



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 external service for editorial and graphic design for training modules**

## **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 contributes together with project partners to Working Packages WP1, WP2, WP3 and WP4. In addition MedWet 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, under the Working Package 4 – WP4 (Transferring), producing an online training course (Deliverable 4.3.1 TUNE UP E-LEARNING TRAINING COURSE) to be shared through Project Partners channels. The course is structured in 7 modules, each containing several units (15-17 units in total), and includes a final evaluation session (Annex 1).

More specifically, each module is composed by:

- 1 or more short videos (1 video per unit - keynote speeches of about 10 minutes). The videos (provided by the speakers of each unit) can be the recording of a zoom presentation with ppt in background (sharing mode) (no need for other specific app).
- 1 Factsheet per unit (1 page with the resume of the contents + 1 page with the bibliography)
- 1 Multiple answers test (5 per each unit)

The course will be continuously available on TUNE UP e-learning platform provided by Roma Tre University (our project partners leading WP4 within TUNE UP).

In this context, MedWet needs to assist in the coordination of the e-learning training course. In the light of the aboves, the requested services are:

- A formatting work of the graphic elements to be integrated into the video, edit the final video if more draft are provided by project partners and harmonization of the layout and style of all the units/modules for the course. The external service will also add English subtitles to the video.

Formatting work:

- provide the graphic template for the factsheet
- provide the graphic template for the ppt
- provide an intro/theme video
- provide the closing theme
- carry out a post-production work for each video: (i) integrate graphic elements into the video; (ii) edit the final video if more draft are provided, (iii) add the english subtitles (the text of the presentation for the subtitles will be provided by the speaker of the unit)

Each partner will translate the factsheet of each unit in its language. The factsheets will then be available in all languages. The service provider will provide will prepare the graphic template to be shared in pdf in the e-learning platform.

- A trailer promotional video to be launched before the beginning of the course. The duration of the trailer will be of 1 minute.

### 3.2 – The target to be reached

The course is aimed at:

- Students & researchers
- Practitioners
- The community of MPAs managers
- Public authorities' officers

-Interested stakeholders: people who work around MPAs

### 3.3 - Minimum specifications

1. Video length: max 10 min - The video can be the recording of a zoom presentation with ppt in background (sharing mode) (no need for other specific app) and will be provided by the speaker. The service provider will provide an intro/theme video, the closing theme and layout harmonization of all videos.
2. Power point presentation: slides showing the content for the target unit, provided by the speaker. The service provider will provide the graphic template for the ppt.
3. Factsheet: The factsheet will be composed of two pages (one of contents and one of bibliography). Our project partner UNIROMA3 will provide the indications for the contents. The service provider will prepare the graphic template to be shared in pdf in the e-learning platform.
4. Multiple answers test: 5 per each unit provided by the speaker. The service provider will provide the graphic template for it.
5. Trailer: a short promotional video of 1 minute.
6. Language: English
7. Copyrights: 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 ppt.
8. Contributors-Acknowledgements: a list of the people (name and function) who contributed and/or were responsible for the production of the ppt and the video should appear in the end of the ppt.

## 4 – The calendar

Publication of the specification: 07/05/2021

Receipt of the service providers' response no later than: 25/05/2021

Choice of service providers by: 27/05/2021

Presentation and validation of the graphic template for the ppt and factsheet: 14/06/2021

Presentation and validation of the formatting work of the videos: 22/06/2021

Final delivery of formatting material: 30/07/2021 (provided that all the partners produced their material)\*

Launch of the Trailer: 01/09/2021

Delivery of the course on TUNE UP e-learning platform: 15/09/2021

\* in case of delay in the delivery of the material (video and ppt content) by the project partners, the service provider must be able to postpone his service during the summer period.

## 5 – Judgment criteria

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

Please note: acquired skills in the governance and management of protected areas and MPAs will be highly appreciated, as well as skills in design and layout of training course online material.

## 6 – Response methods

1. A technical and pricing proposal (Price Sheet)
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](mailto:monti@medwet.org)

Copy [perroud@medwet.org](mailto:perroud@medwet.org)

## 7 – Price Sheet

Object: **Price Sheet for the request of Offer for the external service for editorial and graphic design for training modules**

Requested service	Price in euros (VAT not included)	Price in euros (including VAT)
Formatting work of the graphic elements and harmonization of the layout and style of all the units/modules for the course.		

## 8 – Annex 1

### **Calendar of the E-learning training course:**

- End of April: Programming phase
- Apr-Jun 2021: Implementation phase (all PPs & external services)
- Jun-July 2021: Revision, editing, post production
- Sept 2021: Launch of the TRAILER and by mid September delivery of the course on TUNE UP e-learning platform