



Call for proposal n. 01-2021

Terms of Reference

Video Maker for the production of informative and communication videos for MEDREG

1. Context

MEDREG is the Association of Mediterranean Energy Regulators, born in 2007 under the Italian law.

It currently gathers 27 energy regulators from the following countries: Albania, Algeria, Bosnia-Herzegovina, Croatia, Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Libya, Lebanon, Malta, Montenegro, Morocco, Palestine, Portugal, Slovenia, Spain, Tunisia and Turkey.

MEDREG promotes a transparent, stable and compatible regulatory framework in the Mediterranean Region fostering market integration and infrastructure investments, as well as consumer protection and enhanced energy cooperation. Based on a bottom-up approach, MEDREG acts as a collaborative platform where regulators from the Northern and Southern shore of the Mediterranean exchange technical knowledge and good practices, supporting each other to reinforce their regulatory capacity.

The Institution benefits from the financial support of its members and the European Commission.

To carry out its mission, MEDREG organizes a range of activities such as workshops, training, high level events and elaborates technical reports. The organization ensures the visibility of its projects and achievements on its website and social media and through the making of pedagogical publications, such as leaflets, case-studies, infographics and Annual reports.

2. Context

For the next 2-years grant contract with the European Commission, MEDREG wants to produce informative videos intended to become communications products to enhance visibility and diversify the ways in which we disseminate our information and reach our audience.

The videos, which will offer a different and accessible channel to communicate MEDREG's technical activities, will be promoted to MEDREG's members and external stakeholders through newsletters, at events, on social media and on the website.

The production of videos will be divided over the two years of contract as follows:

- **2021:**

Video and content	Details	Duration	Indicative due date – 2021
Informative video on legislative and regulatory mechanisms used to	Animated video using motion graphics or magic	4 min.	July



<p>promote renewable electricity generation highlighting how Members are operating the transition to renewable energy source.</p>	<p>blackboard techniques, including voice-over and licensed music.</p> <p>OR</p> <p>Informative video containing selection and license of stock footage, including voice-over and licensed music (final option to be determined)</p>		
<p>Video on the positive impact of energy regulation on consumers, placing the consumers as the main protagonists of the story. The video will be based on the real and tangible outcomes that energy regulation achieved on consumer protection and explain the role and activity of MEDREG Consumer Working Group (CUS WG).</p>	<p>Animated video using motion graphics or magic blackboard techniques, including voice-over and licensed music.</p>	<p>4 min.</p>	<p>November</p>

- 2022:

Video and content	Details	Duration	Indicative due date - 2022
<p>Video on the role and functioning of MEDREG Institutional Working Group (INS WG)</p>	<p>Animated video using motion graphics or magic blackboard techniques, including voice-over and</p>	<p>1:30 min.</p>	<p>February</p>



	lincensed music.		
Video on the role and functioning of MEDREG Electricity Working Group (ELE WG)	Animated video using motion graphics or magic blackboard techniques, including voice-over and lincensed music.	1:30 min.	May
Video on the role and functioning of MEDREG Natural Gas Working Group (GAS WG)	Animated video using motion graphics or magic blackboard techniquesx, including voice-over and lincensed music.	1:30 min.	August
Video on the role and functioning of MEDREG Renewables Working Group (RES WG)	Animated video using motion graphics or magic blackboard techniques, including voice-over and lincensed music.	1:30 min.	November

3. Objective, audience, messages and promotion

a. Objective

For 2021 video production, the objective is to show what MEDREG Members are doing on the topics of renewable energy generation and consumers' protection and how MEDREG helped them achieve specific goals. The focus will be on real and tangible outcomes.

For 2022, the objective is to explain and inform MEDREG's audience about the functioning of its Working Groups and their contribution to the progressive integration of the electricity markets in the Euro-Mediterranean region. The purpose of the videos is providing intelligibility to technical issues and increasing visibility to a larger scale.

b. Audience

- MEDREG's members
- MEDREG's partners
- EU and national decision' makers (EC, EU and national Parliamentarians, governments, etc.)
- Energy stakeholders
- Wider audience following cooperation initiatives, energy, social and environmental issues as well as geopolitics in the Mediterranean region.



c. Key messages

The main message that should be regarded is that, through its technical work and studies, MEDREG contributes to make concrete steps and progress towards:

- The integration of electricity markets in the Mediterranean region;
- The integration of renewables;
- Consumers' protection;
- Infrastructure investment;
- Exchanges of electricity in the region.

