

Request for proposal: Video Production and Scriptwriting services for online course material

EIT Food – Making Food Innovation Happen

Knowledge & Innovation Community on Food,
part of the European Institute of Innovation and Technology (EIT)

<http://www.eitfood.eu>



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1 About EIT Food

EIT Food is a consortium of over 50 partners from leading businesses, research centres and universities across 13 countries. It is a people-centric and resource-smart transformer of the European food system, driving consumer confidence and improved global health.

EIT Food members have a strong belief that the food sector needs to be transformed and that this can only be achieved by reconnecting partners within the food sector and by giving the consumer a more central role. The main issues the food sector is facing are that it is complex, fragmented, slow to adopt new technologies, not attractive to new talent, and not resource efficient. An effective food sector is needed to address major societal issues and challenges: feeding 9-10 billion people in 2050; 3 billion overweight people; 2 billion undernourished people; >30% of food wasted.

EIT Food's vision is to put Europe at the centre of a global revolution in food innovation and production, and its value in society. EIT Food will engage consumers in the change process, improve nutrition and make the food system more resource-efficient, secure, transparent and trusted. EIT Food has six strategic objectives:

- Overcome low consumer trust: support Europeans in the transition towards a smart food system that is inclusive and trusted;
- Create consumer valued food for healthier nutrition: enable individuals to make informed and affordable personal nutrition choices;
- Build a consumer-centric connected food system: develop a digital food supply network with consumers and industry as equal partners;
- Enhance sustainability: develop solutions to transform the traditional 'produce use-dispose' model into a circular bioeconomy;
- Educate to engage, innovate and advance: Provide 'food system' skills for more than 10,000 students, entrepreneurs and professionals through advanced training programmes.
- Catalyse food entrepreneurship and innovation: foster innovation at all stages of business creation.

EIT Food boosts the skills and entrepreneurial spirit in the sector and unlocks the potential of small and medium sized enterprises (SMEs), which in turn will accelerate innovation, create jobs, benefit businesses and increase Europe's competitiveness.

The pan-European EIT Food KIC is headquartered in Belgium and its partnership brings together change-makers in all relevant sectors and fields. EIT Food is well positioned to achieve the maximum impact on the challenges outlined above. The highly committed partnership will conceive, develop, evaluate and adopt new market-oriented approaches to innovation.

EIT Food has 5 Innovation Hub across Europe which are called Colocation Centres, based in Madrid, Reading, Munich, Leuven and Warsaw.

About RisingFoodStars

The RisingFoodStars Association serves as an umbrella association for high potential agri-food start-ups and scaleups. It is a partner of EIT Food and allows as such its members to participate “on equal height” in all EIT Food activities. The RisingFoodStars are involved in key communications and key events of EIT Food and, as such, contribute to deliver on EIT Food’s strategic objectives.

This unique international innovation vehicle offers outstanding young companies access to knowledge, networks and the opportunity to actively engage in EIT Food’s activities. They are benefitting from access to the partners, the expert network, programmes, technological infrastructure and business creation support as well as potential customers and distribution channels, which will significantly accelerate their international growth.

On the other hand, as agile and swift partners, they can drive the innovations of the future within this large network. The collaborations between the RisingFoodStars and the other EIT Food partners provide an entrepreneurial and agile innovation culture which will bring complementary competences of start-ups lined up along the food supply chain and unprecedented value in terms of cutting-edge technologies and innovative business models.

About FoodUnfolded

FoodUnfolded is a global, digital platform that creates and shares its content on the latest food and agricultural innovations. FoodUnfolded aims to connect with our audience through entertainment and education on the most relevant topics of today, including health, nutrition and sustainability.

FoodUnfolded content is driven by science and technology, collaborative initiatives, creative imagination and media experimentation.

The platform aims to become a virtual space that bridges misunderstandings and fosters a new relationship between the public, academia, experts and the food industry based on being honest and building trust.

2 EIT Food online course portfolio

2.1 Introduction

While the percentage of online learning possibilities is rising, online learning environments can seem quite intimidating for learners who have not had a chance to try them yet. On the one hand, it presents new challenges beyond those of a traditional classroom because many learners are unfamiliar with the online learning environment, which may include unfamiliar technology, isolation from instructors and university

staff, time-management, and a lack of face-to-face interaction with other learners. On the other hand, online courses can be attractive to some learners because they offer flexibility, particularly for those with demanding professional or personal responsibilities. As an online course publisher, it is essential that EIT Food gives additional attention to strategies that will keep our learners engaged, creates a successful learning environment, and provides a rewarding learning experience where learners feel supported, connected, and valued.

EIT Food believes that better informed consumers and citizens (of all ages) would make better, healthier, and more sustainable choices. This is why EIT Food provides funding to top European universities to develop online courses on thematic related to food. EIT Food is currently relying on its partners for the entire online course lifecycle (see section 3.1).

