



**Small Islands Organisation**

# INVITATION TO TENDER

## Terms of reference

**Video and pictures production for the NGO Small Islands Organisation (SMILO)**

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France**

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## I- Background information

Although islands account for only 5% of the earth's surface, they host 20% of terrestrial plants and vertebrates and 600 million people depend on island ecosystem services for their sustainable development. As they are particularly vulnerable to global changes, they face many issues: climate change impacts, pollution, extraordinary biological diversity in need of protection, invasive species, and habitat destruction. While those issues are not specific to islands, they are particularly emphasised on small islands. At the same time, the insular characteristic is a strength, becoming a fertile ground for technical, social, legal and sustainable innovation. Islands therefore share similar challenges with common solutions.

The NGO **Small Islands Organisation (SMILO)** supports small islands of less than 150km<sup>2</sup> towards the sustainable management of their territory and resources. SMILO aims to guarantee the good ecological and environmental status of an island, in balance with its human development. It bolsters integrated operations for the preservation of islands' natural resources, in relation to water and sanitation, waste, energy, biodiversity, landscapes and heritage issues. The NGO developed a labelling process that gives an international recognition to the territories that are committed to a human development compatible with the environment. The "Sustainable Island" label thus aims to raise awareness on conservation issues on small islands, as well as to highlight the role of these "laboratory" territories, actors of the transition.

During the development phase of SMILO (2017-2021), 18 small islands are involved in this labeling process, located in Europe, the Mediterranean, Africa, the Indian Ocean and Southeast Asia. Within this framework, SMILO manages the Islands Fund, which finances concrete operations on the islands. To strengthen cooperation and solidarity between islands, the NGO coordinates an international network. More than thirty islands, members of this network, meet regularly to exchange good practices and participate in training, workshops, and international events. Advocacy actions led by SMILO network also aim to promote the good practices and the role of small islands on the international agenda (IUCN 2020, CBD Post-2020).

The NGO is supported by the French Coastal Management Agency (Conservatoire du littoral), and its activities and field projects are supported by international actors, such as the French Facility for Global Environment, the Prince Albert II of Monaco Foundation on sustainable waste management in the Mediterranean, the Ministry of Ecological and Inclusive Transition, the European Interreg Maritimo France-Italy 2014-2020 program, and the French Embassy in Croatia.

SMILO NGO calls on a service provider for the creation of videos and photos to strengthen the communication activities of the NGO, in particular within the framework of the project supported by the French Fund for the Global Environment (FFEM) and the project supported by the Prince Albert II of Monaco Foundation.

### French Facility for Global Environment – Small Sustainable Islands Project

This project supports the development of SMILO until June 2021, in particular the actions led on the first small islands engaged in the labelling process. The supported actions aim to strengthen the islands' technical capacities and knowledge in the fields of water, energy, waste, biodiversity, and landscapes. This project encourages the emergence of a new governance model. It also aims to give islands access to training tools and help from thematic

experts. The creation of the Islands Fund provides a financial support to implement the concrete and priority operations identified in the islands' territorial diagnosis and strategic plan. This project is co-managed by the Europe and International Delegation of the French Coastal Management Agency.

<https://www.ffem.fr/fr/carte-des-projets/initiative-petites-iles-durables-mise-en-place-dune-demarche-internationale-de>

#### Prince Albert II of Monaco Foundation –Sustainable Waste Management in the Mediterranean Project

This project focuses on 5 island sites: the Levant Island and the Lavezzi Archipelago (France), Tavolara (Italy), the Kerkennah Archipelago (Tunisia) and the Island of Zlarin (Croatia). It provides technical and financial support to these islands to set up concrete sustainable and innovative waste management operations, and to strengthen local policies on waste management. The islands' good practices will be shared in SMILO network, so that all the small islands can benefit from a feedback. The pilot sites managers will promote them during international events and workshops.

<https://www.fpa2.org/projet-497.html>

## **II- Tender objectives (*summary of the invitation to tender*)**

The tender aims to support the NGO communication efforts in promoting its mission as well as the field projects supported by the French Facility for Global Environment and the Prince Albert II of Monaco Foundation. The service provider will produce a series of videos and photos to present SMILO and its partners' field operations in favor of small islands' sustainable development.

More specifically, the tenders will be asked to:

- Produce 6 short videos (2-3 minutes maximum):

- 1 video presentation of SMILO,
- 2 videos to promote the project results supported by the French Facility for Global Environment (FFEM),
- 3 videos to promote the project results supported by the Prince Albert II of Monaco Foundation (FPA2),
- Taking photos (20 to 30 photos per site visited).

