

Innsbruck, May 29th 2019

Call for Tender: Video Production

Production of video spots in the framework of the project “GET UP AND GOALS! Global education time: an international network of learning and active schools for SDGs” (CSO-LA / 2017 / 388-124)

1. Background Information

Südwind Entwicklungspolitik Tirol started its work as "Info 3. Welt" in 1979 in Innsbruck/Tyrol, the regional association was founded in 1988 under the name ÖIE - Tirol, which later became the association Südwind Entwicklungspolitik Tirol. As the regional association of Südwind – Verein für Entwicklungspolitik und globale Gerechtigkeit, Südwind Entwicklungspolitik Tirol is integrated into an Austrian-wide network that has many international relationships and is involved in global projects and campaigns.

Südwind's key fields of activity are Global Education/Global Citizenship Education (GCE) and the introduction of international development issues and concerns into civil society initiatives, mostly via events and campaigns. The work also includes lobbying relevant political decision-makers. **Südwind informs** about international development-related issues and critically questions policies that maintain or increase inequality, ostracize the socially powerless, and breach basic human rights.

Südwind develops solutions, procedure alternatives, and visions for global justice through dialogue with partners from civil society and developing countries.

Since November 2017, Südwind Tirol is part of the project **GET UP AND GOALS! Global education time: an international network of learning and active schools for SDGs**. The project, framed under the EC DEAR (Development Education and Awareness Raising) initiative, is implemented in partnership with other nonprofit entities in the following EU countries: Italy, Republic of Ireland, Czech Republic, Bulgaria, Hungary, Portugal, the Netherlands, Poland, Austria, Romania, Spain and the United Kingdom.

The general objective of the project is “to contribute to structurally link formal education to Global Citizenship Education (GCE) and awareness on SDGs”, while the expected outcomes are the following:

- European teachers and other stakeholders (schools managers, institutions in charge for education) are aware of GCE and of the SDGs;



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- Teachers participating in trainings have the competencies and the adequate materials to embed it in their teaching of SDGs;
- Students have improved their commitment on project issues through the participation in public awareness actions on SDGs; and
- Increased the coherence of quality assessment of GCE learning outcomes, in formal education, at a European level.

In addition to the various actions mentioned, the project also intends to carry out an awareness campaign at national and international level through its website and social networks to raise awareness among teachers and students about GCE and the SDGs.

In Austria, the production **and dissemination of two video spots** and the organization of various events is an important part of the campaign.

2. Nature and scope of the Video Production

Südwind Tirol is seeking for one or two qualified video makers / Video Production Companies to develop and produce two video spots. One about “Global Global/Global Citizenship Education and Südwind’s educational services” and a second spot about the “Sustainable Development Goals and their implementation within the framework of Get up and Goals-school-projects”. The candidate can also apply for only one task. Due to practical reasons of efficiency applicants for two video spots are preferred.

For the first video spot about “Global Education/Global Citizenship Education” a concept was already developed, (see 2.1). For the second video spot about “Sustainable Development Goals and their implementation within the framework of school-projects” the concept shall be developed together with the video makers.

2.1) 1st VIDEO SPOT

Development and realization of a video spot about “Global Education/Global Citizenship Education and Südwind Educational Services”

Target group, focus of content and main targets

Main target groups of the spot: Teachers, teacher training students, youth-workers, multipliers

Sub-target group: potential donors and supporters



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Focus of content: Global Education/GCE in the context of the SDGs (Sustainable Development Goals) and Südwind Educational Services

Main Targets:

- Present concept and necessity of Global Education / Global Citizenship Education
- Sustainable Development Goals (SDGs) are presented as the global reference for Global Education
- Present educational services around Global Education/GCE provided by Südwind

Technical Framework

- Spot should be produced in two lengths: one short (30 sec) and one longer (1:30 minutes) version of the same spot
- Development of the script and the storyboard in line with the project's communication concept
- Realizing the video in an adequate genre (e.g. real footage, animated, painted)
- Final spots should be delivered in TV and cinema broadcasting quality [1920x1080] / HD or other formats e.g. DCP, MOV, MPEG2, MPEG4, AVI
- Standard digital formats should be delivered to be used for the projects further media e.g. youtube- and Facebook
- Video – if realized with voices – must be in German with subtitles in German
- The provider ensures to hold or acquire all the rights of music and material needed for the production (copyrights)

Video-concept

First part of the video spot:

“Why do we need Global Education /GCE? The UN's Sustainable Development Goals as the global framework”

We live in a globalized world - the wide world has become a natural part of life for all of us today:

- Everyday products come from far away, such as clothing, smart phones, laptops, food such as cocoa, coffee, bananas and much more.
- People and economic areas all over the world are closely intertwined, larger economic and political units (EU / UNO etc.) are emerging.
- Television and the Internet provide us with access to global information and international events, resulting in new contacts between people with different worldviews, attitudes and ways of life.
- Global challenges such as climate change, migratory movements, gender equality, fair working conditions in globalised industries or the ever-widening gap in global inequality require the attention of all of us.

The Sustainable Development Goals (SDGs) can be cited as a global frame of reference for these global challenges, especially the goals of high-quality education (SDG 4, Global Education included), gender equality (SDG 5), decent work (SDG 8), less inequality (SDG 10) and climate protection (SDG 13). They were adopted by all UN member states in 2015 and are to be implemented at regional, national and international level by 2030. The above-mentioned global developments bring along questions and discussions and confront the educational system with special learning challenges: increasing flood of information and the feeling of “not knowing”, increasing complexity and disorientation, contradictions and dilemmas, speed of changes and developments as well as living and working in new social and cultural contexts.