The delivery of the first series of EIT Food public online courses, both freemium and premium (see section 2.6) combined have shown that EIT Food university partners have different approaches with regards to the use of videos as educational material. A lack of consistency in quality as well as lack of engaging content was noticed, sometimes even within the same course, from one week to another as different universities decided to split the work per week. This could damage EIT Food reputation in the long run and prevent learner trust.

From 2020 onwards, EIT Food will take control of the video production from the course teams. That would limit the work of educators to “raw” course material provider during the course development phase.

The service provider (hereinafter referred to as: contractor) will have to produce engaging learning videos based on the course material created by the course teams. The course teams will remain responsible of developing articles, quizzes, and discussions steps. The contractor will also be in charge of developing a short engaging video per course that will be published on the EIT Food [FoodUnfolded](#) platform (see section 1)

2.2 Overview of past outreach

In 2018, EIT Food published 5 freemium and 2 premium courses on FutureLearn. The courses reached 16k+ learners.

In 2019, EIT Food would like to reach even more learners and provide access to online education worldwide on a larger scale, thanks to the design of new courses, and the re-runs of the successful ones developed in 2018.

The 2020 strategy will see courses running every quarter of the year, with popular ones running frequently and new ones being designed, developed and produced based on proposals approved by external evaluators.

More detailed information on the existing EIT Food online courses can be found in Annex 1.

2.3 Online courses and Annual Grant Cycle

Online courses teams receive funding for the design, development, facilitation, evaluation and automation of the course material for the year N.

The decision of funding is taken in year N-1 (Q3-Q4), and the reporting is made in year N+1 (Q1).

EIT Food provides funding for the development of 5 to 15 Courses every year. On average, courses have 12 learning hours, including learner self-reflection time.

Please refer to Annex 3 for more information.

2.4 Objectives

The key aim is to reach more learners and provide access to online education worldwide, through engaging learning material.

EIT Food is Europe's leading food innovation initiative, working to make the food system more sustainable, healthy and trusted by consumers.

The selected contractor will work with EIT Food to achieve the following objectives:

- To transcript complex element of science into popular science.
- To develop engaging, and quality learning videos
- Ensure consistency in the video quality across the entire EIT Food portfolio
- Ensure the compliance with EIT Food communication branding
- Contribute to the development of EIT Food storytelling style and visual identity

Proposals should outline how these objectives will be supported by the contractor.

2.5 Platform

EIT Food online courses are hosted on [FutureLearn](#), a platform where users learn together, and learn with experts. Every year, EIT Food encourage its partners to develop new online courses on subject that are aligned with EIT Food strategic objectives, and that address a gap in its portfolio.

[FutureLearn](#) offers a diverse selection of courses from leading universities and cultural institutions from around the world. These are delivered one step at a time, and are accessible on mobile, tablet and desktop, so you can fit learning around your life.

FutureLearn believes learning should be an enjoyable, social experience, so all the courses hosted on the platform offers the opportunity to learners to discuss what they are learning with others, helping them make fresh discoveries and form new ideas.

2.6 Type of online courses

2.6.1 Public courses offering: Freemium model

Public courses refer to all courses accessible via the FutureLearn search engine by all learners.

Public courses under the freemium model can be accessed for free by all learners for the whole session of the course + 14 days. After this period, learners will not have access to the content anymore, unless they opt for the upgrade option.

Upgrading consist into paying a fee, which would have defined at course development stage, in respect of the EIT Food price points. (See Annex 6). Learners opting for the upgrade will then have some of the benefit of a public course under the premium model (see section 2.6.2), including a perpetual access to the course material, access to the final test, and a certificate of achievement.

This model is the most successful in terms of outreach.

2.6.2 Public courses offering: Premium model

Public courses refer to all courses accessible via the FutureLearn search engine by all learners.

Public courses under the premium model can be accessed by all learners for a registration fee (see price points in Annex 6). The registration fee is defined in respect of the EIT Food price points. Learners signing up for this type of course will have a perpetual access to the course material, as well as access to the final test and receive a certificate of achievement.

This type of course usually attracts a small cohort of learners, which make it easier for interaction with educators. The model is mostly used for specialised course for Advanced learners.

2.6.3 Private courses

Private courses refer to all courses that are not accessible to learners via FutureLearn search engine.

These courses are on invitation-only, and EIT Food is charged a fee per seat to FutureLearn for the use of the platform.

Private courses are only used for EIT Food blended training programme, where an online course is bundled with one or several physical activities.

2.7 Target audiences

A good online course is tailor to a specific audience. As such, it is important to know the specific targeted audience before providing funding for the development of a course.

FutureLearn has developed a comprehensive learner archetype based on learning analytics. Each type of learners is established based on their characteristic motivations; their needs and values in relation to online courses; their identified behavioural trends; as well as key demographic information. They are: the Flourishers, Hobbyists, Explorers, Fixers, Vitalisers, Preparers and Advancers (See Annex 5).

