



Terms of Reference

for the realisation of a short animated movie on the adaptation to Climate Variability and Change (CV&C) in the Mediterranean coastal zones

Scope and Duration

The aim of this activity is to develop a short animated movie to raise awareness of Mediterranean populations of CV&C considerations, presenting the main impacts of CV&C on the coasts, the anthropogenic pressures, and putting particular emphasis on some key approaches to CV&C adaptation. The task falls under the project “Integration of Climate Variability and Change into National Strategies to implement the ICZM Protocol in the Mediterranean” (the ClimVar project) - complementary to the overall GEF/UNEP/World Bank Strategic Partnership for the Mediterranean Sea Large Marine Ecosystem (the MedPartnership) initiative. This short movie will be part of the 2014 Mediterranean Coast Day campaign.

Duration: May 2014 – September 2014

Background

The project “Integration of Climate Variability and Change into National Strategies to implement the ICZM Protocol in the Mediterranean” (the ClimVar project) recently developed in the framework of the GEF MedPartnership project has been designed to support the implementation of the ICZM Protocol in the Mediterranean.

The ICZM Protocol is a key tool to facilitate mainstreaming of CV&C considerations into national ICZM planning and practices developed in the Mediterranean. Particularly, it is important to point out that the Protocol is the first regional ICZM legal instrument that deals extensively with the issue of climate change, both at the strategic level (for example, by requesting countries to mainstream climate change issues into national ICZM strategies and plans) and local levels (for example, by requesting countries to define, *inter alia*, the 100 m coastal setback zone). The total of 22 Protocol's articles are related to climate variability and change and are proof enough that this issue has been adequately mainstreamed into this major Mediterranean ICZM legal document. The essence of the ClimVar project is, thus, a close integration between the two following aspects:

- raising awareness of and analyzing the issue of climate variability, and consequently climate change; and
- promoting the ICZM as the most adequate tool to deal with the impacts of climate variability and change in coastal zones by mainstreaming them into the national ICZM planning, and showing how it could be put into practice in some of the critical areas identified.

The Coast Day was launched in 2007 as a key awareness raising event of the [SMAP III project](#). It was designed to effectively raise awareness of the importance of the coast, as well as of the ICZM as the optimal policy framework for achieving sustainable development of coastal areas.

This initiative was aimed at increasing environmental awareness among policy makers, academia, media, NGOs and the locals. Promoting and implementing activities that at the same time treasure



fragile ecological, social and cultural contexts, should lead to a sustainable coastal development. Thus, a special emphasis was placed on the media, TV in particular, as it is considered to be the most powerful awareness raising tool. Already in 2007 a TV spot advertising the Coast Day was prepared ([Watch Movie](#)). See also : [Coast Day website](#) & [Facebook page](#). Every year since 2007, a central regional Coast Day celebration is being organised along with national and local events in most of Mediterranean countries.

The Objective of the Assignment

Within the ClimVar project, the PAP/RAC is responsible for the production of a short animated video (approx. 3 minutes) plus a short trailer (approx. 30 seconds). The intension is to realise a short animated film (and to come up with a general promotional trailer) to raise awareness of Mediterranean coastal populations of the need for the adaptation to climate variability and change. The video will contribute to better understanding of (i) CV&C impacts on the coasts, (ii) the now accepted influence of human coastal activities on those phenomena, and (iii) bring a positive message pointing out possible strategies and approaches to adaptation.

The aim of this Call for tender is to produce a short animated movie to be used in the frame of the 2014 Mediterranean Coast Day celebration. This video should be in English and French 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 animated movie should be produced between May and September 2014. 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 to 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 minutes) and a corresponding shorter version or trailer (approx. 30 seconds).

