions to her "by the way you are going to travel a lot for the job, will that be a problem?"

- Nina is driving her car and parking on a place reserved for disabled persons. People start looking at her, asking why she is parking there while she looks normal.
- The **truth** – being “normal” could be so difficult:
 - Nina lives with a chronic invisible disease.
 - In her normal everyday she often has troubles moving, so she drives a lot and parks near the exits to feel less pain.
 - She visits the hospital many times and misses lectures and exams.
- The **solution** where people are open minded and cooperative.
 - We see other people making her way to park in the best place. They do not look suspicious or hostile.
 - We see examiners that organize skype exams from the hospital/ organize exam for another day.
 - We see employers who would organise flexible hours or accommodating workplaces.
- The **end** – meaning of the story:
 - Young people could have troubles too – mind the invisible illness.
- Some info on EPF and the EPF Youth Group.

2.1.2 THE AUDIENCE

- The video will target firstly young European patients, be it from our members or not.

2.1.3 OBJECTIVES

The video aims to raise awareness about the discrimination faced by young patients in their daily life. The video should demonstrate how a collaborative approach, taking on board all stakeholders, can bring useful, quick and easy solutions to adapt to their diseases and offer the opportunity to young patients to have a normal life.

2.2 VIDEO ON ACCESS TO HEALTHCARE

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

EPF has launched a major [public campaign](#) on Universal Access to Healthcare in January 2017, to raise awareness of the major barriers patients are facing in accessing healthcare and to work on sustainable solutions to achieve universal health coverage for all by 2030, as per the UN Sustainable Development Goals.

2.2.1 THE SCRIPT – DRAFT

The idea is to have a selection of testimonials from patients explaining what are the main barriers they are faced with, and then to focus on the solutions or the potential avenues to improve that situation.

The video will also illustrate the campaign (objective, structure, ways to engage, etc.) and briefly introduce EPF.

2.2.2 THE AUDIENCE

The video will be targeted towards the wider audience, including high-level politicians.

2.2.3 THE OBJECTIVE

The aim is to increase visibility about the campaign and raise awareness of our actions.

2.3 BUDGET AND SCHEDULE

Budget: maximum 5000€ including VAT per video.

Deadline:

- Video on discrimination: November 2017.
- Video on Access: December 2017.

2.4 DISSEMINATION

- The videos will be on EPF site's homepage and YouTube channel
- The videos will be disseminated through the internal Weekly Insider (74 members, 150+ readers) EPF newsletter (4500 recipients), the Twitter account (4000+ followers), the Facebook page (7000+ likes).

2.5 STYLE

- **Video on discrimination:** We would like to go for a whiteboard animation style video. Here are some examples of what we like:
 - <https://www.youtube.com/watch?v=GgB3jyxQXiM>
 - <https://www.youtube.com/watch?v=jtphxo8Ls>
- **Video on Access:** A selection of testimonials, so mostly interviews and shots from stock pictures/clips.

The content (testimonials, stories) and the script will be drafted by the EPF Communications team, in coordination with the tenderer.

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 each 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 (60%) and price (40%).

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

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

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.

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.).

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 16/06/17 to 30/06/17.

The assignment shall start in July 2017 and shall be completed by 31 December 2017.

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....