In brief, Flourishers and Fixers follow courses to improve their personal life. Advancers, Preparers and Explorers participate in courses for their work or study, whereas Hobbyists and Vitalisers take part in courses for leisure.

In order to harmonise the course development process, EIT Food introduced a tiered system of beginner, intermediate and advanced courses. This new approach allows EIT Food to align with the learner archetype developed by FutureLearn.

Beginner and Intermediate courses will target Flourishers, Hobbyists, Explorers, Fixers, Vitalisers and Preparers, whereas Advanced courses will target Preparers and Advancers.

3 Specification of services

This award procedure is aimed at selecting a contractor for Video Production and Scriptwriting for the EIT Food online course material, which is hosted on FutureLearn.

The contract with the selected company will be signed by EIT Food.

The contractor will be appointed for 2 years, which can be extended for another two years. The total contract cannot exceed 4 years.

Working language between EIT Food and the contractor selected through this procedure will be English.

3.1 Online course lifecycle

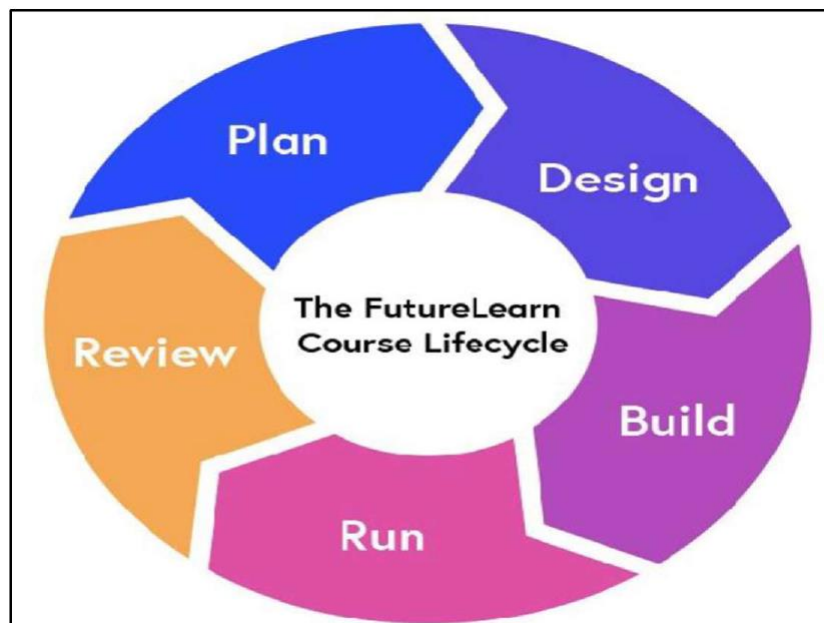


Figure 1: The FutureLearn Course Lifecycle.

In the context of EIT Food, the workflow for a typical year is as follow:

Plan: January to March;
Design: March to April;
Build: April to September;
Run: September to November;
Review: December;

It is foreseen that most of the contractor work will take place during the Design and Build stages of the course development.

3.2 Minimum requirement for the videos

FutureLearn recommends encoding course videos using the settings below:

File format/container: .mp4 / .mov / .m4v
Frame size/resolution: 1920 x 1080 (full HD) is preferred. 1280 x 720 pixel is acceptable as a minimum.
Aspect ratio: 16:9;
Codec: H264;

Frame rate: 25 or 30fps;
Bit rate: minimum 2 Mbps constant bit rate (2,048 kbps);
Audio: AAC 44khz stereo @ min 128kbps; and
Maximum file size: 5GB.

FutureLearn video service (Vzaar) will re-encode the video uploaded into a variety of formats to make it suitable from play out on all browsers and devices.

From the source file, Vzaar will attempt to create the following encodes:

- SD @ 768 kbps, 648 px wide
- HD @ 2,048 kbps 1280 px wide
- iOS optimised versions for iPhone/iPad

Important – if the bit rate of the source video file uploaded is too low, Vzaar will not be able to produce an HD option. For this reason, FutureLearn recommends to export videos at a bit rate of at least 2,048 kbps. It has to be noted that some FutureLearn course teams have reported issues with this when exporting screencasts from recent versions of Camtasia, where control over the bit rate of your video is limited.

Subtitle

All videos must be accompanied by closed caption subtitles in English in the WebVTT format. The subtitles should not be embedded on the videos at production stage.

FutureLearn has commissioned a 3rd party company (3Play) to transcribe video and audio content and generate closed captioning and transcripts. The standard turnaround time is four working days. EIT Food is using this service, therefore the contractor will not be asked to generate caption subtitles.

Course teams are expected to manage the transcription process, review the quality of transcripts and upload the WebVTT (subtitle) files and transcripts directly on FutureLearn via the Course Creator module.

Video transcription

Inline HTML transcripts are provided on all video steps (the HTML transcripts are currently supported for English-only). This transcript text is automatically generated from the subtitle file (WebVTT format) provided by the course teams.

