



Call for the submission of the applications for the realisation of a short animated movie on Blue Economy in the Mediterranean

Background

This 18-month project aiming to “identify indicators, select tools and recommend policies to promote the “blue economy”, defined as a sustainable economy in the Mediterranean valuing and protecting healthy environmental ecosystems” will be implemented by the three Mediterranean Action Plan / Regional Activity Centres (Sustainable Consumption and Production - [SCP/RAC](#), Priority Actions Programme - [PAP/RAC](#) and [Plan Bleu](#)).

The following three components will be implemented by the above-mentioned RACs:

1. Define and monitor the environmentally sustainable economy (Plan Bleu/RAC);
2. Support the implementation of an environmentally sustainable economy (SCP/RAC); and
3. Promote and mainstream an environmentally sustainable economy (PAP/RAC).

The work of the first Advisory Board Meeting focused on:

- a concrete definition of the Blue Economy in the Mediterranean region;
- the monitoring process of the Blue Economy in the Mediterranean region in relation to the monitoring process of the Mediterranean Sustainable Development Strategy (MSSD);
- the improvements of the synergies with other comparable processes.

The Objective of the Assignment

The objective of this assignment is to develop a short animated movie (**approx. 3 to 5 minutes**) to raise awareness of Mediterranean populations of blue economy considerations, illustrating the shifting paradigm from a traditional to a Blue Economy, presenting the main sectors where Blue Economy is present on the coasts, and putting particular emphasis on some key approaches and actors. The task falls under the project “A blue economy for a healthy Mediterranean - Measuring, Monitoring and Promoting an environmentally sustainable economy in the Mediterranean region” founded by the MAVA Foundation.

Duration of the assignment: December 2015 – March 2016

The video will contribute to better understanding of (i) the Blue Economy concepts, (ii) the actions that can be undertaken to support the approach across different Mediterranean coastal regions and in different sectors, (iii) the links and synergies with other approaches for the sustainable development of coastal zones and, (iv) will bring a positive message pointing out possible actions and initiatives.

This video should be in English and the final product should be delivered in standard digital formats (an open file so that alongside with our partners we would be able to add additional language voice-over), as well as in TV broadcasting quality.

The short movie should not depart from the animated “universe” created in the movie “A good climate for change” produced by PAP/RAC for the 2014 Mediterranean Coast Day celebration. Nevertheless, this



new movie should consider the integration of various video captions of real stakeholders which video interventions will emphasise the messages of the movie.

The short animated movie should be produced between December 2015 and mid-March 2016. The **target group** of the video is the Mediterranean population as a non-expert target group but should also catch the attention of the stakeholders (representatives of national authorities and institutions working in the field of coastal management). As the video is meant to address all Mediterranean countries, particular attention should be paid to cultural differences, as well as to the fact that for further dissemination, the video might be translated from English and French into other languages.

The Key Task and its Description

The **key task** envisaged under this ToR is to support PAP/RAC in the realisation of a short animated video (approx. 3-5 minutes).

Description of work:

The realisation of a short animated movie calls for close co-operation between the PAP/RAC production team, the project partners (Plan Bleu/RAC and SCP/RAC) and the realisation team of the service provider. The work should be articulated as follows:

1. PAP/RAC in close co-operation with the project partners and the service provider will develop the script of the video in English (*An indicative pre-script, as a working document to be further discussed at the first script-writing meeting, are available in the Annex to this ToR*). The service provider should be able to provide a native speaker voice-over in English (subtitling, to be decided according to the development of the final version of the script). PAP/RAC, in close cooperation with the project partners will provide technical and administrative assistance through the entire process.
2. The selected service provider will give a creative input to the development of the script, and takes full responsibility for the technical part of the production of animated sequences as well as the search and purchase of archive materials and copyrights (if necessary). All the material conversion to appropriate format is the responsibility of the service provider.
3. PAP/RAC will facilitate exchanges with the project partners and will provide continuous guidance to the service provider to guarantee the proper transmission of ideas in the final product and will validate artistic design propositions; and PAP/RAC will receive extensive assistance by the service provider for the development of a detailed storyboard. To initiate that close co-operation process, a first script-writing meeting will be organised immediately after the signing of the contract. Other meetings will be scheduled throughout the production process (on-line meetings and video conference will be encouraged).
4. In close co-operation, PAP/RAC, the project partners and the service provider will finalise the story board. In the final storyboard key messages identified by PAP/RAC and the project partners will have to be incorporated in the limit of the technical possibilities of the selected animation design.

