



## Terms of Reference

*Development of four explainer animation videos*

In the framework of the project

***“Promoting the Sustainable Management of Natural Resources in South-eastern Europe,  
through the use of the Nexus approach”***

*funded by the Austrian Development Agency (ADA),*

implemented by the Global Water Partnership-Mediterranean (GWP-Med)  
in partnership with the United Nations Economic Commission for Europe (UNECE)

May 2022

## 1. Introduction & Background

The Water-Energy-Food-Ecosystems Nexus (“Nexus”) approach has been introduced in the natural resources management agenda in order to enhance water, energy, and food security, while preserving ecosystems and their functions. The Nexus approach provides for an integrated and coordinated approach across sectors, with a view to reconciling potentially conflicting interests as they compete for the same scarce resources, while capturing existing opportunities and exploring emerging ones.

The Nexus approach is quite pertinent in South-East Europe (SEE), especially given the Region’s rich water and forest resources, the high share of hydropower in the energy mix, the key role of agriculture and the many pristine natural areas, as well as the commitment of the Economies in the Region towards sustainable development and integrated management of natural resources.

Brief description of activities under the project:

The overall aim of the “**SEE Nexus Project**”<sup>1</sup> is to introduce the Nexus approach in and catalyse action for its adoption and implementation in SEE.

With activities focusing on the transboundary basins of the Drin and Drina rivers and in Albania, the Project facilitated Nexus Dialogue Processes, involving representatives of Ministries, experts from the environment, water, energy and agriculture sectors, representatives of NGOs and international organisations. After several rounds of consultations, **Technical Nexus Assessment Reports** were developed for each of the focus areas. The Reports identify Nexus interlinkages between the different sectors and explore in detail the most important ones for each region. Following the drafting of the Assessments, **3 Nexus Roadmaps** were developed which identified lines of action & modalities at institutional, policy and resource management levels, that are necessary for effective cross-sectoral coordination. Finally the project supported the preparation of **6 Project Documents** on selected Nexus-related interventions with cross-sectoral benefits, also exploring financing options by development partners or financing institutions..

More information on the Project and its activities is available at <https://gwp.org/seenexus>

## 2. Objective of the Assignment

To develop **four** explainer animation videos of 120 seconds max that will explain the project’s aims. Specifically, the three videos will explain in simple language understandable to all the key take out messages from the Nexus Assessments in each of the focus areas and the fourth video will explain the solutions that have been developed by the project to tackle the key challenges of the region.

## 3. Scope of the Assignment

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<sup>1</sup> Funded by the Austrian Development Agency (ADA) and implemented by the Global Water Partnership-Mediterranean (GWP-Med) in partnership with the United Nations Economic Commission for Europe (UNECE)

The Nexus approach is not only a strange-sounding word, but also a novel concept to many stakeholders, even more so the general public. Further, the key outputs of the SEE Nexus Project are quite technical in nature, often involving modelling analyses and details that would be more fit to a specialised audience.

In order to demonstrate the benefits of the Nexus approach in the beneficiary countries and the key findings and outputs of the Project in a brief-consolidated manner and aiming to reach out to a non-specialised audience, articles and other communication materials are being prepared to be used on websites and social media platforms. To enhance the outreach of these materials, the explainer animation videos to be prepared under this assignment are required.

#### Videos to be prepared:

1. Nexus Assessment for Albania
2. Nexus Assessment for the Drin basin
3. Nexus Assessment for the Drina basin
4. Towards tangible Nexus solutions

#### Target Audience:

- **Policymakers** who may not have a full understanding of the benefits of moving towards more integrated and coordinated cross-sectoral approaches.
- **Sectoral stakeholders** who may be accustomed to traditional sectoral thinking, not fully grasping the importance of avoiding conflicts with other sectors and capturing opportunities for synergies.
- **General public**, to have a basic understanding of the Nexus approach and its benefits, and to learn of the project's achievements.

