



Request for external services Video production services

Terms of reference – V15.05.2023



Please send your proposal by **01.06.2023** to info@isocarp-institute.org.

1 Who we are

The ISOCARP Institute is a research organisation operating as a Stichting under Dutch law. As part of our activities, we are involved in a number of projects funded by the European Union. Notably, we and other partners are contracted as a consortium by the European Commission to deliver an interregional policy exchange project called **DOWN TO EARTH**. **The project** seeks to promote sustainable development and increase the disaster risk resilience of rural communities across Europe.

2 Our need

The ISOCARP Institute's main role in the project is to lead the communication and dissemination activities, including the production of a brief video (max. 180 seconds) presenting the project and its objectives by 31.08.23. To that end, we are looking for external support to produce a video on par with the standards of DOWN TO EARTH funding programme, Interreg Europe 21-27.

Good examples of such videos can be accessed here:

Animation: [ThinkNature Project on Nature-based Solutions - YouTube](#)

Interview: [YouTube](#)



3 Content

The produced video shall include the following:

- Real footage from partners
- Animated footage explaining the project
- Voice-over in English

See Annex for more details.

We will procure the following content:

- Initial storyboard and mood-board (see annex)
- Video script
- Visuals (partners logos, project logos) and Visual Identity guidelines¹
- Useable footage

4 Languages

The video will be in English, however, subtitles in English and 5 other languages (ES, IT, RO, GR, DE) should be included (in separate .srt files, not hard-coded).

5 Budget

For this assignment we plan a budget of 4 500 EUR.

Payment will be made upon delivery of the final video.

6 Timeline

The proposed timeline of the website design is outlined below. Deadlines are fixed and must be met, subject to agreements made in the service contract. Please note this refers only to the initial design and does not outline required inputs for maintenance and updates.

Date	Deadline
15.05.2023	Publication of request for services
15.06.2023	Selection of provider
20.06.2023	Signature of service contract
31.07.2023	Video first draft delivery

¹ Interreg Europe 21-27 Branding Guidelines are available here:
<https://www.interregeurope.eu/branding-guidelines>



15.08.2023	Video second draft delivery
28.08.2023	Final edits/finalised video

Annex

**Interreg
Europe**



Co-funded by
the European Union

Down to Earth

Dissemination Video

Concept and production proposal

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10 MAY 2023 | Location

Brief

Goal

The goal of the dissemination video project is to:

- Present Down to Earth project
- Promote regional contexts/challenges
- Promote interregional cooperation method
- Promote project visualisation and tagline

Keyword:

- **Interregional Cooperation**
- **Rural development**
- **Climate change**

Theme



The video should be ready around August 2023 and should be no longer than 3 minutes. It will be distributed on Down to Earth and Interreg Europe channels. The video should be available in 16:9 and 1:1 formats.

