

# Terms of Reference

Service : Video production – 10 inclusive incubation pilots

Project Title : Better Incubation Programme powered by LIAISE

Locations : Austria, Belgium, Bulgaria, Germany, Italy, Portugal, Spain, UK (some changes might occur)

Assignment period : December 2021 – March 2022

Languages required : English and local languages

Application deadline : 30 November 2021



## 1. BACKGROUND

### Introducing Better Incubation programme

Better Incubation programme powered by Linking Incubation Actors for Inclusive and Social Entrepreneurship (LIAISE) project aims to kickstart an “eco-systemic” change bringing incubation and business support services closer to the whole society to promote entrepreneurship and self-employment as means to create jobs, develop skills and allow unemployed and vulnerable people to fully participate in society and the economy. For more information visit [www.betterincubation.eu](http://www.betterincubation.eu)

The European Business and Innovation Centre Network (EBN), Impact Hub and the European Venture Philanthropy Association (EVPA), in collaboration with Caritas Europa, joined forces to shape a knowledge exchange programme enabling Business support organisations from EBN and Impact Hub networks, investors for impact and social actors to share skills, methods and tools to work with and for entrepreneurs from different social backgrounds and guide them to define the most viable and feasible business models.

One of the key activities of the Better Incubation programme is to empower business support organisations to provide better incubation services to support entrepreneurs from underrepresented groups. In order to facilitate learning and experimentation, the five thematic Communities of practice were established, each of them representing vulnerable group of potential entrepreneurs – women, migrants, seniors, people with disabilities and youth. The members of CoPs, namely 20 business support organisations from EBN and IHUB networks, have recently launched the inclusive entrepreneurship programme pilots covering 60 entrepreneurs in 13 countries.

The project partners have selected 10 piloting programmes to ensure balance and diversity in the representation of each network, thematic group, geography and approach. These programmes will be used to document and showcase the stories of inclusive incubation and entrepreneurship support through the short videos. The geographic locations are specified above.



## 2. REQUIRED SERVICES

EBN on behalf of the project consortium is selecting a contractor who would be able to provide the following services :

### Objectives of the assignment and deliverables

Overall objective of the assignment is to design and produce 10 short videos which will be used to increase awareness and understanding of multiple stakeholders on inclusive incubation of vulnerable entrepreneurs . This should be done through the interviews and testimonials of different stakeholders directly participating, benefiting or impacted by the relevant project activities.

The videos should be depicting 10 piloting programmes related to incubation support provided for entrepreneurs from marginalised groups implemented by EBN and Impact Hub members involved in the Better Incubation Project. More concretely the short videos will cover the following issues featuring the whole story of inclusive business incubation process, while taking perspective of multiple actors :

- 10 business incubators and their employees involved in the thematic CoPs of the project, piloting the inclusive programmes. This should mention approaches and tools they use, services they provide to entrepreneurs
- entrepreneurs, their stories and organisations, challenges and successes in their entrepreneurship journey and how the programme helped them to solve their challenges.
- how supported entrepreneurs work to solve the problems/needs of their communities (if relevant)
- voices of other stakeholders who were involved in the process (mentors, role models, trainers, investors, NGOs, communities, local governments).

### Production of the video content



The contractor should visit 10 different locations in Europe where the piloting programmes were implemented. The videos should be filmed in the following locations : Austria, Belgium, Bulgaria, Germany, Italy, Portugal, Spain, UK. Some changes in the locations might occur and will be communicated in advance.

Other features of the videos :

- The videos and its content must be innovative, of highest quality and visually attractive.
- The contractor shall design and use videographics/animation for intro, outro and other Extradiegetic elements to be discussed (i.e. title cards, name bars, etc...) which is in line with the overall visual identity of project. The visual identity will be provided by EBN. These elements will be delivered apart to EBN with for future use in other video of the brand.
- The videos could be produced in English and/or in local language. The total running time for each documentary video is no more than 10 minutes.
- The entire production, i.e. writing, filming, editing/montage, voicing; should be done by the contractor, delivering a final ready-to-air product, high definition, mp4, 16:9 aspect ratio
- The development and production process, including script for the content will be done in collaboration with EBN and Impact Hub project team providing continuous review, comments and thematic support when needed.

Please note that official subtitles for the videos will be done by professional service company, to be hired by EBN after delivery of the final product.

### Specific objectives

- Develop the overall concept and scenario of documentary video based on inputs from EBN and Impact Hub.
- Closely collaborate with the project partners EBN and Impact Hub, and selected local business support organisations from both networks.
- Visit and film on the project sites and interact with the relevant actors to capture the context and real story



- Interview selected interviewees that will include actual entrepreneurs and other stakeholders, depending on each location
- Present a draft documentary videos for comments about contents and outlook
- Produce 10 videos at the highest quality standards, high-definition

### **3. REQUIRED QUALIFICATION AND EXPERIENCE**

The consultant/production company applying will be evaluated against the following criteria :

- Demonstrated experience and competency in development of documentary/film production
- Demonstrated knowledge and practical experience in writing effective script
- Experience in producing documentaries related to vulnerable groups or entrepreneurship
- Technical capacities to ensure smooth, on time and high quality production and recording in 10 different geographical locations
- Experience in working with the business support organisations would be an advantage
- Clear articulation of capacities and skills, and innovative approaches to carry out the assignment

### **4. DURATION OF THE ASSIGNMENT**

The assignment is expected to be finished completely (final versions) until 1 April 2021

### **5. INTELLECTUAL PROPERTY**

All outputs produced in this action shall remain the property of EBN who shall have exclusive rights over their use.

### **6. APPLICATION PROCEDURE**

Applicants are required to submit the following :

- Cover letter (including all entities in case of joint offer), and the name of the single contact person in relation to this project (max 1 page)



- Technical proposal : short letter of interest stating why applicant considers themselves suitable for the assignment, overall concept of proposal (max 1 page)
- Brief methodology on the approach and implementation of the assignment (max 2 pages)
- Proposed timeframe (workplan)
- Portfolio, including CVs of the proposed team, work references
- Financial offer in EUR with detailing the costs of development, production and post-production, including travels to 10 different European locations indicated above (max. 1 page)
- All applications should be sent via mail [michaela.lednova@ebn.eu](mailto:michaela.lednova@ebn.eu).
- Please include in the email subject line 'Video production – 10 inclusive incubation pilots'

## 7. AWARD CRITERIA

- Proposed methodology (including congruence of proposal with the timeline), approach (creative and innovative ideas) and implementation plan: **40%**.
- Experience of the organization, work references and/or CVs of the key team members to be used on the assignment: **20%**.
- Capacity to work in English, and other required languages (multinational team) **20%**.
- Financial proposal: **20%**.

## 8. DEADLINE FOR APPLICATIONS

For further information please contact Michaela Lednova, via mail [michaela.lednova@ebn.eu](mailto:michaela.lednova@ebn.eu)





**Better Incubation is powered by LIAISE – Linking Incubation Actors for Inclusive and Social Entrepreneurship project.** LIAISE has received financial support from the European Union Programme for Employment and Social Innovation “EaSI” (2014-2020) under Grant Agreement n° VS/2020/0374. This document reflects only the author’s view and the Commission is not responsible for any use that may be made of the information it contains.