

CALL FOR TENDER: VIDEOS FOR 4 EU FUNDED PROJECTS

ABOUT THE WEEE FORUM

The WEEE Forum is the world's largest multi-national centre of competence as regards operational know-how concerning the management of waste electrical and electronic equipment. It is a not-for-profit association of 50 WEEE producer responsibility organisations across the world and was founded in April 2002. Apart from its core activities, the WEEE Forum takes part in several EU-funded projects.

THE PROJECTS IN A NUTSHELL



FutuRaM project contributes to ensuring a secure supply of secondary and critical raw materials within the EU: <https://futuram.eu>



GRINNER Project will reduce fires caused by “zombie” batteries through developing an AI enabled battery detection system: <https://grinnerproject.eu>



Circular Digital Health (DiCE project) leads the way in the transition to circular digital health care while addressing digital health waste joint with Janssen and Philips: <https://circulardigitalhealth.eu>



CE-RISE Project will create a Circular Economy Resource Information System optimizing reuse of raw materials with the help of blockchain technology and digital product passport: <https://ce-rise.eu>

SCOPE

The subject of this call for tender is the development of videos for four different EU funded projects in which the WEEE Forum is involved. The videos will be either filmed footage, animation or a mixture of both. Videos will be posted on YouTube but utilised through the projects' social media channels (generally LinkedIn and Twitter) as well as their websites and project partners' channels. In most cases the videos are meant to explain the project or an aspect of it in simple terms. More details are provided below.

Our requirements:

We require videos producing across each of the four projects. Depending on the requirement, the videos can be fully animated, fully filmed footage or a mixture of animation and filmed footage and will be of around 2 minutes duration each, but this could vary. We will require guidance/assistance with script writing, but anticipate doing the bulk of the writing ourselves and will provide the necessary content and input. We require the script to be spoken by a professional voiceover artist arranged by the successful subcontractor, but chosen by us. We will also need the videos to be subtitled in English and possibly in other languages.

See below the number of videos/animations required per project:

PROJECT	NR. OF VIDEOS EXPECTED
FutuRaM	3
GRINNER	3
DiCE	3
CE-RISE	5 plus 7 pre-recorded videos for editing only
Total	14 plus 7 for editing only

The storyline will be similar in every project:

- **First video:** providing an outline of what the project aims to achieve and why it is required;
- **Second video:** promotion and/or explanation of a specific issue or specific part of the project;
- **Third video:** outcomes and important results.

The CE-RISE project will require additional materials:

- 2 training videos – could be animation or filmed footage or mixture of both;
- 7 filmed footage training videos that require editing only.

Each project has a predefined brand identity that should be respected in the video animation. The detailed brand guide will be provided upon approval. You will find examples of the desired general outcome at the end of this call.

TARGET AUDIENCE

Each project will have its own specific audience depending on the topic covered, but in general the following commonalities can be listed:

- Policy makers and EU officials,
- Other EU funded projects
- Researchers
- Industry
- Non-governmental organisations
- Consumers
- Media
- General public (i.e. non-technical people)

TIMELINE

Please note the dates are approximative, but we would like to start the work on the first 'explanatory' project introduction upon the signature of the contract with the delivery in Autumn 2023 for this (FutuRaM project) and the other projects following it. The table below gives approximate dates.

PROJECT	PROJECT START DATE	PROJECT END DATE	NR. OF VIDEO ANIMATIONS EXPECTED	EXPECTED DELIVERY DATE OF VIDEO ANIMATIONS
FutuRaM	June 2022	May 2026	3	October 2023, depending on project results 2024 or 2025, April 2026
GRINNER	September 2022	August 2025	3	November 2023 & 2025
DiCE	October 2022	September 2026	3	December 2023, depending on project results 2024-2025, August 2026
CE-RISE	January 2023	December 2026	5+7	January 2024, depending on project results 2024-2025, November 2026

The indicated timelines are not binding and may change based on project outcomes and/or upon mutual agreement. The contract will run from award (approx. July 2023) to December 2026 when the final project concludes. It is possible that more than one video will be under production at any one time so you will need the capacity to deliver this.

PRICE QUOTATION

The quote should indicate **the price per minute** for creating:

1. Animations. If there are options for 3D animation as well as 2D animation, please quote for both separately.
2. Filmed footage videos (for example: editing and adding branding/animation elements to the video footage we provide).

E.g.: Your quote may state: first video is €/minute, second video is €/minute, etc. Further edits would come at a cost of €/minute.