Transcript text appears just below the video player in a section which can be expanded or hidden by the learner. The transcript is divided up into blocks with timestamps; learners can click these markers to jump to the corresponding point in the video.

FutureLearn Quality assurance checks

Please refer to Annex 4.

All videos produced by the contractor are expected to be marked “green”.

Video assets

The contractor will have to work with both EIT Food and FutureLearn video assets. The assets will be circulated to the contractor shortly after the signature of the contract.

4 Workflow of services

The services covered in the present procedure are to be implemented by the contractor - and will be remunerated - following two different models depending on the type of service:

- a. According to the agreed time schedule as in the approved offer. These services, referring to WPs 2 and 4 as described below in this section shall be remunerated according to the itemised quotation (unit cost) proposed by the contractor and enclosed in the approved offer.
- b. On demand. These services, referring to WP 1, 3 and 5 as described below in this section, shall be remunerated according to the agreed hours multiplied by the hourly rate proposed by the contractor and enclosed in the approved offer.

The work shall be organised in the offer according to Work Packages (WPs). The content and milestones of each WP described in this document are provided to allow the contractor to estimate the workload needed and, therefore, to submit a good quality proposal and offer. However, since the service will be provided during a period of 2 years (2020-2022) the exact content of each WP will have to be adapted by the contractor according to the evolving needs and constraints of EIT Food.

4.1 Work Package 1: Scriptwriting - Adaptation of existing EIT Food online courses

Although the written word and the spoken one may technically be the same language, how writing translates into the verbal world can be challenging to anticipate and control. Even harder still, is to make the end product appear natural, conversational and entertaining.

Videos are the closest that you can get to a personal interaction with your target audience. However, with educational videos, you only get a few seconds to get your point across. After that, learners would pass judgement, hit mute, hit pause and read the transcript, close the page, or decide to stay. So, we cannot afford to waste a single frame due to a poorly written script.

On request, the contractor will be responsible to adapt existing course material designed by EIT Food university partners, using storytelling techniques that will resonate and engage with learners.

Prior to production of any course steps, the contractor will have to take into account the ideas of the course teams it is working with and EIT Food. The contractor may be asked to rewrite or make various versions of the scripts they are working on.

The contractor will be asked to share ideas for visuals to go along with the narration as part of the deliverable (images, camera angles, graphics, music, etc).

EIT Food expectation on scripts are as follow:

- Creatively written script;
- Clear, confident, and strategic words;
- Transformation of elements of science from complex to accessible to the targeted audience;
- Highly impactful content crafted to engage with our learners;
- Utmost attention to technical details;
- Out of the box thinking that delivers exciting results; and
- On time delivery in any format (.doc, .pdf, etc.)

EIT Food welcomes your own interpretation of this work package, to allow authentic voices to be heard, to allow us to reach a wider audience, and to be eye catching and attention grabbing in ways which enhance our work and our values. Our existing online courses (see Annex 1) may allow you to understand more about us, but please do not interpret them as a style guide: we want you to draw on your own creativity.

4.2 Work Package 2: Video production – Adaptation of existing EIT Food online courses

The need for adaptation cannot be precisely identified at this stage. The exact amount of video production will be agreed with the contractor and initiated through purchase orders according to actual needs and constraints of EIT Food. However, in order to perform an estimation of the workload linked to this WP, please consider all the course listed in Annex 1 as possible online courses that, according to the knowledge available at the time of drafting this document, may be required to be adapted. **This list is intended as an example of courses with potential needs of adaptation and there is no assurance that any of the activities listed in it will be actually requested by EIT Food.**

Adaptation of the educational videos may involve:

- the filming of video content on location around Europe (may be in several location for one course);
- editing and production of video content; and
- production of animated content to explain key concepts.

Completed videos should include the EIT Food and EU's logo, and background music.

EIT Food expectation on videos are as follow:

- The contractor should have a range of camera kits to ensure that the right equipment for the video production;
- Content should fit into FutureLearn both creatively and technically;
- Videos should generally not last more than 5 minutes; and
- All videos produced by the contractor are expected to be marked “green” (See Annex 4).

4.3 Work Package 3: Scriptwriting - Design of course material for EIT Food new online courses

On request, the contractor will be responsible to adapt existing course material designed by EIT Food university partners, using storytelling techniques that will resonate and engage with learners.

Prior to production of any course steps, the contractor will have to take into account the ideas of the course teams it is working with and EIT Food. The contractor may be asked to rewrite or make various versions of the scripts they are working on.

The contractor will be asked to share ideas for visuals to go along with the narration as part of the deliverable (images, camera angles, graphics, music, etc).

EIT Food expectation on scripts are as follow:

- Creatively written script;
- Clear, confident, and strategic words;
- Transformation of elements of science from complex to accessible to the targeted audience;
- Highly impactful content crafted to engage with our learners;
- Utmost attention to technical details;
- Out of the box thinking that delivers exciting results; and
- On time delivery in any format (.doc, .pdf, etc.)

