

## CALL SPECIFICATIONS

### **Open call for ideas and services for a video to celebrate Penta's 30<sup>th</sup> anniversary**

**Deadline to submit the application:** 22-03-2021 12 am CET

**Deadline to submit the video in final approved version and in all requested formats:** 05-07-2021

**Expected duration of the contract:** 3 months (from signature date to delivery of the video)

**Maximum amount of financial support:** 15.000 Euro, VAT and all costs included

**Call identifier:** Penta 30<sup>th</sup> call

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

**Web link for further information (full call text/annexes/Q&A/call results):** <https://penta-id.org/work-with-us/call-for-services/>

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

**Contracting Authority:** Fondazione Penta ONLUS

#### **Annexes:**

Penta Annual report <https://penta-id.org/who-we-are/annual-report-2019/>

Penta presentation at ESPID 2017 <https://vimeo.com/500484870>

#### **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.

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#### **Fondazione Penta ONLUS**

Corso Stati Uniti 4, 35127 Padova, Italy

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[www.penta-id.org](http://www.penta-id.org)

### **Penta people**

The idealism of Penta traces back in the early 80's, when the first cases of HIV infection in children were reported. At that time, it seemed like AIDS was a disease that affected only the western and rich part of the world and very few were able to anticipate the tragedy that was threatening the Southern hemisphere and the poorest countries.

The disease had peculiar social and cultural aspects. Initially it seemed related to upstream and what was at the time considered an unconventional way of living and mainly affected marginalized groups. The liberal doctors of the time became passionate about research into HIV because the stigma of AIDS was beginning to take hold.

The group of European researchers and paediatricians - who represented the original core of Penta - had strong connections with doctors in Africa, where the number of children with the HIV infection was raising rapidly and where the rate of the vertical transmission of the virus from mother to child was becoming the highest in the world.

This is where the story of Penta begins, with the initiation of clinical trials to define the best drugs and strategies for the treatment of children with HIV infection, focusing on questions where results could not necessarily be extrapolated from adult studies, and complementing trials undertaken by other groups.

Research through partnership, global collaboration, children-centred approach, independence, sharing and a strong sense of belonging.

Today, 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.**

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.

We are researchers, trial methodologists and statisticians. Through robust scientific evidence reported in hundreds of publications, we have made significant contributions to improving the understanding of paediatric infectious diseases, the dynamics of viral transmission and the optimization of evidence-based treatments.

We are clinicians from all over the world, including low and middle-income countries where the burden of diseases is greatest. We bring to Penta our knowledge and experience we gain each day in our efforts to save lives and protect children and their families from preventable diseases in our little patients and understanding the burden of antimicrobial resistance.

We are healthcare workers, social workers and educators, working on the front line to tackle stigma associated with HIV and the psychological problems and the social challenges that can hinder adherence to treatment. We are committed to engaging young people in the design and development of clinical trials in a meaningful way – because nothing is more important than their emotional wellbeing. As peer mentors, they help us raise social and health awareness in their communities.

Our research programs and public and private partnerships make us a leading children's health organization whose aim is to conduct high-quality research to help health systems achieve optimal outcomes for children.

### **Description of service**

To develop a concept, produce and release a video to celebrate Penta's 30<sup>th</sup> anniversary, to tell the story, the reason Penta exists and its mission and major achievements.

#### Activities:

1. To develop a concept for a video
2. To write the script
3. To write the storyboard
4. To meet key people in Penta who embody and represent the values, mission and vision of Penta and to organize interviews with them to develop key messages. Key people will be identified by Penta. As key people 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 develop a short and a long version of the video
8. To post produce a selection of 5-10 short video clips suitable for use on social media platforms and websites
9. To liaise with the Communication team regularly and to report progress.

#### Technical specifications and requirements:

1. The video must be produced in long and short versions in HD quality
2. The selection of short clips must be provided in all possible formats (raw and edited version, Avi, Wmv, Mov, Flav e Mp4)
3. All videos must be provided in size suitable for use on social media (portrait and landscape)
4. All rights (music, pictures) and consent must be obtained; all credits must be provided to Penta
5. All material must be GDPR compliant.

#### Expected impact of the video:

1. Brand awareness
2. To show the impact of Penta's research on people's lives.

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### **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. An action plan to produce the video (actions and timelines)
3. A company presentation (one page with information about the company creative philosophy and approach, the preferred communication style and link to the company portfolio)
4. A production cost estimate.

All documents must be sent via email to [francesca.mazzetto@pentafoundation.org](mailto:francesca.mazzetto@pentafoundation.org) by **22/03/2021 12 am CET**. The subject line must be: Penta 30<sup>th</sup> call.

It is possible to ask for clarifications only in writing to [francesca.mazzetto@pentafoundation.org](mailto:francesca.mazzetto@pentafoundation.org) and not later than 8/03/2021. All questions and answers will be published in the Q&A section of the Penta calls webpage.

### **Selection criteria**

- Alignment of the project 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%.

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