

# SUBJECT: CHERRIES videos -Technical requirements

## Introduction

**CHERRIES | Constructing Healthcare Environments through Responsible Research Innovation and Entrepreneurship Strategies**, is an EU funded project aimed at enabling Responsible, Research and Innovation (RRI) policy experiments in the healthcare sector in three European territories – in Murcia (ES), Örebro (SE) and the Republic of Cyprus (CY).

The CHERRIES team applies the RRI framework to mobilise territorial stakeholder ecosystems and engage them into three regional pilot actions aimed at:

1. identifying needs in the healthcare sector at territorial level
2. encouraging the proposition and co-creation of innovative solutions for the identified needs
3. stimulating institutional reflection processes on how to innovate products and services in the healthcare sector through participatory approaches
4. presenting evidence-based recommendations for revision of sectoral policies, strategies and innovation support instruments.

Further information about the project and the pilot regions can be found at: <https://www.cherries2020.eu/>

## Required services

On behalf of the CHERRIES consortium the European Business and Innovation Centre Network (EBN), is looking for providers to develop a short video (4 minutes max) which should feature the following contents:

- The process of implementing the CHERRIES methodology in each of the three pilot regions
- Key achievements
- Interviews and testimonials with local CHERRIES partners and the experimentation team

To this end, we are looking for three providers to record a video on the pilot regions (one provider per region) involving the different stakeholders above mentioned. The final dates for recording will be confirmed together with local partners depending on the development of the pilots, yet these are the preliminary expected dates:

Örebro (Sweden): April 2022

Murcia (Spain): June/September 2022

Nicosia (Cyprus): June/September 2022

The three providers together should have an online meeting in advance in order to agree on one common approach regarding the video's structure.

**Please note: If interested, one applicant can submit a proposal to develop the videos for the three regions.** In that case, the budget should include the travel costs foreseen for



travelling to three different locations. Please note, that CHERRIES will not give extra budget in case the travel expenses are higher than expected.

## Required qualifications 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 scripts.
- Technical capacities to ensure a smooth, on time and high-quality production and recording.
- Experience in working in with EU funded projects.
- Clear articulation of capacities and skills, and innovative approaches to carry out the assignment.

## Intellectual property

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

## Quotes submission

Applicants are required to submit the following:

- Cover letter (including all entities in case of a 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 the applicant considers itself 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. (Travel costs should also be considered in case the applicant wishes to apply for producing the videos for all three regions).
- All applications should be sent via mail to Covadonga Rayón: covadonga.rayon@ebn.eu.
- Deadline for applications: 2<sup>nd</sup> February 2022.



## Award Criteria

- Proposed methodology (including congruence of proposal with the timeline), approach (creative and innovative ideas) and implementation plan: 50%.
- Financial proposal: 30%.
- Experience of the organization, work references and/or CVs of the key team members to be used on the assignment: 20%.

Should you have any questions or doubts on the process, please contact us at: [covadonga.rayon@ebn.eu](mailto:covadonga.rayon@ebn.eu)