EIT Food welcomes your own interpretation of this work package, to allow authentic voices to be heard, to allow us to reach a wider audience, and to be eye catching and attention grabbing in ways which enhance our work and our values. Our existing online courses may allow you to understand more about us, but please do not interpret them as a style guide: we want you to draw on your own creativity.

4.4 Work Package 4: Video production – Design of video material for EIT Food new online courses

The need for video production cannot be precisely identified at this stage. The exact amount of video production will be agreed with the contractor and initiated through purchase orders according to actual needs and constraints of EIT Food. However, in order to perform an estimation of the workload linked to this WP, EIT Food has drafted an indicative list (Annex 2) of possible online courses that, according to the knowledge available at the time of drafting this document, may be approved as part of Business Plan 2020. **This list is intended as an example of the courses that may require video production services and there is no assurance that any of the activities listed in it will be actually requested by EIT Food.**

Production of new educational videos may involve:

- the filming of video content on location around Europe (may be in several location for one course);
- editing and production of video content; and
- production of animated content to explain key concepts.

Completed videos should include the EIT Food and EU's logo, and background music.

EIT Food expectation on videos are as follow:

- The contractor should have a range of camera kits to ensure that the right equipment for the video production;

- Content should fit into FutureLearn both creatively and technically;
- Videos should generally not last more than 5 minutes; and
- All videos produced by the contractor are expected to be marked “green” (See Annex 4).

4.5 Work Package 5: Horizontal tasks

Task 1: Project and quality management

The contractor must ensure a sound management of the assignment. An experienced project manager shall be appointed for the project by the service provider. The project manager shall be the privileged counterpart EIT Food for all aspects of the work. The project manager shall liaise internally with all services of the contractor and report directly to EIT Food. Furthermore, the contractor must foresee a backup for the staff appointed to the project, so as to ensure continuation of the service.

EIT Food will ask the contractor to attend coordination meetings (could be also phone/video conferences if EIT Food does not deem a face-to-face meeting necessary) to monitor progress against the work plan as in the approved offer, identify eventual deviations and take appropriate corrective measures. Following each coordination meeting the contractor shall draft and submit to EIT Food, within 5 working days, a list of decision points for validation.

5 Services and timing

WP1 to 4 and the horizontal tasks of WP5 shall be provided on a continuous basis over the whole contract duration.

In addition, the contractor shall provide EIT Food with a timetable indicating its availability (daily working hours and national holidays).

Meetings with EIT Food are to take place at the EIT Food CLC NW premises in Reading. A kick-off meeting is expected to take place not later than 10 working days following the award of the service contract. At the kick-off meeting the contractor is expected to discuss and agree with EIT Food the detailed time-plan of the assignment as well as the detailed contents of the first set of tasks to be implemented. Additional meetings might be organised on ad hoc basis. Face-to-face meetings could be complemented by phone/video conferences.

6 Reward and terms of payment

The services will be rewarded according to the agreed price stated in the offer. The price will be increased by the value added tax at the applicable rate, if the contractor is obliged to invoice this tax according to the applicable statutory provisions.

All services and ancillary services necessary for achieving a successful contractual performance need to be covered by the concluded contract and will be charged based on the stated prices, even if these are not specifically mentioned in this tender.

The agreed price is a course unit cost (for WP2 and WP4, as described under section 4), which includes in particular all additional services and other services, even if these are not specifically mentioned in the service contract but are needed to achieve a successful contractual performance.

For WP1, 3 and 5 the contractor must provide a table with the hourly price of every professional qualification which will be applied for the contracted tasks under section 4.

The invoiced amount is payable within 30 days. The time for the payment begins after the invoice was received, provided that the services delivered, and the invoices are compliant with the contract. If the invoice is incomplete the period shall be interrupted.

7 Legal basis and offer conditions

7.1 Contract

No contractual relationship shall exist until a written contract document is signed by the awarding authority and by the selected candidate.

The contract to be awarded to the selected candidate shall be concluded on the basis of the following flat rates:

- Hourly rate for services referring to section 4.1, 4.3 and 4.5 (WPs 1, 3 and 5) in this document;
- Unit cost services referring to section 4.2 and 4.4 (WPs 2 and 4) in this document.

Travel costs should be included in the unit costs.

7.2 Expenses for the preparation of the non-binding offer

Costs incurred with the preparation and submission of the (non-binding) offer, related documentation and concepts shall not be refunded.

7.3 Eligibility requirements, and proof of professional capacity

7.4.2 Eligibility requirements and proof of professional capacity

In order to cope with the required tasks, the candidate (or a consortium) is expected to fulfil the criteria listed below:

Working team, experience and knowledge

The contractor is expected to have the human resources available in order to cope with the tasks as described in section 4 in this document. The contractor has to ensure that appointed staff has sufficient English language skills and has to nominate a project coordinator as main contact person for the EIT Food.

The contractor will have to provide, for every task, an estimation of the professional qualifications needed as well as the number of persons involved.