Second part of the video spot:

The educational concept GLOBAL EDUCATION / GLOBAL CITIZENSHIP EDUCATION (SDG 4.7)

As an educational concept, Global Education claims to react in a pedagogically appropriate way on the above mentioned aspects of a globalized world. Global Education is also propagated within the SDGs (SDGs Nr. 4.7)

Thematic framework of Global Education

The thematic framework of Global Education is very broad and issues such as social justice, the global distribution of resources, peace and conflict prevention, climate change and our relationship to the environment, but also questions of intercultural coexistence should, in our understanding, be part of a differentiated educational work.

Educationalist Wolfgang Klafki defines the so-called "key questions of the present and future" as the starting point for “learning with a global perspective”. These key questions can also be seen as topics, which are relevant for “living” and “surviving” in our actual societies.

Global connections - change of perspective - empathy

Global Education does not primarily deal with the problems of the 'distant Third World', it is primarily concerned with the following question:

How are things interconnected and which role do we play as part of a diverse and globalised world and a developing world society?

It is important to recognize the cultural ties and particularity of one's own view of the world, to treat other ways of looking at things with respect and curiosity, and to grasp a change of perspective and multi-perspectivity as a learning principle. It is also central to see the relationships of our lives in a global context and, for example, to recognize or show what connections exist between our lives and the lives of people and societies in the global South.



Goal: Responsible citizens of the world

Global Education should empower people to critically examine themselves and their environment in a global world, to be able to form their own judgements and to actively advocate their views. Global Education supports young people to become conscious citizens of the world who critically question and commit themselves to their ideals for achieving a global sustainable development.

Third part of the video spot: What does Südwind have to offer?

- Specialised libraries on global education and global topics: literature, teaching materials, games, DVDs, “literature packages” for (school) libraries for rent
- Training opportunities: Seminars for teachers/multipliers/students/youth workers
- International conferences for teachers and students
- Workshops for young people/pupils (schools / youth centres) on global topics
- Accompaniment and financial support of school projects to the SDGs
- Südwind experience exhibitions on global themes
- Südwind educational materials and material boxes - also available for free download

Project Frame / Communication Guidelines

Communication Guidelines Südwind and Get up and Goals

Logos (Südwind and Get up and Goals) must be visible in the spot, sponsors in the credits.

Time Frame

The first video spot must be produced until 30th of November 2019.

2.2) 2nd VIDEO SPOT

Development and Production of a second video spot about „Sustainable Development Goals and their implementation within the framework of school-projects”

The technical and conceptual framework of the 2nd video spot is going to be realised together with the video production company / applicant, as it should document and highlight actions, projects and events evolving in the context of the Get up and Goals project activities in Tyrol/Austria.

Time Frame

The video must be produced until 31st of March 2020.



The concept, technical framework, main targets etc. are going to be discussed after the production of the 1st video spot.

3. Budget available

Video spot 1: 11.000 Euro

Video spot 2: 5.000 Euro

4. How to apply / Deadline Submission

Applicants should provide the following documents

1. Description of the provider and the staff working on the tender and documents about working experience
2. Short concept of the video following the call for tender and based on the above mentioned concept of the video spot **“Global Education/Global Citizenship Education and Südwind Educational Services”** (see 2.1)
3. Budget including all costs (VAT)
4. Time scales of the video spot production
5. Signature of the service provider (legal representative)

The proposal can be provided in English or German. The working language is German or English.

Contact and Deadline for Submission:

Interested applicants are invited to send their offer and the above mentioned documents to Südwind Tirol, only through e-mail to the address caroline.sommeregger@suedwind.at writing in the subject **“Südwind Tender Video Production”**.

Deadline Submission: 15th of July 2019 until 12:00 p.m. Austrian time

Questions can be sent via e-mail.



5. Additional procedures to be applied.

Südwind Tirol will establish a selection committee to assess the appropriateness of the candidates in accordance to the following criteria: level of knowledge on video production (30%), proposed draft of storyboard (40%) and costs of the production (30%). Applicants applying for the production of the two video spots are preferred.

Only candidates meeting the required criteria, in accordance to unquestionable evaluations done by the selection committee, will be contacted. Should the committee consider it necessary, candidates will be asked to provide additional information.

If necessary, meetings with the pre-selected candidates will be arranged. In the case of candidates non-residing in Austria meetings can also be arranged by skype.

Finally, Südwind Tirol will select the consultant/s and propose her/him to sign a contract in accordance with the labour laws of Austria.

6. More information about Südwind and “Get up and Goals”

Educational Concept of Südwind:

https://www.suedwind.at/fileadmin/user_upload/suedwind/Bilden/Das_Bildungskonzept_von_Suedwind_layoutiert.pdf

National project website: www.suedwind.at/getupandgoals

International project website: www.getupandgoals.eu

Educational offers Südwind: www.suedwind.at/bilden/schulen/



The Video-Production is realized within the project “Get up and Goals” (CSO-LA/2017/388-124). The project is co-funded by DEAR (Development Education and Awareness Raising) Programme of the European Commission.



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