The service provider will have to travel to the "FPA2" islands of Kerkennah (Tunisia), Zlarin (Croatia), Levant (France); and on the FFEM islands of Gorée (Senegal), and Principe (Principe and Sao Tomé).

The ultimate goal of SMILO's communication is to raise awareness of the conservation of small islands and to promote the role of these "laboratory" territories, actors of the ecological transition. For each category of videos, specific communication objectives have been identified (*see Section III*).

**Video style:** SMILO is looking for creative and engaging videos. The use of new technologies is highly desirable. The aim is to find the right balance between filming the implemented operations (equipment installed, etc.), meeting islanders and local partners (interviews in particular) and capturing the beauty of the islands, to be preserved. Institutional and traditional project communication scenarios must be avoided.

## III-Tender components

The entire tender will be carried out in close consultation and with the support of SMILO NGO.

### III.1 Preparatory work

A first preparation meeting between the service provider and SMILO team will aim to:

- define more precisely the content, objectives and formats, etc. of the videos, in particular according to the distribution channels which will be essentially Youtube, Facebook, Twitter, Instagram, LinkedIn;
- establish a shooting schedule and specify the necessary equipment.

This meeting will take place at SMILO's premises in Aix-en-Provence (France) if the service provider is nearby, or alternatively, by video conference.

Following this meeting, the service provider must present a 5-10 page document, which presents: (i) a draft script and screenplay, (ii) a shooting schedule, and description of the equipment and team. This document will be presented to the partners that are associated with the implementation of the project actions.

*Deliverable* : 5-10 page document, as presented above

*Deadline* : before March 21, 2020.

### III.2 Filming, Production and Editing of Videos and Photos Production

#### III.2.1 Introduction

The service provider will have to:

1. **Produce short videos** (about 2 to 3 min max per video)
2. **Produce photos** (20 to 30 photos per site visited). Our team and local partners will use them for communication purposes. Photos must be captioned. The photos will highlight the actions carried out on the island sites, the anthropic activities and the environment of each island. The service provider will hence take portraits of men and women on the field, landscapes and if possible photographs of animals. The conditions to take the photographs will depend on the local context and conditions at the time of the visits.

#### III.2.2 The videos

##### **A. A promotional video on the NGO and the work of SMILO**

The service provider will create an animated video (2-3 minutes maximum) to promote SMILO mission (see Section I. for more details on SMILO mission).

The service provider will create the storyline with SMILO Secretariat. This video must integrate SMILO existing infographics and could also mix the animated sequences with real-life sequences (if so, preferably already existing or filmed during the site visits) and SMILO infographics. The service provider must respect the NGO graphic charter, and will for this purpose work in close collaboration with the Secretariat.

**Deliverable:**

- Two versions must be delivered: an international version; and the version as requested in this invitation to tender.
- A first version must be sent for validation to SMILO Secretariat (in particular a draft of the script and screenplay, images before final editing) before creating the final version.
- The video must be in English, with French subtitles.
- Based on the final video, the service provider will provide shorter versions, with length adapted to each social media (Facebook, Twitter, Instagram and Youtube).
- The **transfer of rights** is to be provided, for any country, in any language, for an indefinite period.

**Deadline:** before November 30, 2020.

**B. Three videos for the Prince Albert II of Monaco Foundation project**

The main objective of these videos is to present the waste challenges specific to islands, and to show the concrete results resulting from the 2018-2020 "Waste management on small Mediterranean islands" project, funded by the Prince Albert II Foundation of Monaco. The videos should thus dynamically present the implemented operations on the following islands and themes:

- **LEVANT ISLAND (FRANCE)**

*Project beneficiary:* Heliopolis Administration Union

*Type of project:* a grinding and valorisation system was put in place to manage Levant's green waste, in order to drastically reduce the practice of burning green waste (and thus reduce GHG emissions).

- **KERKENNAH ISLAND (TUNISIA)**

*Project beneficiary:* National Waste Management Agency

*Type of project:* project to improve the management of plastic waste resulting from local fishing activities (plastic fishing traps abandoned at sea – called drinas) which are a real environmental pollution source and a health risk for the archipelago (solution: crushing and plastic reuse). Underwater shots are therefore to be foreseen.

- **ZLARIN ISLAND (CROATIA)**

*Project beneficiary:* La Révolution Albatros Association and Zlarin Island Committee

*Type of project:* establishment of a local bio-waste collection and recovery system and reduction of waste and packaging at source, especially plastics, in support of the "Za Zlarin Bez Plastike" campaign (Zlarin without plastics), presented to the Annual United Nations Assembly by the Croatian President in 2019.