Short animated movie & trailer delivery format:

- The film will be realised with animation elements (2D or 3D) but may contain some photography, video footages, tables and graphics (maximum 30%), all in broadcasting quality.



Only professional programmes such as Adobe package, After Effects, Motion Capture, Maya or Cinema 4D and alike are allowed.

- The delivery format should be suitable for the partner's Youtube channel and other digital media tools (open files) as well as in TV broadcast quality (trailer in particular). A native project in FCP or xml format should be delivered as well if the production of other language versions would be needed.

The service provider should have the following profile:

- be able to take over the technical production of the short animated movie (approx. 3-5 min.);
- be able to assist the project partners in gathering footage from available short videos from partners to be integrated to the final movie (technical specifications, technical support, etc.);
- should give a creative input to the overall film pre-production, production and post-production including photo, editing suite, recording studio and programmes for subtitling;
- provide a native speaker to do the voice-over in English. Experience in multilingual production is highly appreciated;
- provide the technicians needed for the production as well as all the needed sound and recording material.

Conditions to be respected by the service provider during the production process:

The service provider will work in permanent contact with PAP/RAC Co-ordinator of the activity. All the information collected and analysed is subject to a data privacy clause. Upon delivery of the video and related materials as specified above, all records, products and services delivered shall pass into the exclusive ownership of PAP/RAC, including all the related use and distribution rights.

Submission of the Applications

The output of the tasks carried out will be the Blue Economy in the Mediterranean coastal zones short animated movie (Title of the movie to be defined).

Eligible institutions and individuals interested in this tender should provide a **brief outline of the approach they would adopt, covering the following general aspects:**

- Interpretation of the Terms of Reference.
- Description of the organisation and the staff performing the service (background and experience of the team, including a *Curriculum Vitae*). A company's *Curriculum Vitae*, digital examples of past works and a brief description of the technical equipment available should also be attached.
- Description of the approach and methodology to be used.
- Description of the outputs to be delivered.
- Timetable of activities to be submitted.
- The contact person to the service provider to be indicated.

The proposition will be accompanied with a detailed provisional budget. The candidates have to take good note that the payments will be made on an output delivery basis, upon submission of the outputs as described above, subject to clearance by PAP/RAC, as follows:



Instalments	Payment
1 st instalment, after the signature of the contract on the basis of the submitted bid	40%
Final payment, upon clearance of the final version of the deliverable by PAP/RAC	60%

Please note that all the materials will be produced in English, so will be the submitted offer. Cost for the preparation and submission of the offer cannot be refunded. The contractor will own full copyrights on all the designed materials produced.

The contractor will have to submit the following reports and documents, as follows:

Deliverable	Deadline (2015-2016)
1. Submission of the application	December 21, 2015, 16:00 local time
2. Final story board	End of January
3. Final draft of the short animated movie	End of February
4. Final short animated movie	March 20th

The milestones provided in the above timetable are an indicative framework for the execution of the service. Even if some room is expected for negotiation during the conception process, the timetable will ensure that the service is completed on schedule.

Proposals Evaluation

The proposals will be assessed according to the following criteria:

- ✓ Experience in the field of the assignment (*30 points*):
 - knowledge in video production,
 - ability to animate, facilitate and manage the required process,
 - provide the products required;
- ✓ organisation of the schedule and method proposed (*30 points*);
- ✓ cost-effectiveness of proposal (*20 points*);
- ✓ qualification of the team members (*20 points*).

Deadline

Monday, December 21, 2015, 16.00 local time

per e-mail to:

sylvain.petit@paprac.org & marko.prem@paprac.org

and a hard copy to:

Priority Actions Programme/Regional Activity Centre (PAP/RAC)
Kraj sv. Ivana 11
21000 Split
Croatia

Contact

Mr. Sylvain PETIT
Programme Officer



Priority Actions Programme Regional Activity Centre (PAP/RAC)
Kraj Sv. Ivana 11, HR-21000 Split, CROATIA
phone: +385 21 340 474, fax: +385 21 340 490
e-mail: sylvain.petit@paparac.org
<http://www.pap-thecoastcentre.org>



ANNEX Prescript draft

Short animated movie prescript

A blue economy for a healthy Mediterranean - Measuring, Monitoring and Promoting an environmentally sustainable economy in the Mediterranean region

This paper is meant to summarise the key ideas to be presented in a short animated movie.