Description of work:

The realisation of a short animated movie calls for close co-operation between the PAP/RAC production team and the realisation team of the service provider. The work should be articulated as follows:

1. PAP/RAC in close co-operation with the service provider will develop the script of the video in English (*An indicative pre-script and a summary in mind mapping format, as a working document to be further discussed at the first script-writing meeting, are available in Annex I to this ToR*). The service provider should be able to provide a native speaker voice-over in English and French (subtitling, to be decided according to the development of the final version of the script). PAP/RAC 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 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 (apart from the kick-off script-writing meeting, online meetings and a video conference will be encouraged).
4. In close co-operation, PAP/RAC and the service provider will finalise the story board. In the final storyboard key messages identified by PAP/RAC 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, tables and graphics (maximum 15%), 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 PAP/RAC'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 min.) and also build a trailer (approx. 30s);
- 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 and French (provide translations if needed, depending on the final version of the script). Experience in multilingual production is highly appreciated;
- provide the technicians needed for the production as well as all the needed sound and recording material.

Costs and Remuneration

The remuneration foreseen for the execution of the task defined by this ToR is of USD 15.000. Possible travel and accommodation costs pertaining to up to one meeting at the PAP/RAC premises, in Split, Croatia, would be included in the aforementioned amount.

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	20%
2 nd instalment, after the delivery of the final storyboard for the movie	30%
Final payment, upon clearance of the final version of the deliverable by PAP/RAC	50%



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.

Deliverable and Deadlines

Monday, May 5, 2014, 16.00 local time.

The output of the tasks carried out will be the Mediterranean Coast Day 2014 short animated movie on the adaptation to Climate Variability and Change (CV&C) in the Mediterranean coastal zones (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.

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 (2014)
1. Expression of Interest (EoI)	May 5 2014, 16:00 local time
2. Final story board	Beginning of June
3. Final draft of the short animated movie	Mid-July
4. Final short animated movie/trailer	Beginning of September

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, May 5, 2014, 16.00 local time per e-mail: paprac@ppa.t-com.hr & sylvain.petit@ppa.t-com.hr and a hard copy to Priority Actions Programme/Regional Activity Centre (PAP/RAC), Kraj sv. Ivana 11, 21000 Split, Croatia.

Contact

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ANNEX I Prescript draft & detailed first ideas in mind-mapping format

COAST DAY 2014 - Short animated movie prescript

On Climate Variability and Change in the Mediterranean Basin...

This paper is meant to summarise the key ideas to be presented in a short animated movie. Key information to the realising team are to be found in the attached ToR.

I. Act 1 - Summary of impacts (past & future projections)

- ✓ Sea level rise,
- ✓ Storm surge & precipitation, droughts, floods are increasing,
- ✓ Changes in coastal water temperature & global warming.



**Use Past info +
Future projections**
(IPCC projections -
<http://www.ipcc.ch/>)

Elements of narration: Human history is a story about adaptation, adaptation to our environment...to the evolution of climate!

Note for illustrations: Coastal zones are vulnerable to the above presented impacts, particularly as they are the most populated areas in the Mediterranean Basin.

II. Act 2 - Anthropogenic pressures (recognised human influence on CC)

- ✓ Anthropogenic coastal activities/pressures to appear on a map of the Mediterranean:
 - **urbanisation (more concrete, on the sea and linear expansion)**
 - **demographic increase & concentration (population migration)**
 - **tourism industry and tourist concentration (carrying capacity of beaches, congestion, cruises, sailing, etc.) & transportation issues (cars, plane, trucks, etc.)**
- ✓ Other themes to be possibly explored:
 - industry development (oil industry, related traffic land and maritime routes)
 - exploitation of marine resources (fisheries, aquaculture, oil and gas extraction)

Elements of narration: Today, on the coasts of the Mediterranean, we are witnessing that sea level is on the rise just like global and oceanic temperatures, droughts and extreme events are becoming more frequent... but what has recently changed?

We are increasingly emitting more GHG (mainly carbon dioxide and methane). Human activities contribute to the increased concentration of SLCPs (Short-lived climate forcing pollutants) in the atmosphere.

Note for illustrations: The major issue of air pollution (GHGs and SLCPs) comes from: cars, boats, planes, industries, deforestation, urbanisation, etc. Emphasise the landscape modifications in coastal regions (desertification in the South, deforestation in the North, etc.).