#### **By watching the videos, the audience should understand the importance of:**

- Promoting cross sectoral solutions from infrastructure to integrated strategic planning frameworks, to address resource management tradeoffs
- Moving beyond sectoral thinking to achieve overall security and sustainability of all natural resources.
- Providing a great opportunity for the focus areas to leverage synergies across sectors on a national, regional and transboundary level as countries in the Western Balkans share sectoral as well as cross-cutting agendas on a political level (e.g., on water end environment, energy transition, waste management, connectivity, mobility).
- Providing tangible concrete solutions that benefit all and respond to actual challenges that the region has been facing for years and are exacerbated now from climate change.
- Reaching concrete conclusions, mapping out actionable policies for the future

#### **The videos should successfully:**

- Arouse the interest of policymakers in adopting our recommendations
- Mobilise stakeholders on the ground to exchange and engage in Nexus analysis
- Promote gender equality in the management of natural resources in all three focus areas as a driver for sustainable development in the Drin Riparians

#### Animation visual standards:

- Custom illustration with full colour palette and rich visual style,
- New bespoke illustrations based on vector graphics, not using stock graphics.
- Background stock music
- Suitable for social media platforms, including YouTube, Facebook, Twitter, LinkedIn.
- Minimum quality of video at least Full HD

### Look and feel

- The overall visual identity should be modern, 'digital'.
- High-quality, professional
- Corporate, structured,
- Modern, clean
- Accessible, clear
- Aesthetically attractive drawings / illustrations
- Simple and understandable to all
- Engaging
- Feeling (emotion), and not just intellect, should also have its place.

## 4. Services and tasks

### **Services include (for each of the four (4) videos):**

- Editing/finetuning of scripts. The draft scripts will be provided by GWP-Med
- Creation of Storyboard
- Final 2D animation
- Narration and Subtitles in English language
- Translation and subtitles:
  - For Nexus Assessment in Albania in Albanian
  - For Nexus Assessment in the Drin basin in Albanian, Montenegrin and Macedonian
  - For Nexus Assessment in the Drina basin in Serbian
- At least 3 complete review rounds for each stage of the animation creation process
- Delivery of all open editable files for illustrations and the video animation (files editable in Adobe illustrator, Adobe Premiere, VO, subtitle files, etc.)

### **Features**

- Custom illustration with full colour palette and rich visual style,
- New bespoke illustrations based on vector graphics, not using stock graphics.

- Background stock music
- Suitable for social media platforms, including YouTube, Facebook, Twitter, LinkedIn.
- Minimum quality of video at least Full HD

**5. Contract price, duration, schedule of milestones and payments**

The maximum fee for this assignment is 28,000EUR. This amount includes all other costs, income taxes and any other amount payable or cost that may be required for the completion of the work/service, including VAT.

The overall duration of the contract will be for a maximum of **3 months** after contract signature.

Payments will be made upon acceptance and verification of the related deliverables, as laid out in the table below.

*Table: Schedule of milestones and payments*

Milestones	Deadline	Payment Schedule
Contract signature		20%
Completion of the animation storyboards	1 month after contract signature	40%
Completion and acceptance of the final animation videos	2 months after contract signature	40%

**6. Selection Criteria (pass / fail)**

Successful participant (Natural or Legal Person or Entity):

**Requirements (ON/OFF) (if not met, proposal will be rejected with no further evaluation)**

1. Minimum 5 years of experience in animation design and production.
2. Fluency in English.

**7. Qualification and Experience**

1. A minimum of three 2D animations (of minimum length 30 seconds each) already produced is required. Each 2D animation, should be included with their respective link. **Failure to provide the minimum required qualifications is considered ground for disqualification.**
2. High quality Portfolio:
  - High degree of customization of drawings
  - Full range of colour palette
  - Strong storytelling techniques

- High inspirational power
  - Attractive and visually appealing artistic approach
3. High quality approach, methodology and project management. Each candidate must include in their offer, a presentation of their approach/method that they will apply for the management of this project and a tentative project timeline in order to ensure a high-quality result on a very tight schedule.