Key information to the realising team is to be found in the attached Call.

The “universe/environment” of this movie should recall the one from the short animated movie “[A good climate for change](#)”, the use of the mascot is not to be excluded.

I. Act 1 – Definition of the concept + challenges at stake

- ✓ Blue Economy [definitions](#)¹
- ✓ Change of paradigm from a “Traditional” economy towards a “Blue” one
- ✓ Highlight the key sectors where efforts should/are invested: fisheries and traditional practices; responsible tourism; low pollution industry; seasonal, local & organic agriculture, etc.)
- ✓ Blue Economy - the new pathway for sustainable development in the Mediterranean

Useful links:

- <https://youtu.be/1af08PSlals>
- <https://youtu.be/filMvwi6jR8o>
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🔊 **Important message to be delivered:** Definitions of the Blue Economy, *insight on the key differences with the Green economy, general examples of “blue” practices...*

Note for illustrations: *The film should explain what is intended by Blue Economy and highlight that the project focuses on Mediterranean coastal zones; the shift towards a new paradigm, the challenges on different key sectors of the economy.*

🔊 **Useful links:** Elements which detail the principles of Blue Economy can be found on the dedicated website of the European Commission: [here](#) , and on the website of the Blue Economy project: [here](#).

II. Act 2 – Legal drivers: Sustainable Consumption and Production Action Plan ([SCP Action Plan](#)), Integrated Coastal Zone Management Protocol ([ICZM Protocol](#)) & Mediterranean Strategy for Sustainable Development ([MSSD](#))

Key legal frameworks provide the strategic orientations for a sound economic development (socially and economically viable, respectful of the environment), in line with the principles of the Blue Economy. The SCP Action Plan was built upon principles of the ICZM Protocol for the Mediterranean and provides guidance for adaptive and more efficient regulations.

¹ Precise definition will be introduced in the film narration on the basis of the Scoping Report of the project, to be finalised before the end of 2015.



Elements of narration: Today, on the coasts of the Mediterranean, decision makers have to act the change and we have key instruments to help them make the right decisions.....

Note for illustrations: Solutions are available, they have to be implemented...legal documents exist, strategic orientations as well, so how to act on the field???.

📣 **Important message to be delivered:** The Barcelona Convention and its Protocol developed key legal document to help structure the frameworks for the development of sustainable coastal development. It is crucial to highlight the elements/principles that are driving the Blue Economy are to be found in the SCP Action Plan, ICZM Protocol and MSSD.

III. Act 3 – Action and practical examples

Efforts & practical experience / possible actions and living examples:

Cases from tourism and fisheries will be presented and illustrated on a basis of selection of the most promising cases from SwitchMed project ([Switchmed Connect](#)), key actors will be identified and their experience and specific example will be shared through the movie. Testimonies from key partners and actors of the SwitchMed project will feed the narration with short footages from existing interviews.

Elements of narration: We definitely know enough and we are already taking action!

Note for illustrations: creative insertion of these messages will be part of the movie. Insertion of short video footage from previous SwitchMed project videos will be inserted (approx. 1 minute for all the insertion). The proposition should foresee the dynamic insertion of these short videos.

📣 **Important message to be delivered:** Characteristics of good practices: methods, actions, etc. for key economic sectors will be described. Sustainable development of coastal zones benefits from Blue Economy approaches, and their integration to development scheme helps build communities with common fate, enhances their resilience also regarding climate variability and change.

- Actions on the field will be presented (i) good examples exist in different economic sectors in coastal zones, (ii) the integration of these approaches will help strengthen coastal management processes .
- Experience sharing and common knowledge building is crucial.
- Present the importance of communication: “leading the change”.
- Resources (intended as information) are available for people to create the change at the level of their community.

Elements of narration: The challenge is today, together, decision makers have to be involved (“good communication”, inclusive approaches, etc.), and raise understanding and awareness of the need for society to adapt are crucial 1st steps.

Note for illustrations: The exchange of good practices and networking (building a community) on Blue Economy will help change coastal zone management processes.

CONCLUSION - Emphasise the fact that Blue Economy is the new pathway for sustainable development in the Mediterranean.

Are you ready to join the Blue world!?