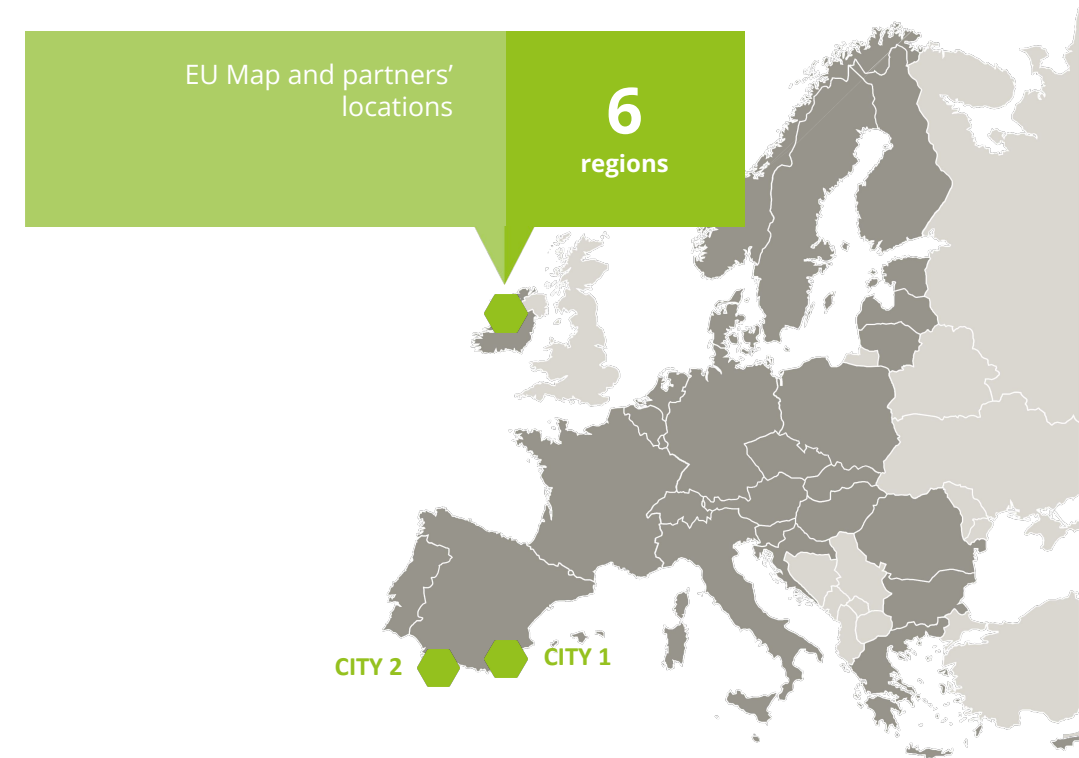
Concept: Down to Earth

Storytelling

The video uses storytelling technique as it helps to characterise a compelling story by regional contexts and also complement the project name “Down to earth”.

The video consists of interview videos of the project coordinator and/or project partners about key simple questions:
“What”, “Where”, “Why”, “Who and to Whom”, “How”, “When”.

Animation and infographic will support highlighted ideas and keywords.



Storyboard planning

Lead questions

1. What is Down To Earth?
2. Why is it important?
3. Where is the project implemented?
4. Who are the project partners?
5. How will the project be implemented?
6. What are the project phases?
7. What are the expected results?

Video methods

1. Interview 1
2. Interview 2/ Region's footage
3. Animation 1 / Map (voice over)
4. Interview 3/ Animation 2
5. Interview 4/ Animation 3
6. Interview 5/ Animation 4
7. Animation 5

Storyboard

Opening

Interview 1

Interview 2

Animation & Map

Interview 3

Interview 4

Interview 5

**Animation 5
Closing and Tagline**

Tagline

*“Building Stronger Rural Communities
Together”*

*“Reversing Depopulation through
Interregional Cooperation for sustainable,
resilient, and attractive rural areas ”*

Script (draft)

Structure	Script
Project introduction	What is Down To Earth? Down to earth is an Interreg project which aims to identify and promote win-win solutions to manage, maintain and enhance natural capital to lessen the risks and impact of climate change while generating economic and social opportunities to attract the population to rural areas.
Problem	Why is it important? Many European rural communities face depopulation and land abandonment resulting from more frequent and severe natural disasters such as wildfires and landslides. This vicious circle significantly impacts social and economic consequences in the form of an ageing society and less productivity, and it is challenging to curb environmental deterioration and risk prevention.

Script (draft)

Structure	Script
Regions introduction	<p>Where is the project implemented?</p> <p>The Down to Earth project selects six regions across Europe, each with differently affected from climate change but sharing the same challenges of depopulation and land abandonment.</p> <p>The regions consist of</p> <p>(1)aaa (2)bbb (3)ccc (4)ddd (5)eee (6)fff</p>
Partner introduction	<p>Who are the project partners?</p> <p>We gathers a group of organisations working on different aspects related to disaster risk reduction and rural development from regions across Europe....</p>

Script (draft)

Structure	Script
Program introduction	<p>How will the project be implemented?</p> <p>Thanks to mutual learning through interregional exchange of experiences, The project approach will use 1.Digital workshops with experts 2. Stakeholder group meetings 3. Study visits, and 4, Reports of lessons learnt and best practises focusing on the situation of each region and improving policy instruments</p>
Phases introduction	<p>What/when are the project phases?</p> <p>(Timeline)</p> <p>Year 1: Environmental risks related with depopulation and ageing population in rural areas</p> <p>Year 2: Access barriers to young farmers in depopulated areas</p> <p>Year 3: Policy instruments to foster the role of farmers and land managers in fighting climate change and environmental risks</p> <p>And Year 4....</p>

