

# A video showing the impact that Interreg programmes have on skills for a quality job

**Service specifications for a short thematic video related to the Interreg projects' achievements to be presented mainly to relevant decision-makers in the field of Skills**

## **Terms of reference**

On behalf of the Interact Programme, Interact Office Valencia (hosted by the Generalitat Valenciana) is inviting interested experts to submit a quotation for a short-term contract for the service for one short, catchy video highlighting the impact that Interreg has on the field of Skills.

To respond to this call for tenders, interested experts must demonstrate their experience, capacity, and suggested approach to carrying out the assignment in view of the specification presented in this Terms of Reference.

## **1. Background**

### **About the Interact Programme**

The Interact Programme is a cooperation programme under the European Territorial Cooperation objective (Interreg) of the 2021-2027 Cohesion Policy. It is co-financed by the European Regional Development Fund (ERDF).

The Interact Programme provides exchanges of experience, information, and innovation, to promote best practices and make cooperation easier. The programme delivers this through targeted events, publications, tools, or specific support activities.

Interact services target cooperation programmes under the same ETC objective of the 2021-2027 Cohesion Policy. These programmes – known as Interreg - jointly tackle common challenges, to find shared solutions in fields such as health, environment, research, education, transport, sustainable energy and more.

The implementation structure and coordination framework of the Interact Programme is based on a decentralised model. It involves a central Managing Authority/Interact Secretariat located in Bratislava (Slovakia), and Interact Offices located in Turku (Finland), Viborg (Denmark), Vienna (Austria), and Valencia (Spain).

You can find further information and relevant documents concerning the Interact Programme on the programme website: [www.interact-eu.net](http://www.interact-eu.net).

### **What is the European Year of Skills?**

The European Year of Skills is an initiative of the European Commission that aims to address the skills shortage in the European Union and to strengthen the EU's skills strategy. Its main objective is to help individuals acquire new skills, especially in the field of digital and green technologies, in order to improve their employability. In addition, the initiative aims to provide support to businesses, especially small and medium-sized enterprises, by presenting national efforts and various EU initiatives and funding opportunities. The Year will start on 9 May and will run for 12 months, with many actions and initiatives to be launched and promoted. The main objectives of the European Year of Skills are the following:

- Promoting investment in training and upskilling, enabling people to stay in their jobs or find new ones.
- Ensuring skills match the needs of employers, by closely cooperating with social partners and companies.
- Matching people's aspirations and skill sets with opportunities in the job market, especially for the green and digital transitions and the economic recovery.
- Attracting people from outside the EU with the skills needed.

### **What is Interreg?**

Interreg is one of the key instruments of the European Union (EU) that supports cooperation. It consists of around 100 programmes who fund projects. To get their projects funded by Interreg, public institutions, NGO and SMEs, among others; need to gather a number of partners from different regions in various countries. The specific rules that apply to the number of partners and countries of origin involved depend on the individual programme.

Projects funded by Interreg aim to tackle common challenges and find shared solutions to these challenges in fields such as health, environment, research, education, transport, sustainable energy and more.

Being 2023 the European year of Skills, Interact Programme has conducted one study focused on Interreg and skills. We have gathered macro data and have analysed the impact that Interreg programmes have had on this topic. With these

results and figures and the evidence found, we would like to develop one video highlighting the role that Interreg has in skills.

The current assignment is expected to deliver 1 video that will be shown at different Interreg events gathering important decision-makers in this field.

## 2. Content of the assignment

The provider will need to produce and deliver:

1. Recording, editing and post-production of 1 short, sexy video highlighting Interreg results on skills for a quality job.

Interact Office Valencia aims at acquiring 1 video that is attractive and interesting enough to be displayed in front of relevant members of the European Parliament and other decision-making representatives. These VIPs are usually approached with videos and project stories, so we need to stand out by creating something very original and catchy.

Interact Valencia will provide the winning provider with the content of the videos, that is the figures, macro data, analysis and examples of projects included in the three studies conducted by our external experts. The script, storyboard and how to create and present this short video are completely up to the provider:

- It could be done with real footage on the ground (please note that Interact will not give additional money to cover the hotel, flights and expenses of the trips).
- It could be displayed with graphs or animated illustrations.
- It can be presented as cartoons or comic style.

However, Interact Valencia Office will work closely with the provider on these steps and the requested tasks, offering support and guidance.

For inspiration, please check out [The Inclusive Growth Network video](#). This video was recorded and edited by an in-house intern and in spite of the few resources, we really liked the result highlighting some testimonials.

The maximum length of the video must be short (60-120 seconds max.) according to the current trends for promotional videos.