- ✓ Resulting problems:
 - **Greenhouse gases emissions,**



- **Water issues** (storage, salinisation of freshwater systems, depletion of aquifers, etc.),
- **Loss of wetland and natural habitat** (deforestation, desertification, etc.),
- **Forest fires.**
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- ✓ Other themes to be possibly explored:
 - Coastal erosion,
 - Human induced subsidence,
 - Marine resources over-exploitation.

Elements of narration: Today the success of development is endangered like never before, and poor/marginalised populations are and will be affected the most, in coastal regions particularly.

Note for illustrations: Destruction of livelihoods, homes, damage to infrastructures, destruction of communication means and trade, etc.

📣 **Important message to be delivered:** It is likely that climate variability and change, in the first place, rather than generating new impacts, will affect Mediterranean coasts through the exacerbation and expansion of existing critical problems due to increasing human pressures such as rapid urbanisation, development of tourist facilities and industries, and overexploitation of marine resources.

Elements of narration: Adaptation to climate change calls for new strategies and actions. We need to be focused on the global goals to be achieved:

- Education,
- Unemployment,
- economic development.

The situation is like even if we would stop all our emissions now and entirely, the global change at stake would not stop! The question is not on whether CC is occurring or not, because we are facing CC, it is our lifestyle and economic activities that will decide whether it accelerates or not.

Note for illustrations: illustrate a continuing momentum and that it is time to ADAPT!

III. Act 3 - Adaptation (as CC has a momentum to be continued)

Efforts & strategies to minimise damage / possible adaptation measures:

(3 main areas to take action for adaptation: Communication / "Use More" / Coastal management)

- **Managed settlements retreat**, in land and where coastal development is not too dense, setback,
- Elaboration of climate change scenarios and their inclusion into **Integrated Coastal Zone Management (ICZM) plans**, in particular through the collaboration between different local communities and stakeholders,
- **Improvement in the prediction of extreme events occurrence** (such as storm surges or intense precipitation),
- Elaboration of **flood monitoring system and mapping of high risk areas**,
- Promotion of **mix land uses** in spatial planning, and encouragement of resilient coastal cities,
- **Support to initiatives for smarter growth**, such as **inclusive governance** mechanisms, **support to traditional uses**,
- **"Be a catalyst of behaviour change"**,



- **Give a list of approaches and actions - “use more”** - that contribute to a behaviour change towards adaptation to CV&C.
- ✓ Other themes to be possibly explored:
 - Readjustment of present flood defence
 - Plantation of suitable protecting plant species in coastal zone (e.g. wetland restoration)
 - Protection and artificial sand nourishment of beaches
 - Engineering intervention for the protection of coasts, where no other options are possible

Elements of narration: So we need to reduce our impacts and adapt to inevitable CC. Scientists are working on projection tools, but the certainty will not be reached. What is important is that we do not need certainty to make decisions, we do take decisions every day with a fair amount of uncertainty... Bridging the gap between science and decision making is crucial, it can help us build strategies, plans and policies.

We definitely know enough to act in the case of CC, so how to adapt??

Note for illustrations: see Mind-mapping for elements from “Use more” category, such as: Cloth bags, local markets, CO2 compensation, Energy efficiency and green energy, etc.

At this point we have to recall that we need to keep in mind both current and future impacts and that of course there are inevitable constraints / criteria to be considered: urgency, costs, political and social acceptance.