You may also wish to quote for other services offered.

Your offer must be valid for 90 days.

STAFF RESOURCES AND DECISION MAKING

James Horne, Magdalena Charytanowicz and Nanett Kalapos will manage the development of the video/animations from the WEEE Forum's side. Nanett will take care of the coordination and serve as the main contact with Magdalena and James taking the lead as follows:

PROJECT	LEAD
FutuRaM	James Horne
GRINNER	Magdalena Charytanowicz
DiCE	Magdalena Charytanowicz
CE-RISE	James Horne

The decision on this tender will be made by a WEEE Forum panel that will include the Director General and Treasurer.



NEXT STEPS

We invite you to **submit a written proposal to us by 26 June**, including examples of your past work and a detailed breakdown of your costs.

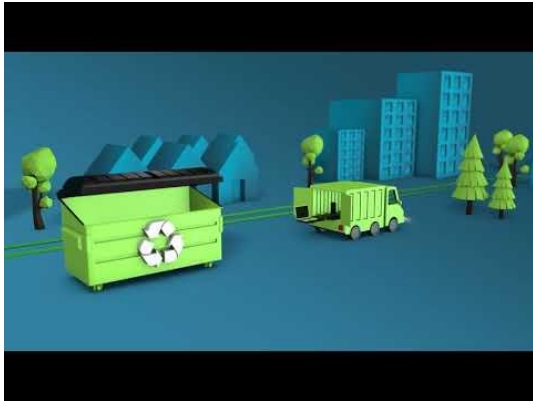
Please submit your offer to Nanett Kalapos at: nanett.kalapos@weee-forum.org

If you have any questions regarding this tender, please submit them to Nanett Kalapos with James Horne and Magdalena Charytanowicz in cc james.horne@weee-forum.org magdalena.charytanowicz@weee-forum.org

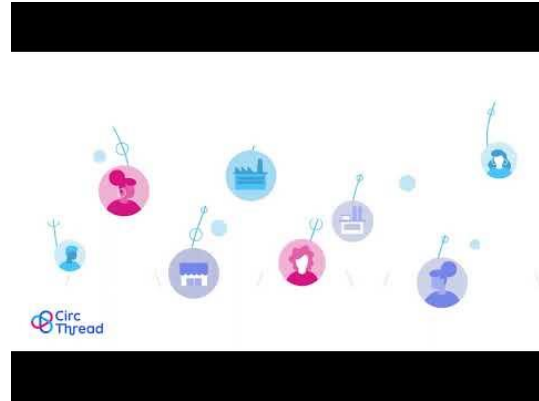
ADDITIONAL NOTES

The work will need invoicing per project to align with EU regulations.

EXAMPLES OF EXPECTED OUTCOME



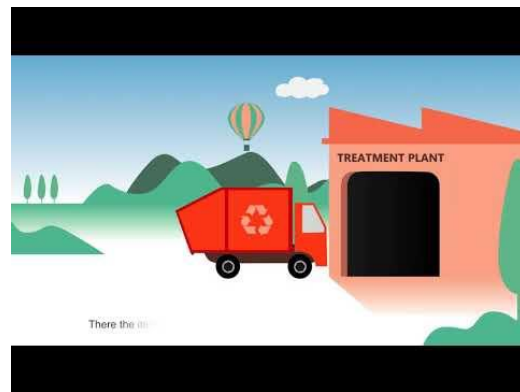
<https://www.youtube.com/watch?v=Jbl4-3XSPeU&t=1s>



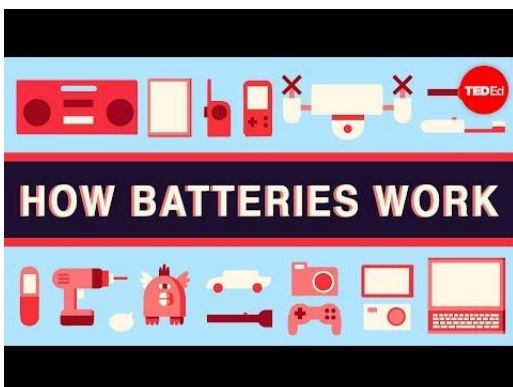
<https://www.youtube.com/watch?v=YAaB8fOATfw>



<https://www.youtube.com/watch?v=tqZF-TSsLGg>



<https://www.youtube.com/watch?v=pSJuhly5NQo>



<https://www.youtube.com/watch?v=9OVtk6G2TnQ>



<https://www.youtube.com/watch?v=3FUnlyAKExY>