



Project co-financed by the European
Regional Development Fund



Project “**TUNE UP – Promoting multilevel governance for tuning up biodiversity protection in marine areas**” (5MED18_3.2_M23_053) - (CUP: E45D18000410004)

Programme: **Interreg Mediterranean 2014-2020.**

Organization: **MedWet – c/o La Tour du Valat – Le Sambuc – 13200 Arles**

Object: **Request of Offer for the production of a short video**

1 - Background Information

MedWet is a partner of the Interreg MED project “TUNE UP - Promoting multilevel governance for tuning up biodiversity protection in marine areas”, funded by Interreg MED Programme.

TUNE UP fits in the Interreg MED Priority Axis 3: Protecting and promoting Mediterranean natural and cultural resources, specifically contributing to the Specific objective 3.2: To maintain biodiversity and natural ecosystems through strengthening the management and networking of protected areas.

The Interreg MED Programme is a transnational European Cooperation Programme for the Mediterranean area. It is co-financed by the ERDF (European Regional Development Fund), an instrument of the EU regional policy and of its new programming period.

TUNE UP is a multi-module project tackling the need for a strategic and collaborative approach to Med MPAs management and biodiversity protection, by testing and capitalizing a multi-stakeholder/multilevel governance tool based on River/Wetland Contracts experience tested by the Interreg Med WETNET project. TUNE UP will build on WETNET results exploiting the flexibility and feasibility of the River/Wetland Contract methodology further developing it to MPAs management, assessing its effectiveness through the implementation of 10 MPA Contracts.

TUNE UP approach is based on vertical and horizontal subsidiarity, to achieve coordination among institutions at all involved levels, as well as to integrate funding, resources and plans. Indeed, the project will ensure higher coordination among stakeholders and decision makers, limiting raising conflicts between preservation and economic issues, and will enhance the goal of biodiversity protection.

Thus, the project intends to achieve the following results:

1. Stronger, coordinated and proactive involvement of key stakeholders in MPAs management.

2. Improved effectiveness of MPAs management by integrating multilevel governance tools into national and regional policy instruments.
3. More intensive transnational cooperation and networking between Med MPAs.

The partnership involves different types of actors operating in MPAs management, which will allow TUNE UP to ensure transferability of the key outputs to other Med Countries. TUNE UP approach aims at overcoming the criticalities originating from the fragmentation in MPAs management, where orientations and objectives for the conservation are both intertwined and overlapping, jeopardizing biodiversity protection. By promoting a multilevel governance tool based on the River/Wetland Contracts tool tested and implemented by the Interreg Med WETNET project, TUNE UP aims at assuring higher coordination among stakeholders and decision makers while strengthening the network of Med MPAs and improving marine and coastal biodiversity. TUNE UP intends to limit raising conflicts between different issues: between preservation issues and economic activities (e.g. agriculture, aquaculture, fisheries, marine trade, tourism), but also between natural heritage valorisation and protection of environmental values and functions.

In this perspective, TUNE UP builds on the outcomes of WETNET in order to adapt the River/Wetland Contract tool to the MPAs management.

To achieve this, TUNE UP foresees:

1. Testing: each partner, will run a participatory planning process (in coordination with the MPA Managing Authorities as associated partners), basing on a Joint transnational methodology, where the active engagement of key stakeholders, both at national and local level, will lead to the signature of a MoU.
2. Transferring and Capitalization: (i) mainstreaming activities for uptake project results through the incorporation of the tool into regional policy instruments and regulations for MPAs integrated management in the partnership's territories, (ii) lobbying and advocacy activities for the inclusion of the tool in other Euro-Mediterranean Regions, into their policy instruments.

2 - The main Role of MedWet in the Tune Up Project

MedWet plays a transversal role in the project and is responsible for capitalisation activities within the Working Package 5 (WP5). The main objectives of the Capitalization strategy on which MedWet is currently working are:

- Promoting the implementation of a stronger, coordinated and proactive involvement of key stakeholders in MPAs integrated management - *through a negotiated and voluntary management tool – the Contract.*
- Improving effectiveness of Med MPAs management by integrating multilevel governance tools into national and regional policy instruments - *by developing a Regional Policy Toolkit supported by the signing of a Memorandum of Understanding with which the competent regional authorities will foster the institutional uptake of the multilevel governance tool;*
- Ensuring a more intensive transnational cooperation and networking between Mediterranean MPAs - *by exchange good practices, mainstream and disseminate multilevel governance tools and methodologies for MPAs integrated management, increasing the share of protected areas meeting their conservation goals and objectives and support a wide replicability in other Mediterranean Regions.*

3 - Scope

3.1 – Requested services

The TUNE UP project Application form includes producing a short video per project partner, involving the key stakeholders at transnational and local levels (NGOs, MPAs users and managers) through short interviews. The videos will be shared on the project website and social media accounts.

