

**Please note: the deadline has been extended to 28 July 2021 at 12 AM CET.**  
**Proposals must be submitted in writing to: [communication@pentafoundation.org](mailto:communication@pentafoundation.org)**

### **CALL FOR TENDER**

**Open Call for tender for the provision of videos to promote Penta's research activities**

**Object:** Open call for selecting a communication and/or production company or a professional videographer to design, develop concepts and produce videos to promote Penta research activities and raise Penta brand awareness.

**Date of the call:** 24/06/2021

**Deadline for submitting proposals:** 07/07/2021

### **CALL SPECIFICATIONS**

**Call identifier:** Call for Penta project videos

**Contracting Authority:** Fondazione Penta ONLUS

**Deadline to submit a proposal:** 07-07-2021 12 am CET

**Expected duration of the collaboration:** 3 years

**Projects for which we may need a video:** ZIKAction, UNIVERSAL, NeoIPC, VERDI, EPIICAL, PediCAP, GAP-f, PentaTr@ining. More information about these activities can be found on the Penta website <https://penta-id.org/>, in the *Our activities* section.

**Estimated max. total value per project video:** 3.500 Euros, VAT and all costs included

**Language in which proposal should be submitted:** English

**Email address for further information:** [francesca.mazzetto@pentafoundation.org](mailto:francesca.mazzetto@pentafoundation.org)

#### **Reference materials:**

Penta Annual report 2019 <https://penta-id.org/who-we-are/annual-report-2019/>  
[ZIKAction](#), [UNIVERSAL](#), [EPIICAL](#), [PediCAP](#), [PentaTr@ining](#) websites as an example

#### **Description of service**

To design, develop concepts and produce videos to promote Penta research activities, in line with Penta's mission, vision and major achievements.

Activities:

1. To develop a concept for each video
2. To write the script

3. To develop the storyboard
4. To meet the project team, to organize interviews with them in order to develop key messages. As the project teams are located in different countries around the world, interviews must be organized virtually.
5. To shoot and edit photo/video content
6. To subtitle the video in English
7. To liaise with the Communication team regularly and to report progress.

Technical specifications and requirements:

1. The video must be produced in HD quality
2. Videos must be provided in all possible formats (raw and edited version, Avi, Wmv, Mov, Flav e Mp4)
3. Videos must be provided in size suitable for use on social media (portrait and landscape)
4. All rights (music, pictures) and consent must have been acquired before publication of the video. All credits must be provided to Penta
5. Cost of rights and credits must be included in the quotation
6. Cost for purchasing photos, music or other elements for the design creation and video development must be included in the quotation
7. All material must be GDPR compliant.

**Please provide a quotation for each item in this list:**

1. Design and produce a video (1/2-minute long) about Penta research activities, that can be used as an intro to every project-based video
2. Add subtitles in English
3. Add subtitles in languages other than English
4. Post-produce a selection of 2-3 short video clips per project video, suitable for use on social media platforms and websites
5. Cost of animations
6. Cost of infographics
7. Estimated cost for purchasing necessary (stock) photos, music or other elements for the design creation and video development.

Expected impact of the video:

1. To promote the projects' identity and main achievements
2. To show the impact of Penta's research on people's lives
3. Penta brand awareness.

### **How to submit a proposal**

Applicants are requested to submit:

1. A concept for a video (one page describing the idea in max 500 words)
2. A general framework that defines each video in relation to Penta brand, mission and vision
3. An action plan to produce the video (actions and timelines)

4. A company presentation (one page with information about the company creative philosophy and approach, the preferred communication style and link to the **company portfolio**)
5. A production cost estimate.

All documents must be sent via email to [francesca.mazzetto@pentafoundation.org](mailto:francesca.mazzetto@pentafoundation.org) by **07/07/2021 12 am CET**.

The subject line must be: **Call for Penta project videos**.

It is possible to ask for clarifications only in writing to [francesca.mazzetto@pentafoundation.org](mailto:francesca.mazzetto@pentafoundation.org) and not later than 30/06/2021.

#### **Selection criteria**

- Alignment of the proposal with Penta's mission and vision – 40%
- Originality – 20%
- Feasibility of the project in remote production due to COVID-19 restrictions to movement – 20%
- Best value for money – 20%.

#### **Introduction to Penta**

Penta was established in 1991 as the Paediatric European Network for Treatment of AIDS (PENTA), a collaboration between paediatric HIV centres in Europe. The primary aim of the Network was to undertake independent clinical trials to address questions about antiretroviral therapies in HIV infected children.

Over time, the complexity of this network and the number of projects where the network was involved made it necessary to create a separate facility for the organizational and administrative management of all research and training activities – **Penta Foundation**.

In 2011 PENTA officially evolved into **Penta ID** (Infectious Diseases), extending its research to other paediatric infectious diseases.

Today, Penta is a **global independent scientific network** dedicated to paediatric research. We are at the forefront of clinical science to improve prevention, diagnosis and treatment of infection in children.

Starting out from our work in HIV, Penta's portfolio includes investigation into HIV and viral infections, severe sepsis and antimicrobial resistance, infection in pregnancy, emerging childhood infection, as well as infrastructure development initiatives and training programmes.

Penta network has rapidly expanded from its origins in Western Europe to countries in Eastern Europe, South-East Asia, North and South America, and centres in Africa. Today, the network is made of 110 clinical sites in **31 countries across the world** whose expertise is leveraged to transform the prevention and treatment of infection in children.

Penta is a multifaceted network of scientists and professionals involved in several areas of paediatric infectious diseases. **Utilizing the skills, experience and expertise of all our Network members, Penta develops and delivers world class research and training to drive understanding and practice related to infections in children.**



Research through partnership, global collaboration, children-centred approach, independence, sharing and a strong sense of belonging: these are our guiding principles.

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**Fondazione Penta ONLUS**

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