## 3. Task specifications

The service should consist of the following tasks:

1. **Definition of the concept and storyboard** of the video. This content will be based on the information gathered in the report/analysis carried out during the first semester of 2023.
2. **Preparation of the script for the video**
3. **Recording or the video** (if the provider thinks that actual footage is the way to go)
4. **Production and editing of the final video 1**

## 4. Requirements to the provider

1. Relevant experience. Interact Office Valencia aims at acquiring this service from providers with relevant experience on EU communication.
2. Relevant experience on video production
3. Work on the basis of relevant information and materials available. The service shall consider the report provided by Interact.
4. Expected input to the development of the concept and storyboard of the video. All the tasks will be developed in English and implemented in close cooperation with Interact staff. However, possibilities for other language versions should also be foreseen in the budget, in case these are needed in a further stage.
5. Responsibility. The service provider shall take full responsibility for the technical part of the service.
6. Publication and Dissemination. All deliverables shall be realised and delivered in HD digital editable formats and should be ready to be adapted in case of need. They will be diffused via the Interact website and other digital means.
7. Added Value. Published Any information that could be considered as an added value to the service should be highlighted in the tender for the final selection.
8. Maximum budget. This contract shall not exceed 3.500 euro (VAT excluded).

## 5. Profile of the service provider

- Able to take over and technically deliver the products listed under 'Service specifications.
- Should have an original input to the overall service delivery.
- Able to provide relevant support – providing professional advice on possible developments and adjustments.

- Able to work and deliver services in English.
- Able to provide content and video materials.

## 6. Operational requirements

The following operative steps for the delivery of the service will apply:

- A kick-off meeting (online) between the contractor and Interact Programme will be set in order to define, in detail, the specific actions to implement the objectives and implementation of this contract;
- Different proposals for the execution and development of the deliverables will be submitted to the Interact Programme;
- Several rounds of feedback on the chosen approach are expected.
- Agreement on the final timeframe to ensure that the service is completed on schedule and delivered according to the Interact Joint Annual Work Plan.
- Expected timeframe:
  - **17/07/2023**: deadline for sending offers.
  - **20/07/2023**: award of the service and confirmation notice
  - **21-24/07/2023**: Kick-off meeting,
  - **End July-August-beginning of September 2023**: Preparation phase (content check and preparation of materials as well as concept and storyboard of the video).
  - **11 -15 of September 2023**: Editing of the first sample of the video.
  - **15- 25 September 2023**: Editing and production of the final video. Rounds of feedback from the Interact staff. Final delivery of this video.

## 7. Conditions to be respected during the delivery period

The service provider will work in permanent contact with the staff of the Interact Programme.

The service implementation period will last from the notice confirmation of service award of the service **until the final delivery expected by the end of September.**

The information and materials collected are subject to a data privacy clause. Upon delivery of the material, all records shall pass into the exclusive ownership of the Interact Programme, including all use and distribution rights connected to this.

The Interact Programme will deal with and implement the applicable requirements for the respect of GDPR rules.

## 8. Awarding criterion

Those offers not meeting the quality criteria foreseen in the “Requirements to the provider” section will be excluded.

## 9. Selection procedure

When and how to submit your offer:

Offers should be sent in English and by email only, to Laura Belenguer ([laura.belenguer@interact-eu.net](mailto:laura.belenguer@interact-eu.net)) and Mercedes Acitores ([mercedes.acitores@interact-eu.net](mailto:mercedes.acitores@interact-eu.net)) by 17/07/2023 at 15.00 (CET) at the latest. Offers received after this deadline will not be considered.

Please note that any expenses incurred in the preparation of the offer will not be reimbursed.

What to include in your offer:

An introductory email, briefly explaining why you are interested in this contract and what makes you/your company the ideal candidate for this job.

In the attachment to the introductory email:

- A summary proposal explaining the understanding of the task to be performed, description of the idea, methodology, detailed timeframe and technical solutions envisaged for the implementation of the tasks. Provision of explanatory examples that clarify the approach and any other additional proposals are welcome.
- CVs/portfolio highlighting the experience in the field of this service contract, examples of previous work and description of the organisation and the staff performing the service.
- The financial proposal of the bid must include the indicative costs for the production of the deliverables. Please, reflect in your budget as well the development of these videos in other languages, as this could be requested at a later stage. Eventual travel and accommodation costs will be covered by Interact separately, according to Interact eligibility rules. The costs shall be in Euro –and they have to specify the percentage of

VAT if it is applicable. In addition, the bid must include the document “Declaration of the corporate group” as a mandatory element.

Bids must:

- be signed and submitted by the bidder or its duly authorised representative.
- be perfectly legible so that there is no doubt about words and figures.
- contain the contact details of the relevant person to be approached.
- be clear, complete and consistent with all the requirements laid down in this tendering document.

## **10. Payment Policy**

The payment will be carried out within a period of 30 and 60 days after the delivery of services and submission of an invoice

## **11. Contact**

To submit your questions or for any information related to this tender, please send an email to Laura Belenguer ([laura.belenguer@interact-eu.net](mailto:laura.belenguer@interact-eu.net)) and Mercedes Acitores ([mercedes.acitores@interact-eu.net](mailto:mercedes.acitores@interact-eu.net))