For these 3 videos :

**Specific messages of the videos:**

- The islands constitute an excellent laboratory to locally test adapted solutions to globally reduce the financial and carbon footprint linked to waste. The main message is to explain that the islands have on average a higher financial and environmental per capita balance sheet than the rest of the continental territories because of the cost of transport, especially because the waste treatment facilities are generally located on the continent.
- Secondary messages are:

(o) reduce waste, by bringing as little packaging as possible on the islands in order to limit the volumes to be brought back to the continent and/or to treat (e.g. limiting single-use plastics on the island of Zlarin).

(o) compact waste to limit the volumes to be treated or brought back to the continent, and reuse the waste on the island in accordance with the local needs (e.g. shred green waste and reuse it on Levant and crush and reuse plastics on Kerkennah).

**Target audiences:**

Priority 1:

- The NGO current and future donors.
- National and international technical and financial partners involved in the "Waste" theme (donors, environmental associations and to a lesser extent the research community).
- Current and future members of the NGO (in particular new islands).

Priority 2:

- Local and national decision-makers.
- Occasionally participants in major international meetings whether they are decision-makers, donors or actors in the "Waste" theme.
- The public.

**Content to film:**

- Field operations and installed equipment.
- Interview of people involved in the project (number of people to be determined during the first meeting with SMILO).
- The island: its environment and / or human activities.

**Deliverables:**

For each video:

- Two versions must be delivered: an international version; and the version as requested in this invitation to tender.
- A first version must be sent for validation to SMILO Secretariat (in particular a draft of the script and screenplay, images before final editing) before creating the final version.
- The videos will be in English or French depending on the country and subtitled in English or French.
- Based on the final video, provide shorter versions, with length adapted to each social media (Facebook, Twitter, Instagram and Youtube).
- The service provider must plan to obtain any authorisations needed for the sequences and photos.
- The **transfer of rights** is to be provided, for any country, in any language, for an indefinite period.

**Deadlines:**

The videos and photographs must be delivered:

- Levant, before May 30, 2020.
- Kerkennah, before September 30, 2020.
- Zlarin, before November 30, 2020.

**C. Two Videos for the French Facility for Global Environment project**

The videos must dynamically present the implemented field actions on the following islands and themes:

- **GOREE ISLAND (SENEGAL)**

*Beneficiary of the project:* the Syndicate of Initiatives and Tourism of Gorée (SITG)

*Type of project:* the Syndicat d'Initiatives et de Tourisme de Gorée (SITG) is implementing with the support of SMILO a project that focuses on two themes:

- strengthening Gorée's waste management system;
- improving the mobilisation and accessibility of water, as well as reducing the sources of pollution linked to sanitation on the island.

- **PRINCIPE ISLAND (SAO TOME AND PRINCIPE)**

*Project beneficiary:* UNESCO Biosphere Reserve of Principe

*Type of project:* SMILO supports the establishment of a pilot system for the collection, treatment and reuse of organic waste throughout Santo Antonio, the main city of Principe. The project will start in early 2020 for a period of one year.

For these 2 videos:

**Specific messages from these videos:**

- Increase international donors and sponsors awareness of the existence of SMILO labeling Process and its Islands Fund. The fund finances concrete projects between € 5,000 to € 50,000 in the 5 SMILO themes on the islands engaged in the labeling process.
- Strengthen the credibility and legitimacy of the beneficiaries towards decision-makers and donors by valorising the Islands Fund results in relation to the commitments of the countries concerned.

**Target audiences:**

Priority 1:

- Donors who are likely to finance the Islands Fund in the 5 SMILO themes.
- National and international technical and financial partners involved in the 5 themes (donors, environmental associations and to a lesser extent the research community).
- Current and future members of the NGO (in particular new islands).

Priority 2:

- Local and national decision-makers.
- Occasionally participants in major international meetings whether they are decision-makers, donors or actors in the 5 themes.
- The public.

**Content to film:**

- Field operations and installed equipment.
- Interview of people involved in the project (number of people to be determined during the first meeting with SMILO).
- The island: its environment and / or human activities.

**Deliverables:**

For each video:

- Two versions must be delivered: an international version; and the version as requested in this invitation to tender.
- A first version must be sent for validation to SMILO Secretariat (in particular a draft of the script and screenplay, images before final editing) before creating the final version.
- The videos will be in English or French depending on the country and subtitled in English or French.
- Based on the final video, provide shorter versions, with length adapted to each social media (Facebook, Twitter, Instagram and Youtube).
- The service provider must plan to obtain any authorisations needed for the sequences and photos.
- The **transfer of rights** is to be provided, for any country, in any language, for an indefinite period.

**Deadlines:**

The videos and photographs must be delivered:

- Gorée and Principe before November 30, 2020.