In this context, MedWet needs to produce:

- a short video presenting the Tune Up program and including the interview of 4 people representing international organizations:

- 1) Mr. Alessio Satta - the MedWet coordinator (based in Cagliari – IT)
- 2) Ms. Purificació Canals i Ventín - the President of MedPan (based in Marseille – FR)
- 3) Ms. Sonsoles San Román (the ETC-UMA communication officer based in Malaga - SP) from the Mediterranean Biodiversity Protection Community-MBPC horizontal project.
- 4) Ms. Gloria Lázaro and/or Mr. Michael Karner (Plan Bleu project officer based in Marseille - FR) from the Mediterranean Biodiversity Protection Community-MBPC horizontal project.

Other partners may be called upon (or replace the ones above) to provide interviews.

The common thread will lead the beneficiaries to understand the participatory governance approach for the conservation of MPAs at the Mediterranean level and the co-construction of advocacy for EU political agendas.

In the light of the aboves, the 3 requested services are:

Lot 1

Shooting of one Interview in Cagliari (the questionnaire will be provided).

Lot 2

Shooting of two interviews in Marseille (the questionnaire will be provided).

→ As part of the pandemic, lots 1 and 2 may be canceled in the event of lock down or due to other causes of force majeure.

→ If other partners participate in the interviews, they will provide a video of their interview themselves.

Lot 3

Video editing:

- 1 coordinating and supervising texts and contents
- 1 video editing and production
- supply of stock images by the service provider

The 3 lots can be carried out by different service providers.

3.2 – The target to be reached

-The community of MPAs managers

-The decisions-makers

-Interested stakeholders: people who work around MPAs (tourism, fishing community, biologists, etc.)

3.3 - Minimum specifications of the video

1. Video length: max 10 min
2. Project presentation: the title and logo of the project, the logos of the project partners, as well as the financing scheme should appear in the beginning or end of the video
3. Interviews: MedWet identifies the people to be presented in the video and will acquire their written consent to appear in the video (see above)
4. Language: English
5. Type of narration : Institutional, No voiceover, natural sounds accompanying the voices of the speakers
6. Images: Landscape images of Marine Protected Areas could be provided by MedWet and the service provider to illustrate and accompany the interviews.
7. Copyrights: the copyrights (of MedWet as the concerned project partner and of the project, e.g. ©Amvrakikos Gulf-Lefkada Management Agency / TUNE UP, 2020) should appear in the end of the video

3.4. – Suggestions to be adopted

Video outline:

- a. Short presentation of the status and role of MPA in the Med and the objectives of the TUNE UP project.
 - b. Interviews with transnational stakeholders (e.g representatives from international institutions involved in the management and protection of Mediterranean coastal and marine protected areas – see the list above).
 - c. Short presentation of the project main results and expected outputs as a concluding remark highlighting the need for a multilevel collaboration on marine protected areas management
2. Contributors-Acknowledgements: a list of the people (name and function) who contributed and/or were responsible for the production of the video should appear in the end of the video.

Video footage could be performed outdoors, but if the safety restrictions related to Covid-19 do not allow it, project partners are prompted to use video and photos (if available) from their archives, while interviews with stakeholders could be performed and recorded virtually.

4 – The calendar

Publication of the specification: 19/01/2021

Receipt of the service providers' response no later than: 08/02/2021

Choice of service providers by: 09/02/2021

Presentation and validation of the storyboard: 16/02/2021

Filming of interviews no later than: 05/03/2021

Presentation of the first version of the video to MedWet on: 15/03/2021

Final delivery on: 24</03/2021

5 – Judgment criteria

- Technical and management approach: 40%
- Technical experience: 30%
- Price: 30%

Please note: acquired skills in the environmental video film sector will be highly appreciated.

6 – Response methods

1. A technical and pricing proposal (see annex)
2. A presentation of the staff and expertise involved
3. A CV of the service provider
4. A certificate of honor that the bidder's company is up to date with its tax obligations.

Please send to Flavio MONTI - Technical coordinator: monti@medwet.org

7 – Annex

Object: Price Sheet for the request of Offer for the production of a short video

Lots	Price in euros (VAT not included)	Price in euros (including VAT)
Lot 1 Shooting of one Interview in Cagliari (the questionnaire will be provided)		
Lot 2 Shooting of two interviews in Marseille (the questionnaire will be provided)		
Lot 3 Video editing: - 1 coordinating and supervising texts and contents - 1 video editing and production - supply of stock images by the service provider		

The 3 lots can be carried out by different service providers.