The contractor is expected to have experience related to the following fields of expertise and technologies:

- Experience in Education: the contractor should demonstrate experience in working with universities;
- Sector Understanding: the contractor should have a rich understanding of the needs of educational institutions;
- Working With E-Learning: the contractor should be able to develop content that will fit into FutureLearn both creatively and technically

Compliance with this requirement has to be demonstrated by submitting a description of relevant reference projects indicating also their duration and budget as well as the respective former clients who can be contacted in case of needed information and/or confirmations. It will also be required from the contractor to provide the CV of the project manager that will manage the contract.

The contractor would have to be mobile and able to travel to multiple partner destinations (in Europe) within the same month.

8 Transfer of ownership and copyrights

The contractor will be awarded a contract including stipulations according to which it has to assign and transfer to the contracting party any and all exclusive rights to use and reproduce, perform and authorize others to perform as well as to process, adapt or modify his work and ideas.

The above-mentioned copyrights shall include all copyrighted works and contributions of the selected service provider staff.

The contractor shall also take care for the relevant contractual provisions with third parties or its staff members.

9 Timeline

The timeline for the Request for Proposal and subsequent commission is as follows:

1/10/2019	Publication of the RFP on EIT Food website
31/10/2019 12pm (noon) CET	Deadline for submitting a proposal; proposals should be sent to education@eitfood.eu
From 1/11/2019 to 22/11/2019	Assessment of the proposals
25/11/2019	Notification to candidates
9/12/2019	Award of contract to winning proposal
Week 3 January 2020	Kick-off meeting

10 Evaluation criteria

In addition to pricing, proposals will be assessed using the following criteria to establish best value for money:

Experience & Expertise	Project Management & Execution	Price
<ul style="list-style-type: none"> - Detail previous filming experience and the creative process involved, including links (if appropriate) to relevant examples such as: <ul style="list-style-type: none"> • story telling; • educational videos for e-learning; • animated videos; • scripts for e-learning materials; 	<ul style="list-style-type: none"> - Provision put in place for the project management. Experience of the project manager and working team (max score 15) - Anticipated approach - how candidate would carry out the process from content material to video production, including any script writing or preparation involved. (max score 15) 	<ul style="list-style-type: none"> - Based on full costs including hourly rate and unit costs. - Costs will be scored as follows: Lowest quotation = full available marks then for each other quote lowest quotation received divided by your quoted price and multiplied by 40.
Max score 30	Max score 30	Max score 40

Please note that only eligible proposal will be assessed.

11 Submission of documents and other requirements

Interested candidates are requested to submit:

1. **Detailed non-binding offer** consisting of the description of services in conformity with the requirements specified in this document- taking into account the requested characteristics

All the questions from the provided non-binding offer template should be completed. A completed bid template should not exceed 10 pages.

2. A non-binding financial offer

The financial offer must include itemised prices (including all relevant taxes but indicating also the net basis) necessary for the provision of the required services as described in section 4.

In order to enable the awarding authority to check the adequacy of prices, prices should refer to unit costs and hourly rates as described in section 4 and explained per WP.

Expenditure for travelling and accommodation shall be included in the unit costs remunerating services under WP 2 and 4 (see section 4.2 and 4.4).

3. A declaration of honour with respect to the exclusion criteria and absence of conflict of interest

Please complete the template provided.

All documents must:

- be submitted in English language;
- be submitted in PDF format;
- be sent via e-mail to the following address: education@eitfood.eu no later than 31/10/2019 12pm (noon) CET.

Any incomplete proposal will be automatically deemed ineligible.

Annex 1 – List of EIT Food existing courses
Annex 2 – List of potential EIT Food course in 2020
Annex 3 – EIT grant cycle
Annex 4 – FutureLearn’s video technical requirements.
Annex 5 – FutureLearn’s learner archetype
Annex 6 – EIT Food online course price points for upgrade and premium model.

Annex 1 – List of EIT Food existing courses

Please find all the existing EIT Food existing courses on the [FutureLearn EIT Food page](#).

Annex 2 – List of potential EIT Food course in 2020

- Agri-tech: The future of sustainable arable farming

Aim: educate about the latest innovations in agri-tech and how adoption of these tech-led solutions can improve the sustainability of farming systems by leading to enhanced resource protection.

Target audience: individuals working in the agricultural industry including farmers, growers and other primary producers / food policy makers and agriculture/food students across the EU and citizens and consumers.

- Food and Nutrition: Truth behind the headlines

Aim: to educate and empower a large number of consumers around the world to think critically about the nutrition information behind the headlines. It will fill a gap between science and people's understanding of science.

Target audience: general public and particularly those that are interested in food and nutrition issues.

- Consumers and Environmental Safety: Food Packaging and Kitchenware

Aim: raise knowledge and awareness on potentially chemical contaminants present in food and drinks, derived from food-contact material, and their impact on consumers health and on the environment.