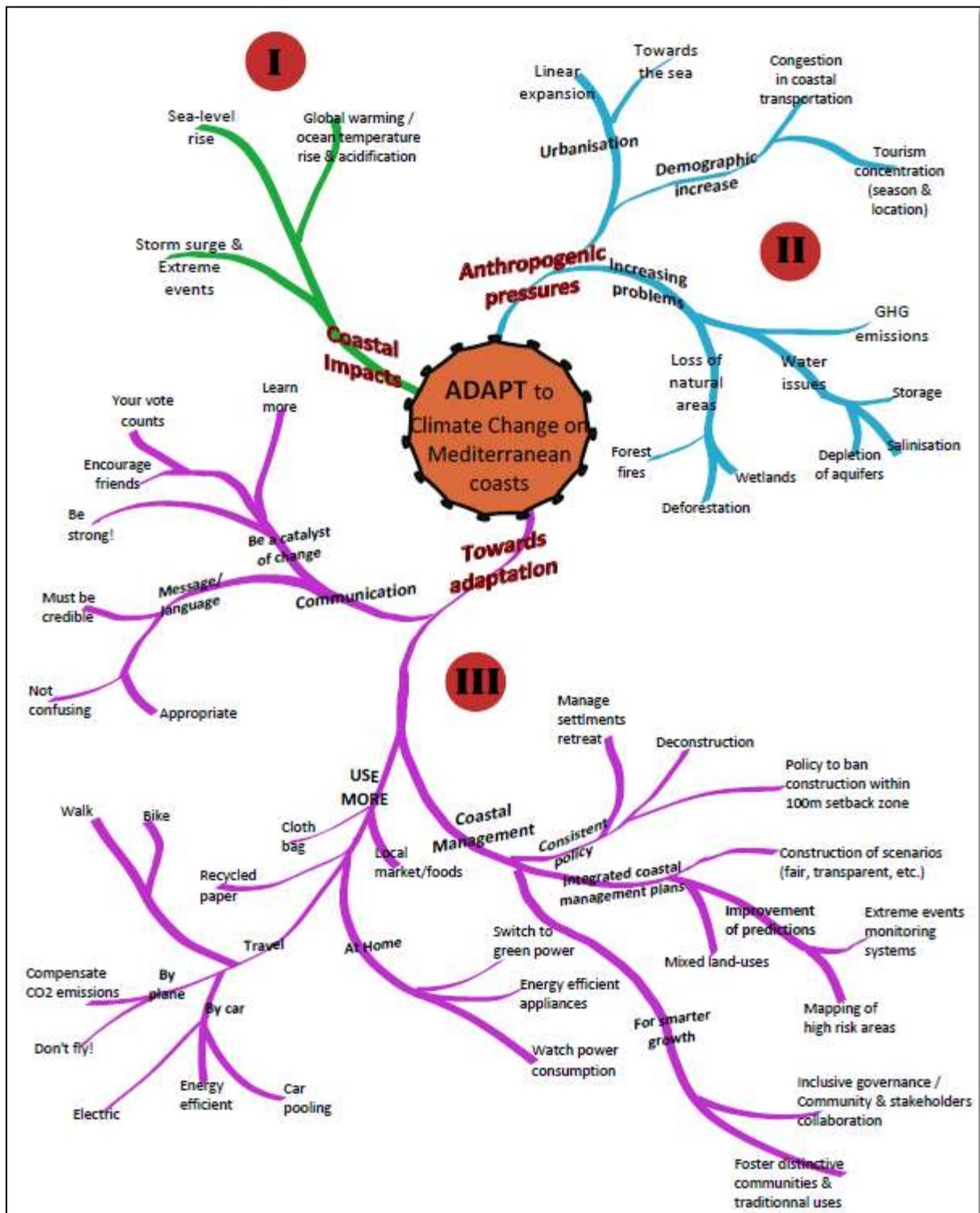
Elements of narration: We need to prioritise the most suitable adaptation options. Coastal management is definitely on top regarding the vulnerability of coastal zones. Land-use planning has to be flexible to react to future challenges; impacts on the local economy and communities have to be minimised; we need resilient cities.

Note for illustrations:

- Other top priorities for action are (i) flood preparedness (minimise risks), (ii) wetland restoration (as natural protection from extreme events and special ecosystem regarding biodiversity).
- Adaptation is a learning process.
- Present the importance of communication: “be a catalyst of 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: Preparing is in all cases better than baring the impacts without taking action.



Mind-mapping of ideas to be developed within the script for the short animated movie (working document to be considered as food for ideas and reflexion)