Script (draft)

Structure	Script
Call for action	What are the expected results?
Closing	Project logo + Interreg logo

Mood & Tone



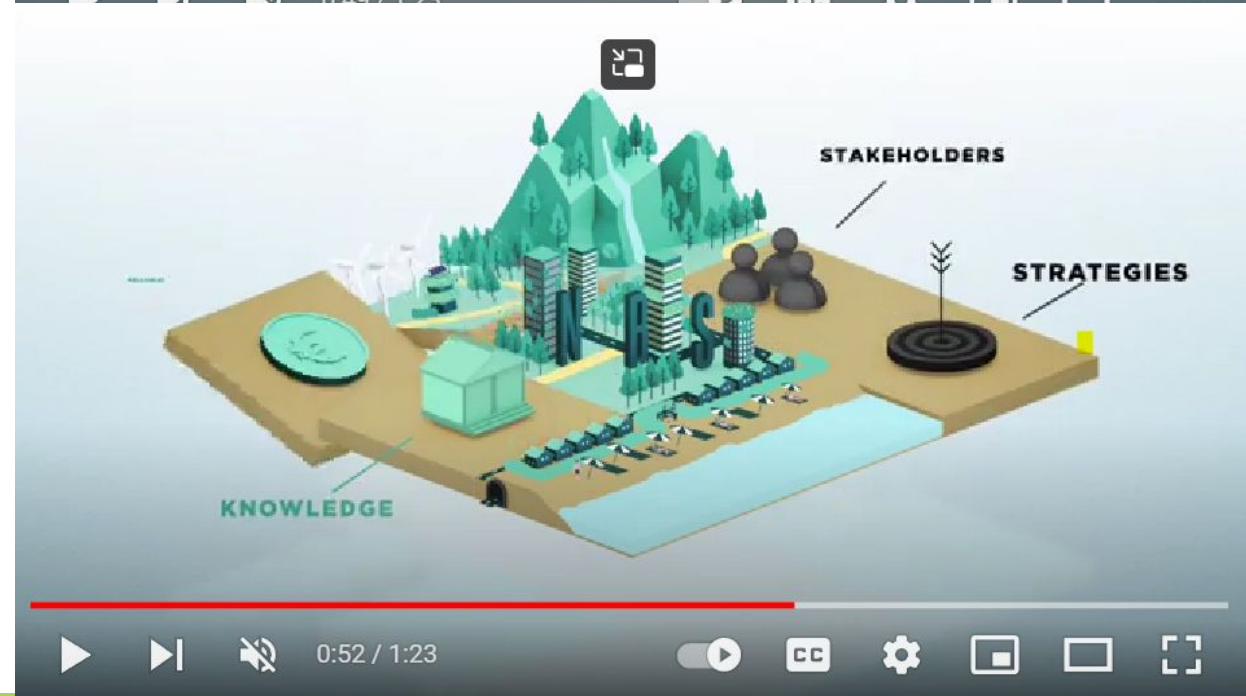
Interview with EU policy officer Josefine Enfedaque about NBS

(1) Interview with EU policy officer Josefine Enfedaque about NBS - YouTube

The animation idea illustrates land management and change over the same plot to highlight policies instruments.

By using isometric models will help to make sense of game and digital

(1) ThinkNature Project on Nature-based Solutions - YouTube



Video production planning

Interview

1-Day interview with project coordinator in end of June

by
ISOCARP

Footage

Collecting footage from partners

by
Project partners

Animation

4-week production

- Storyboard
- Footage
- Project identity

by
Outsource

The video should be ready around August 2023 and should be no longer than 3 minutes. It will be distributed on Down to Earth and Interreg Europe channels. The video should be available in 16:9 and 1:1 formats.



GREEN

GREEN



GREEN



GREEN