Target audience: General public / food industry / research community

- Understanding food labels

Aim: educate on the meaning of front-of-pack and back-of-pack information, such as nutritional information, traffic light systems, health and nutritional claims, sustainability logos and ingredient lists, 'best before', 'use by', and storage information.

Target audience: General public

- The human microbiome

Aim: educate on the human microbiome and its impact on human health. One of the main focus will be the food-health axis through the mediation of the gut microbiome, and how the latter can affect other microbiomes hosted in the human body.

Target audience: General public

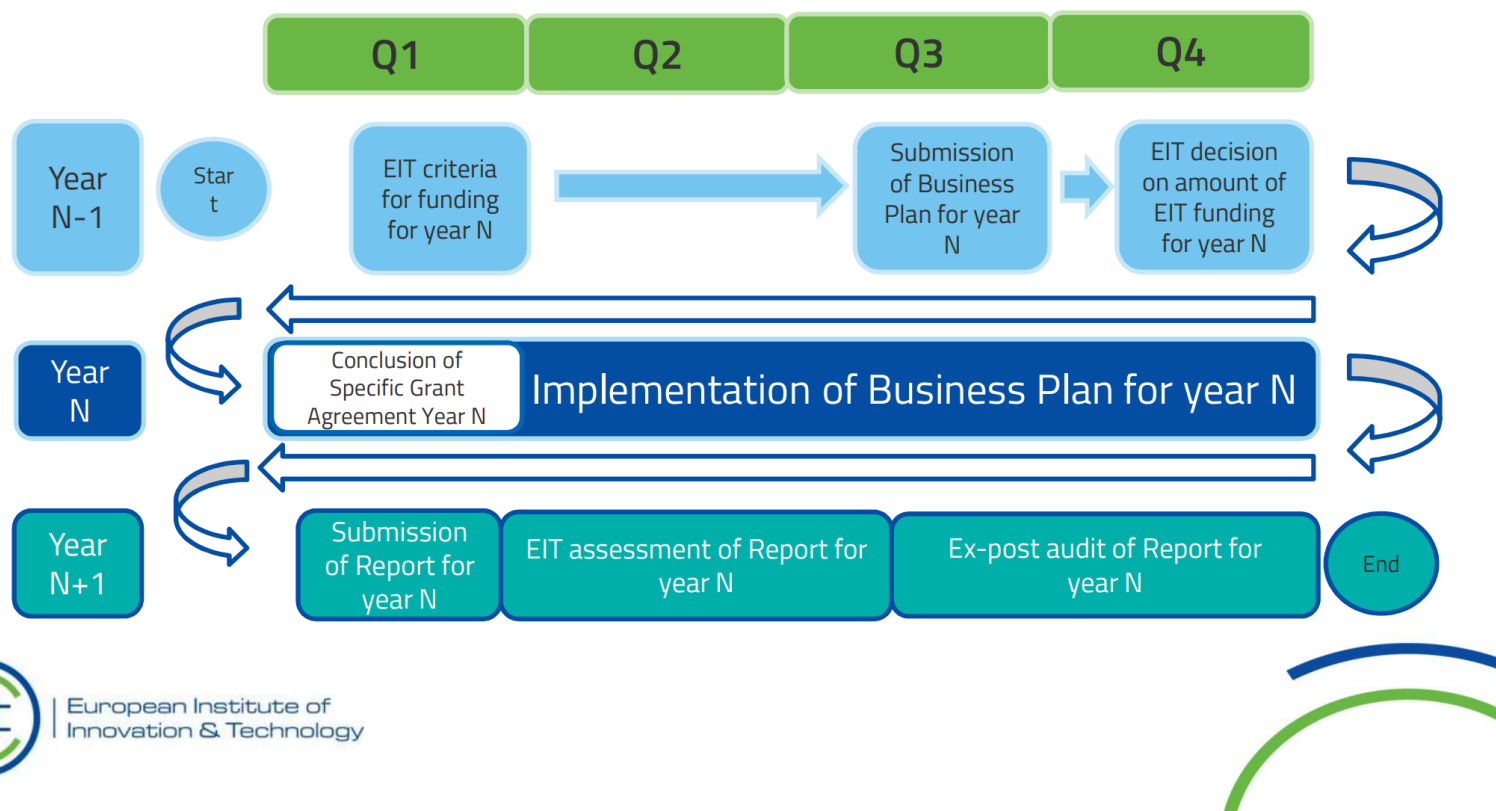
- An Introduction to Food Science

Aim: explore food contaminants, control systems and governance in the food system; ethical and sustainable considerations; and consumer responsibilities.

Target audience: 16-18-year-old EU citizens / teachers.

Disclaimer: Please note that the approval of the aforementioned course is pending. Please also note that an open call will be launched by EIT Food during the Autumn 2019 for a maximum of 6 additional online courses.

EIT grant cycle



Annex 4 – FutureLearn Quality Assurance – Technical guidelines videos

Content

GREEN

- The video 'shows' rather than tells. It is clear that the learning is enhanced by the use of video format.
- There are opportunities for the learner to pause the video and reflect or respond.