The progressive establishment of a common Mediterranean energy market will ensure security of supply, better energy services, fair prices, energy access to all and a higher share of RES, which means concrete benefits for citizens and the environment.

Key messages specific to each video will be shared with the selected provider.

d. Promotion

MEDREG will aim for a total of 2,000 views/video (summing up the engagement rate on different channels and platforms) in the 6 months following the release of the videos, which will all be published on the MEDREG's website, social media channels, and pushed to its Members and partners' communication channels.

4. Expression of need: Description and scope of the service expected

The services required from the Video Maker Provider are the following:

4.1. Script writing

The service provider should write a narrative for the videos that conveys MEDREG's key messages and that responds to the objectives and audiences targeted by MEDREG (see section 3 above). The narrative should be written in the light of the background and supporting information that will be provided by MEDREG Secretariat for each item.

The script will be developed by the provider in close coordination with MEDREG Secretariat. The style should be engaging, follow a clear logic and be approachable even for the non-technical audience. It should be conceived in the light of the envisaged visual elements and animation, in order to complement each other and ensure a certain unity and coherence of style.

Bulletpoints on possible structure and key messages, as well as reference material and publications will be provided by MEDREG Secretariat to the selected Video Maker.

4.2. Video animation

The service provider should develop and produce animated video (see tables above for details on duration and type of production envisaged) that complement the narrative, using visual elements that facilitate the understanding of the messages. The videos should be engaging and original, while maintaining the institutional image and profile of MEDREG at the same time. In particular, the series of videos on MEDREG WGs should have a recognizable and coherent style that combines all videos, to ensure continuity and harmonization.



5. Selection criteria

The candidate (who can either be a freelance worker or an agency) will be selected on the basis of demonstrated similar script writing and animated videos produced in the past, that resulted into a considerable number of views.

The Video Maker or Video Agency should have solid credentials that demonstrate the capability and experience of delivering high quality videos that attract an important number of views.

6. Duration of the service and remuneration

The service shall start in February 2021 (indicative starting date 15 February, to be confirmed) and should last until December 2022, upon delivery of the final video and narrative.

The **total budget** for the two years service is of **16,800€** (country respective VAT and all other taxes included).

7. Payments

The selected provider will be requested to issue an invoice after the completion of each deliverable.

The payment will be made within 3 weeks after receipt of the invoice, upon delivery of the final product.

The contract will precise that MEDREG can decide to end the mission of the Video Maker during the period covered by the contract; any pending payment related to a completed deliverable will be settled within 3 weeks.

In the event that MEDREG decides to end the mission of the Video Maker, MEDREG shall not be liable for any compensation of deliverables that were not completed.

8. Conditions for responding to the call

Interested candidates should send their responses to this call for tender to tender@medreg-regulators.org and to vpelosi@medreg-regulators.org with the mention of "Video Maker 2021-2022" as email subject.

Applications should include:

- a cover email or letter (one-page maximum) explaining how your skills and experience fulfil the requirements and answer the needs of Section 4
- some references: examples and links to previous videos, portfolio of anterior work, any other supporting documents that demonstrate the achievement of successful similar projects
- a quote of the requested services for the two years including all taxes.

The **deadline** for sending the proposal is **Friday 29 January 2021**.

The proposals will be examined by the MEDREG Secretariat, which will decide on the basis of the offer's fulfillment of the selection criteria (see point 5 and point 8 of the Terms of Reference).

An online or telephone interview might be scheduled with the most relevant candidates before the offer is definitively validated. The result of the selection will be communicated with the candidates by 08 February 2021.

Initiation of a tendering procedure imposes no obligation on MEDREG to award the contract. MEDREG shall not be liable for any compensation with respect to tenderers whose tenders have not been accepted, nor shall it be liable if it decides not to award the contract.