



INVITATION TO TENDER  
FOR  
VIDEO PRODUCTION SERVICES

The **European Union Network for the Implementation and Enforcement of Environmental Law (IMPEL)** is an international non-profit association of environmental authorities of the European Union Member States, acceding and candidate countries of the EU, EEA and EFTA countries. The association is registered in Belgium and its legal seat is in Brussels. Currently, IMPEL has 59 members from 38 countries and its working language is English. The network has a Board support by a secretariat.

IMPEL aims to improve the implementation of EU environmental legislation, by supporting the development of good practices with guidance and tools; promoting the exchange of information and experience; supporting and facilitating capacity building and training of regulators; carrying out joint actions including inspections; providing feedback and advice on new and existing EU environmental law.

IMPEL's main activity is carrying out projects. A joint management of projects by environmental authorities from different IMPEL member countries is encouraged as well as a broad participation to project workshops from all IMPEL members. In order to achieve its objectives, IMPEL funds specific projects and organizes its work into five thematic areas,

1. Industry and air
2. Waste and TFS
3. Water and land
4. Nature protection
5. Cross-cutting tools and approaches

The Expert Teams within IMPEL are responsible for developing activities that address key implementation gaps and oversee the delivery of those activities and the quality of their outputs.

Within the IMPEL network, there is the need to have a promotional video for IMPEL in general and for the 5 Expert Teams which effectively communicates the message, values, and identity to the target audience. The videos should demonstrate the structure and activities of the IMPEL and 5 Expert Teams. They should showcase the benefits of IMPEL and Expert Teams activities and engage the audience.

**Consequently IMPEL is looking for a service provider to produce 6 promotional videos.** We invite qualified offers for this service before the **closing date of 7<sup>th</sup> May 2024.**

The works should be carried out from 13.05.2024 and be completed by 15.07.2024 to fulfill the above-mentioned needs (see the following section for further details on the deliverables & key services).

### Service specification

The Service required includes the following key services & deliverables:

1. For the IMPEL and 5 Expert Teams, the service provider will create 6 short promo videos that effectively communicate the message, values, and identity of the IMPEL network and Expert Teams to the target audience. The videos should demonstrate the features and activities of IMPEL and Expert Teams activities. It should showcase how IMPEL activities, its benefits, and engage the audience. IMPEL has already a video on the same subject published on the IMPEL website (<https://www.impel.eu/>). The service provider will prepare the promo video with similar content for a similar aim with updated information and the best available and affordable technology.



2. The video will be used for introductory purposes on the IMPEL website as well as IMPEL social media channels (like LinkedIn, Facebook, Twitter, Vimeo, etc.)
3. The main target group consists of local, regional, and national institutions involved in the implementation and enforcement of environmental policy and legislation.
4. Co-design, production, and post-production of the videos will be in English. The total running time for each video will not exceed 5 minutes. British English should be used in over-voicing.
5. The key points, messages and some sources for video's script are usually provided by IMPEL, but the contractor is expected to prepare the story and scripts and give suggestions to increase the overall quality of the video.
6. The videos will include indoor and outdoor shootings done by the service provider, as well as some footage previously recorded that will be provided by IMPEL.
7. The video can include images, music, motion or other visuals in addition to footage with IMPEL experts. (royalty-free or with an appropriate license to allow unrestricted use). The service provider will suggest, select and purchase images, music, and videos where necessary to increase the attractiveness and engagement of the promo videos.
8. The service provider will prepare an additional video created by combining other 6 videos that can be used to introduce IMPEL activities as a whole and the video duration can be more than 5 minutes.
9. The Service Provider should ensure the consistency in professional quality and content of the final videos especially if the video includes the recording done by IMPEL experts or the previous records that IMPEL asks to include. The sound and image quality, consistency and fluency, clarity and modernity will be the basic requirements for the acceptance of the service.
10. The service provider will set up a communication team with IMPEL and the story, script, footage, editing, draft video and final videos will be finalized according to comments and suggestions by the communication team to improve clarity, accuracy, and overall impact.
11. The service provider will present a working plan including the steps of the work with deadlines to IMPEL.

#### **Essential Requirements & Skills**

1. Internationally well-experienced in video production. Having experience in producing similar successful introduction videos is well preferred.
2. Have a written and spoken knowledge of English in order to understand, comment, suggest improvements and point out issues in relation to both the instructions provided by the IMPEL and the content of the video. Written and spoken knowledge of additional EU official language(s) is an advantage;
3. Having the required technical skills in video production.
4. Training and technical assistance for IMPEL experts who will have a role in videos so the records fit the main professional-quality video and concept.
5. The ability to produce an engaging story and easy watching video through visuals, audio, and editing techniques.
6. Interest in environmental protection.

#### **Conditions**

We would invite qualified offers for this service to be completed during 13.05.2024 to 15.07.2024.

The services should be provided remotely from the provider's own place of work, liaising with the project leaders, the project team and all the project participants, as well as other project service providers.



The service provider will do indoor and outdoor film shootings in Brussels during the IMPEL General Assembly in Brussels in the period 27-29th of June. IMPEL also can ask for filming in other places (not more than 3 locations and 1 day of shooting) like filming IMPEL project meetings determined by IMPEL.

The service provider is solely and exclusively responsible for all social security and tax obligations, including V.A.T. liabilities, at his place of work, related to the fees and any other compensation paid under this service contract and for the social security and tax obligations relating to its employees and representatives. IMPEL will provide the necessary information and proof on European VAT liabilities eventually covered at its legal seat.

The estimated time for this service is 20 working days but payment will be made for adequate services described for this contract term with the agreed, fixed price.

The service provider will be bound by IMPEL's confidentiality and conflict of interest agreement which should be signed along with the acceptance of the contract.

The service provider will disclose and provide to IMPEL all intellectual property made, conceived, or created by it at any time during the performance of the agreement (whether alone or jointly with others), including recordings of events for internal dissemination and will not limit number of participants attending in any event organised under this tender.

All communication will take place in English. Changes will be communicated beforehand with the IMPEL and implemented only after written approval.

The service provider will report to the IMPEL and will take part in IMPEL meetings and workshops upon request of IMPEL regarding this service. In this case, traveling expenses such as hotel, necessary meals and flight are paid by IMPEL. Reimbursement of costs will be in line with IMPEL rules and procedures.

Earlier termination of the service contract may be initiated by IMPEL if:

1. the financial contributions foreseen for the service not paid to IMPEL or
2. the quality and quantity of services rendered is not sufficient.

Adequate warning and consultation will be provided prior to the contract being terminated.

## Application

The service providers should apply for this service, with a service proposal that also includes their **curriculum Vitae** and a **short letter of motivation** (maximum two pages) explaining their experience and suitability for the service, and their portfolio including the experiences related to this service within **21 days** from the publication of the invitation to tender on IMPEL website (**7<sup>th</sup> May 2024**). **This should be sent to [info@impel.eu](mailto:info@impel.eu)**

Shortlisted service providers will be informed by 10<sup>th</sup> May 2024. Teleconference (Skype/TEAMS) interviews with those shortlisted will be conducted shortly afterwards.

For more information on the tendered service, please contact Şenay Arslan [senay.aslan@impel.eu](mailto:senay.aslan@impel.eu)