## 8. Place of Performance

This assignment is home based. The tasks will be carried out from a place of the successful Tenderer's preference.

## 9. Awarding Criterion and Evaluation Process

The Award criterion is the most economically advantageous tender on the basis of best price / quality ratio.

Offers shall be evaluated as follows:

Offers qualified in terms of exclusion grounds and selection criteria will be further evaluated on the basis of the requirements presented under section "Qualification and Experience", as follows:

Name of Firm / Participant:			
(i) Criterion	(ii) Weighting (w)	(iii) Points of criterion (c),	(iv) Score = (ii) x (iii)
1. A minimum of three 2D animations (of minimum length 30 seconds each) already produced is required.	50%		
2. Quality of Portfolio assessment.	25%		
<ul style="list-style-type: none"> <li>• High degree of customization of drawings</li> <li>• Full range of colour palette</li> <li>• Strong storytelling techniques</li> </ul>			

<ul style="list-style-type: none"> <li>• High inspirational power</li> <li>• Attractive and visually appealing artistic approach</li> </ul>			
3. Assessment of quality of approach, methodology and project management proposed	25%		
<b>Total</b>	100%		

**Scoring for each evaluation criteria** starts from 100 points (when minimum requirements are met) up until maximum 150 points (100p Base +10p for extra criteria over base up to 50 additional points).

For **Criterion 2 Quality of Portfolio assessment** score starts at 0 points and can reach 150 points depending on the level of customization of drawings, the range of colour palette, the quality of storytelling techniques, the inspirational power of projects included in the portfolio and the artistic approach.

For **Criterion 3 High quality approach, methodology and project management** starts at 0 points and can reach 150 points depending on the length, detail, depth, and structure of the information provided.

Each Section/evaluation criterion is evaluated autonomously. The final scoring of each evaluation criterion is the outcome of its scoring multiplied by the corresponding weighting factor. The overall score of the technical offer is the sum of the final scoring of all the Sections/evaluation criteria. The overall score of the technical offer is calculated on the basis of the following formula:

$$B_i = w_1 \times c_1 + w_2 \times c_2 + \dots$$

For the overall score which will determine the ranking of offers, technical evaluation will be weighted with 80%, and the financial offer with 20%.

The final listing of the most advantageous offers will be made on the basis of the following formula:

$$\Lambda_i = 0,8 * (B_i/B_{max}) + 0,2 * (K_{min}/K_i).$$

Where:

B<sub>max</sub>: the max score received by the best of the technical offers received

B<sub>i</sub>: the score of the technical offer

K<sub>min</sub>: The cost of the financial offer with the minimum price offered.

K<sub>i</sub>: The cost of the financial offer

The most advantageous offer is the one with the greater value of  $\Lambda_i$ .

In case of equality of overall scores, the retained proposal is the one whose corresponding technical proposal received the highest rating.

## 10. Terms and Conditions

- *Ways of working*

GWP-Med will provide the scripts for the three whiteboards. The Tenderer will propose illustrations / visuals for the script.

- *Availability*

The Tenderer should be available for Skype calls and email correspondence as required.

- *Language*

The language of the deliverables/outputs is English.

- *Intellectual Property*

Subject to agreement, GWP-Med shall have full, unrestricted and exclusive rights to use the products and services listed in this invitation, including the right to broadcast, show and disseminate them in any media and its websites and to exploit the products for any purpose, and the right to make any future adjustments to the contents of the products.

The Tenderer is not allowed to use the products for any purpose other than those set out in the Contract, without the prior consent and authorisation of GWP-Med in writing. The Tenderer shall warrant that any output produced by the Tenderer or on its behalf will not infringe any patent, trademark, copyright, registered design or other intellectual property rights of any third party and agree to indemnify GWP-Med for any such claim, liability, proceedings and costs arising therefrom.