

WWF Central and Eastern Europe is looking for a contractor within the project

**ConnectGREEN - Restoring and managing ecological corridors in mountains as the green infrastructure in the Danube basin**

Work Package (WP) 2

WP2.2.4 Production of a movie compilation of short films submitted during the Youth Video Contest “Connectivity for all”

Project number: DTP2-072-2.3

**TERMS OF REFERENCE**

Production of a short film compilation

**General objective:**

ConnectGREEN is a transnational project funded by the Interreg Danube Transnational Programme, which strives to maintain and improve the ecological connectivity between natural habitats, especially between Natura 2000 sites and other protected areas of transnational relevance in the Carpathian ecoregion, namely in Czech Republic, Hungary, Romania, Slovakia, Serbia and Ukraine.

As part of the activities under its Work Package 2 on Communications, the ConnectGREEN project team organised a Youth Video Contest in which youth (from primary school to university) were encouraged to submit short films that portrayed the wild animals that coexist alongside us, how this close proximity can be very dangerous for wildlife, and what we can do to help. The contest ended on 14 May and 26 films were submitted.

WWF-CEE, leader of WP2, (hereafter ‘Client’) now seeks a filmmaker and/or -editor (hereafter ‘Contractor’), to create a “mosaic” video based on the submissions received during the Youth Video Contest. The main objective of the filmmaker would be to design a coherent frame – both visually as well as for the storyline, in which to pour the central messages of the Youth Contest films. The end result should be a 2- to 3-minute-long short movie, which is to be screened at the Final Conference of the ConnectGREEN project, to be held from 28.-30. September 2021.

**Request number 1: Creative proposal**

We expect:

- ✓ A proposal regarding the creative take – draft story and graphics – for the short film compilation.

#### Film details:

- ✓ Compilation based on the film material submitted during the ConnectGREEN Youth Video Contest
- ✓ The compilation should reflect key passages/messages from all or most of the submitted videos, embedded into a coherent storyline – the Client will provide a transcript of key messages from the 26 submissions
- ✓ Language - English. Translation of the final frame with donor identification data + subtitles in local project languages will be ensured by the Client and sent to the Contractor to insert them in the video
- ✓ Relevance – regional (Carpathian region)
- ✓ Duration – between 1 minute and 3 minutes (maximum)
- ✓ Deadline – 31 August 2021 in English and local languages for the final product (subtitles and final frame included in the file) and a draft-version by 31 July 2021.

#### Other information:

- ✓ The video will respect the project visual identity guidelines (see ANNEX 2) and, implicitly, the visual identity of the donor
- ✓ The script will be developed with support and the participation of the Client
- ✓ The Client will provide necessary resources (information, images) to support the Contractor in providing the best quality services
- ✓ The video will be delivered in a format suitable for web upload and screening in regular conditions (not intended for cinema)

#### **Request number 2: Expertise and portfolio**

- ✓ Ideally a minimum of 3 years' experience in (animated) video production and/or editing
- ✓ Ideally experienced in producing (animated) videos in projects with public funding (government, EU, foundations etc)
- ✓ Ideally experienced in working in international contexts / for international clients and audiences
- ✓ Portfolio of (animated) videos for adult audiences (not children), highlighting the capacity to capture the essence of complex technical/legal processes and to creatively engage audiences. A variety of creative techniques and animation styles is an advantage.

#### **Request number 3: Financial offer**

**Maximum available budget:** for this service is **EUR 4.000** (VAT/taxes included)

#### **Contract duration:**

From the date of signing the contract until the delivery of the final version of the short-film, formally agreed with the project manager, but not later than 31 August 2021.

### Selection criteria:

The Contractor will be selected according to the best quality/price ratio and according to the requests comprised in the ToRs, as follows:

- ✓ 40% technical offer, according to Request number 1
- ✓ 20% technical expertise and portfolio, according to Request number 2
- ✓ 40% financial offer

### Clarification questions:

We welcome clarification questions and we are open to answer all your requests until 18 June 2021 COB.

### Deadline for offers:

Please send your complete offers until 25 June 2021 COB. You may send the offer either via email to [hmeyer@wwfcee.org](mailto:hmeyer@wwfcee.org) / [cjanz@wwfcee.org](mailto:cjanz@wwfcee.org) or via post to **WWF Central and Eastern Europe, Ottakringer Straße 114-116, 1160 Vienna, Austria, c/o Hildegard Meyer.**

**Your offer should include responses to requests 1,2 and 3 above.**

### Initial guidance in developing the creative proposal

The goal of the video is to **popularize**, thus making it accessible to non-expert audiences, namely to local stakeholders, **the concept** of “connectivity” and **to get the audiences’ support** in implementing the measures that ConnectGREEN proposes **towards connectivity for nature and people** in their countries and regions.

The **focus area** of the project and of the animated short video is the **Carpathian region** - Carpathian biodiversity/wildlife and the large infrastructure network being developed to fill in the gaps in mobility for people in Carpathian/Central European Countries: Slovakia, Czech Republic, Hungary, Romania and Serbia.

### Thematic context

Connectivity for nature = ecological corridors which ensure wildlife mobility across ecosystems and between their habitats

Connectivity for people = an efficient network of transport infrastructure, agricultural production sites, housing

### Threat

Connectivity for nature ≠ landscape, habitat fragmentation. This is a risk that infrastructure construction and insufficiently informed spatial planning poses to nature.

**Solution proposed by ConnectGREEN** (and all experts in the field, regardless of region or project)

Connectivity for people AND nature = including concrete measures (adapted to the area and to the targeted animal species eg. *ecoducts*/green bridges, overpasses, underpasses etc) in the process of planning / designing and further building large infrastructure projects.

## What the project does?

Ongoing economic growth in the Danube-Carpathian region and poorly planned infrastructure development create more and more barriers for large carnivores and lead to the increased fragmentation of their habitats.

Partners from various fields of activity (spatial planning, research, government, nature conservation) have joined forces in ConnectGREEN to increase capacity in the identification and management of ecological corridors and to minimize conflicts between infrastructure development and wildlife conservation.

Key stakeholders, such as conservationists, spatial planners, protected area and Natura 2000 site managers, are proactively engaged in this integrated approach. Through the harmonisation of interests between nature conservation and different land uses, we contribute to securing viable populations of large carnivores in the Carpathians and to maintaining one of the largest biodiversity hotspots and functioning ecosystems on the continent.

## Call to action for the public

- ✓ Share the video and the information
- ✓ Visit the website
- ✓ Send out positive messages regarding the value of connected nature / connectivity for nature and people
- ✓ Get involved in activities and initiatives in your neighbourhoods and surroundings to promote and preserve ecological connectivity in your communities

## Useful resources

### About the ConnectGREEN project

- ✓ on the project webpage <http://www.interreg-danube.eu/approved-projects/connectgreen>
- ✓ ConnectGREEN project page in your local language – check the project partner in your country here <http://www.interreg-danube.eu/approved-projects/connectgreen/partners>
- ✓ in the ANNEXES:

ANNEX 1. ConnectGREEN comms materials: flyer, info sheet

ANNEX 2. DTP Visual Identity Manual for projects

### About the Youth Video Contest

- ✓ View all submissions on the YouTube Channel of the ConnectGREEN project: <https://www.youtube.com/channel/UCOQZik-fZEKsTutiNFsL92g>
- ✓ Press release on the declaration of winners: <http://www.interreg-danube.eu/news-and-events/programme-news-and-events/6321>