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NEXT MED

SMAC

Call for Expression of Interest

TERMS OF REFERENCE

Audio-Visual Team – Video Production

Interreg NEXT MED Programme Project

Project Title	SMAC: Sustainability Model for Accommodation MSMEs
Program	Interreg NEXT MED Programme
Financing	European Union
Contracting authority	CEEBA – Confederation of Egyptian Business Associations
Experts to be selected	Audio visual team
Location of the contract	Egypt
Procedure	Simplified procedure (Formerly known as “competitive negotiated” procedure)

1. Project Background & Video Objective

SMAC: Sustainability Model for Accommodation MSMEs is an Interreg NEXT MED Programme project that aims to tackle a critical challenge in Mediterranean tourism: the inability of micro, small, and medium-sized accommodation enterprises (MSMEs) to adopt sustainable practices due to complexity and cost. To bridge this gap, the project will develop a Simplified Sustainability Model for Accommodation (SSMA) and an AI Recommendation Tool (AIRET).

Effective communication is vital for raising public awareness, engaging stakeholders, demonstrating project value, and ensuring the capitalization of results. Professional audio-visual content is required to tell this story compellingly, from inception through to final achievements, targeting MSMEs, policymakers, tourists, and local communities.

As such, CEEBA – Confederation of Egyptian Business Associations is seeking the services of an Audio-Visual team to create the introductory video of the SMAC project. This video will be a fully animated piece.

The **primary objective** of this introductory video is to launch the project publicly with a compelling narrative that:

- **Identifies the Problem:** Clearly articulates the challenge faced by 96% of accommodation MSMEs.
- **Presents the Solution:** Introduces the SMAC project's three-pillar approach (Model, Tool, Support) as a practical, empowering answer.
- **Inspires Engagement:** Calls MSMEs, professionals, and policymakers to join a movement for inclusive, sustainable tourism in the Mediterranean and raises awareness for the public.



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2. Timeline

The proposed timeline for the assignment is as follows:

- Deadline for Submission of Proposals: 12th of January 2026
- Submission of Final Storyboard: Within 10 working days of contract signing.
- Submission of Rough Cut: Within 25 working days of contract signing.

3. Scope of Work: The Introductory Video

The contractor will produce one (1) high-quality fully animated introductory video, 2.5 to 3 minutes in length, based on the approved script (provided in Annex A). This includes:

- **Pre-Production:**
 - Drafting a script with the support of CEEBA communication team.
 - Final storyboard and style frames development in collaboration with the project team.
 - All creative direction, character design, and asset creation for the animation.
- **Production:**
 - Professional voiceover recording in English.
 - Sourcing appropriate, royalty-free music and sound design.
- **Post-Production:**
 - Full 2D animation and motion graphics execution.
 - Editing, color grading, and audio mixing.
 - Adding the English voiceover and sound design.
 - Delivering the final master video with burnt-in English and Arabic subtitles.
 - Providing a separate master file without subtitles and an SRT subtitle file.

4. Deliverables & Specifications

Item	Format & Specifications
1. Final Storyboard	PDF document with visual frames, narration, and technical notes.
2. Video Master Files	<ul style="list-style-type: none"> • MASTER_WITH_SUBTITLES: MP4, H.264, 4K (3840x2160) preferred, min. 1080p, 16:9. • MASTER_CLEAN: Same specs, no burnt-in subtitles. • SRT File: English subtitle transcript.
3. Branding & Legal	<p>Final frame must include:</p> <ul style="list-style-type: none"> • SMAC Logo & Website & SM URL. • All Partner & Associated Partner Logos (grid provided). • Final frame to visually display the following mandatory EU funding disclaimer text: <i>"This publication has been produced with the financial assistance of the European Union under the Interreg NEXT MED Programme. The contents of this video are the sole responsibility of CEEBA and can under no circumstances be regarded as reflecting the</i>



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	<i>position of the European Union or the Programme management structures."</i>
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5. Roles & Responsibilities

Videography/Animation Team (Contractor): Responsible for all creative execution, technical production, and delivery as per this TOR and the approved storyboard. Must secure all necessary filming permissions and talent releases.

Project Team (Client): Responsible for providing all project brand assets (project & partner logos), Draft script (contractor can propose amendments to the script but it must be approved by the client) approving key milestones (storyboard, rough cut), and supplying translated subtitle text for future versions.

6. Intellectual Property Rights

Upon full payment, all intellectual property rights for the final video, animation assets, and all materials produced under this contract shall be exclusively transferred to CEEBA on behalf of the SMAC project consortium. The contractor retains the right to showcase the work in their portfolio.

7. Submission & Approval Process

The contractor will submit the Storyboard and Rough Cut for formal review. The project team will provide consolidated feedback **within 5 working days**.

8. Nationality rule

The selected expert should come from countries eligible to participate in the procurement procedures as indicated in the Articles 9 of the Regulation (EU) No 236/2014, and include:

- (a) Member States, beneficiaries listed in Annex I to Regulation (EU) No 231/2014, and contracting parties to the Agreement on the European Economic Area; 4
- (b) developing countries and territories, as included in the list of ODA recipients published by the OECD-DAC ('list of ODA recipients'), which are not members of the G-20 group, and overseas countries and territories covered by Council Decision 2001/822/EC;
- (c) The Republic of Belarus;
- (d) developing countries, as included in the list of ODA recipients, which are members of the G-20 group, and other countries and territories, when they are beneficiaries of the action financed by the Union under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014; (e) countries for which reciprocal access to external assistance is established by the Commission. Reciprocal access may be granted, for a limited period of at least one year, whenever a country grants eligibility on equal terms to entities from the Union and from countries eligible under the Instruments covered by the Article 9 of the Regulation (EU) No 236/2014.



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9. Minimum qualifications and requirements

- Team members must be experienced in video production, editing, and photography with related qualifications/certifications.
- A strong portfolio and references demonstrating completion of similar assignments.
- Ability to coordinate and communicate effectively with the client remotely.
- Ability to produce high-quality videos on schedule.
- Excellent communication skills in English.

10. Submission Requirements & Evaluation Criteria

Documents Required:

Proposals must be submitted in English and include:

1. **Technical Proposal:** Company profile, understanding of the assignment, proposed creative approach, team CVs, and a relevant portfolio.
2. **Financial Proposal:** Total budget for the assignment is 4.000 EUR including taxes & all fees. A detailed budget breakdown (e.g., pre-production, production days, post-production, animation, voiceover, music licensing, etc.) and a **total lump sum price** in EGP/EUR.

Evaluation Criteria:

Proposals will be evaluated based on the following weighted criteria:

Criterion	Weight	Description
Technical Proposal & Portfolio	50%	Relevance of experience, quality and creativity of past work, and demonstrated understanding of the project's objectives.
Financial Proposal	30%	Cost-effectiveness, completeness, clarity, and value for money.
Team Qualifications	20%	Relevant skills, experience, and certifications of the proposed team members.

11. Submission of Proposals

Please send your complete technical and financial proposals as separate PDF files to info@ceebea.org no later than the 12th of January 2026.

Email Subject Line: Proposal for SMAC Introductory Video Production - [Name of Applicant]

For inquiries, kindly send your questions to the same email no later than the 6th of January 2026