AMBER

- The video 'shows' rather than tells. It is clear that the learning is enhanced by the use of video format.

RED

- There is no clear reason why the material is best presented in video format; content could be more digestible or engaging as text or text with illustrations.

Filming techniques

GREEN

- The educator or contributor looks directly into the camera
- Audio is high quality (use clip/tie mic)
- Lighting is high quality
- Pace of delivery is appropriate
- All text, graphics and/or images in video are legible. When viewed on a 5" smartphone screen held at arm's length in landscape, the text is readable to someone with average vision.

AMBER

- Audio and lighting are appropriate
- Pace of delivery is appropriate
- All text, graphics and/or images in video are legible

RED

- Audio or lighting is poor
- Pace of delivery is hard to follow
- Text, graphics and/or images in video are illegible

Technical quality

GREEN

- Video is HD quality (1080p) with high quality audio.
- If there are background sounds (music or atmospheric), they are at least 20 decibels (or 4x) lower than the foreground speech.
-

AMBER

- Videos meet basic technical requirements
- Audio quality is high.

RED

- Videos do not meet basic technical requirements
- Audio quality is poor.

Video branding

GREEN

Video content is branded consistently and in an accessible manner throughout the course, adhering to these branding guidelines.

Ideally, all videos use FutureLearn and partner branding throughout.

RED

Videos are branded inconsistently and/or in a manner that is not accessible (e.g. text that is displayed in a font, size or colour contrast that is not clearly legible on a mobile device). See our Accessibility and inclusion policy.

Poster frame (thumbnail)

GREEN

The poster frame for each video is flattering for your contributor/educator and is representative of the video content.

Duration

GREEN

Videos are generally no more than 5 minutes. Longer videos have been broken up or delivered in an alternative way.

AMBER

Videos are generally no more than 5 minutes but occasionally run to as much as 10 minutes when required.

RED

Videos regularly run > 10 minutes.

Copyright

GREEN

All necessary copyright permissions are cleared and requested credits added.

RED

Any video within the course lacks requisite copyright permissions and requested credits.

Embedded YouTube content

GREEN

The YouTube video is providing supplementary course content and is in no way acting as a core learning object.

The embedded video also meets all copyright and legal requirements, and accessibility guidelines are followed where possible. If the YouTube video does not automatically feature subtitles or a transcript, one is provided in pdf format.

RED

The embedded video is used solely as core video content within the step(s).

The embedded video fails to comply with copyright and legal requirements.

The YouTube video does not automatically feature subtitles or a transcript, and one is not provided in pdf format either.

Annex 5 - Learner Archetypes

Advancers	Advancers are on their chosen career path. They're ambitious and self-motivated to do better, progress and not stagnate. They may self-identify as lifelong learners and love learning generally
Preparers	Preparers tend to be starting out in jobs, careers or related study, having chosen what they want to do. They have specific career or study goals and learn to improve their chances of success, improve career prospects, stand out from the crowd and increase their confidence.
Explorers	Explorers are evaluating their options and want to inform their decisions about what to do next. They might be looking to change career, find a better life balance, decide where to start their working lives, or specialise in a particular career area – which could lead to a return to education.
Flourishers	Flourishers enjoy self-help learning in order to be happy and healthy in their personal and professional lives. They may learn to be calm, manage stress, be enriched, build self-esteem, gain motivation, help others, share what they learn, keep their brain active, improve relationships and improve their mental and physical well-being.
Fixers	Fixers learn in order to understand or manage current aspects of their personal life. This could include the physical or mental health of themselves or those close to them, political or cultural issues, situations requiring practical life skills, or major life changes such as bereavement, parenthood, retirement or redundancy.
Hobbyists	Hobbyists learn to support their existing personal projects, leisure activities and pastimes. Our courses complement, inform and enable their activities. Their need to learn may be ongoing or relevant at a certain point in time.
Vitalisers	Vitalisers learn as a hobby and for the love of learning. They may be proud to call themselves lifelong learners, occupying themselves by learning anything of personal interest. They see learning as an enjoyable and stimulating activity, perhaps even an indulgence.

Annex 6 – EIT Food online course price points for upgrade and premium model.

For advanced courses, below are the price points designed by EIT Food:

Tier	Price
Low	40 EUR
Medium	80 EUR
High	120 EUR
Should the suggested price be any higher than 120 EUR, a clear justification as well as an in-depth market evidence must be provided by the proposers.	

Key factors that influence pricing

- **Market research:** compare with similar offerings by competitors and/or traditional face-to-face courses;
- **Endorsement / accreditation of the course:** recognition by a professional/awarding body or employer leading to a formally recognised qualification;
- **Course length;**
- **Intended audience:** intended audience and their capacity to spend, CPD level, etc.;
- **Number of hours of learning:** As a reference, less or equal to 12 hours = low price, between 12 to 24 = medium price, 25 or more = high price.
- **Educators.**