## **IV- Tender procedure and evaluation criteria**

### **IV.1 Application procedures**

Candidates are invited to send their application by email to the following address: [secretariat@smilo-program.org](mailto:secretariat@smilo-program.org) **before February 28, 2020 at midnight French time.**

Applications sent after this date will not be taken into account.

For any further information, please contact Sylvain Petit, SMILO Executive Secretary, at the following address: [s.petit@smilo-program.org](mailto:s.petit@smilo-program.org)

NB: The proposals must be transmitted under conditions which allow to authenticate the candidate and its signature. The application must be the object of a date of receipt and an electronic receipt confirmation.

### **IV.2 Required documents**

The application files must provide the following documents:

- The present specifications with the administrative clauses, duly signed and dated (service provider stamp);
- A technical proposal which must contain at least:
  - o a short note showing the tender has understood the requirements of this invitation to tender;
  - o the candidate's methodology and creative proposal to meet SMILO's expectations (including description of the equipment to be used), as well as a production schedule;
  - o A description of the team members that will provide the entire service (names, skills and CVs and their references for similar services / experience of less than 3 years),
- A detailed quote (cost estimate) indicating the costs per hour or per day, dated and signed. This quote must indicate the amounts in euros after tax;
- One or more examples of videos in the environmental field produced by the service provider (in the form of an internet link, or attached file);
- Bank account details showing the BIC / SWIFT and IBAN numbers.

Incomplete applications will not be considered.

### **IV.3 Legal form**

No form of grouping is imposed.

### **IV.4 Selection criteria**

#### IV.1 Technical quality (40%)

- Quality of the service provider (academic background, experience, references) and, where applicable, subcontractors. More specifically, the service provider must:
  - o be specialised in making videos and photos in the environmental field;

- have at least three years of experience in particular in the creation of communication materials on social medias;
  - have experience in strategic international communication;
  - in-depth knowledge and / or experience in the island context is a plus;
  - have an excellent working knowledge of both English and French (so as to be at least able to work with a subcontractor to make videos and record voices in English or French, with French or English subtitles).
- Quality of the offer (creativity and innovation, methodological quality, relevance of means and materials, relevance of the production schedule, etc.). More specifically, the service provider must:
- Demonstrate that its approach is creative, dynamic and engaging, so as to maximise the impact of the videos and the people reached;
  - Use recent technologies.

#### IV.2 Price (60%)

The details of the service costs must be specified in a quote annexed to the proposal (See *Section IV, "Requirement Documents"*).

The service provider must mobilise human and / or material resources and assume sole responsibility for obtaining any document or information necessary for the fulfillment of the mandate entrusted to him, including the production of reports in accordance with the requirements of the present specifications.

Applicants are invited to submit a detailed estimate of the costs relating to the achievement of the various elements of the service. Eligible costs are detailed as follows:

- Fixed price of the service provider
- Transport costs

The accommodation of the service provider on the island sites will be provided by the NGO.

Providers who will be able to make a competitive offer for our young associative structure will be privileged. As an indication, SMILO presents a possible price range: between € 25,000 and € 35,000.

## V- Administrative clauses

### Tender duration

The entire service will be carried out **before February 29, 2021**.

### Special notices

The service provider may have to travel to Aix-en-Provence to meet SMILO team at the NGO's premises.

The service provider's offer must include all the costs and equipment required to provide the service, **with the exception of accommodation on island sites, which will be provided by the NGO.**

### Contractual documents

The contractual documents for this service are:

- The present document which serves as technical specifications and specifications for specific administrative clauses;
- The quote / financial proposal;

### Use of the results

The service provider will grant SMILO the user rights to the results, for any country, in any language, for an indefinite period.

The selected service provider concedes to the sponsor, the right to use or have used the results, as they are or modified, permanently or temporarily, in whole or in part, by any means and in any form.

In the event of a publication on the internet, the rights are granted world-wide.

The sponsor does not become, by reason of the tender, holder of the rights related to the results, including the property of the ideas and creations, developed or used during the tender execution.

The price of this concession is included in the amount of the present tender.

### Payment terms

#### V.1 Payment frequency

SMILO will pay the Provider as follows:

- A first installment of representing 50% of the total budget for the service once the final version of the first three videos are delivered.
- A second installment with the remaining 50% of the total budget at the end of the service.

#### V.2 Late penalties

Except in cases of force majeure, when the contractual period is exceeded, the service provider incurs, without prior notice, a daily penalty of € 50 per working day of delay.

**Insurance**

The service provider undertakes to provide the insurance certificate(s) covering the risks linked to the services requested.

In ..... , on .....

Signature and stamp of the service provider(s):

Aix-en-Provence, 30.01.2020

The representative of the Sponsor,

**Maxime Prodromides**  
President of the Small Islands Organisation (SMILO)

