

Call for Tenders

Provision of video production services to promote the NeoIPC project activities

Objectives of the procurement procedure	To select a video production company and/or a professional videographer to develop concepts, design and produce videos to support and promote NeoIPC's research and educational activities.
Project	NeoIPC – Establishing innovative approaches for optimal infection prevention of resistant bacteria in NICUs by integrating research, implementation science and surveillance in a sustainable global platform
Expected starting date	May 2023
Expected duration of the collaboration	Until 31 March 2026
Date of the call	31 March 2023
Deadline for submitting proposals	10 May 2023 at 23:59 CEST

Fondazione Penta ETS

Corso Stati Uniti 4, 35127 Padova, Italy

Iscrizione Registrato Prefettizio Padova n.30 ex D.P.R. 10.2.2000 n.361

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Background

Fondazione Penta ETS (hereon **Penta**) coordinates, promotes, and sponsors research and activities in paediatric infectious diseases. To date, Penta has hosted 42 studies and taken part in 33 European Union (EU)-funded projects.

Currently, Penta is a partner in a project called **NeolPC** (neolpc.org), which is funded by the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 965328. The goal of the NeolPC project is to **establish innovative approaches for optimal infection prevention of resistant bacteria in neonatal intensive care units (NICUs)** by integrating research, implementation science and surveillance. The project is in its second year and will continue until March 2026.

Penta coordinates the external communication and dissemination activities of the NeolPC Consortium, to **increase visibility of the project with its target audiences and to ensure the added value of European-funded collaborations is duly represented**. In this respect, Penta supports project partners and ensures compliance with the requirements set by the European Commission, which funds the project through the Horizon 2020 programme.

Furthermore, Penta is the sponsor of the NeolPC trial, which is called NeoDeco. NeoDeco is a multicentre, cluster randomised hybrid effectiveness-implementation trial, set up to investigate the **effectiveness of implementation of a low-cost IPC practice, such as optimised Kangaroo Care**, in line with international best practice recommendations. The NeoDeco trial will take place in 24 NICUs across Greece, Italy, Spain, Switzerland, and the United Kingdom. The Consortium determined that a video in cartoon format would be the most suitable method to provide information to the parents and caregivers of the newborns participating in the NeoDeco trial.

Thus, in order to better promote the NeolPC project and support the delivery of the NeoDeco trial and of other NeolPC communication and dissemination activities, **Penta is seeking the services of a video production company and/or a professional videographer with animation skills and previous experience with patient communication in research studies**. The selected company/individual will create seven videos, including informative videos aimed at the general public and families/caregivers of the hospitalized patients, and educational videos targeting healthcare professionals. The selected company/individual is expected to provide services until the end of the project, planned for March 2026.

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Description of service

In collaboration with Penta's Communications Team, the selected video production company and/or professional videographer shall produce seven videos for seven different project activities (see 'Planned deliverables'). A breakdown of associated tasks is provided below:

- Meet virtually with the project team, in order to create key messages and determine the best format for each video and target audience
- Develop a script and storyboard for each of the seven videos, based on verbal inputs and written documents provided by NeoIPC project team
- Film and/or illustrate the videos
- Edit the videos and incorporate NeoIPC's brand elements from their brand book
- Work with Penta's Communications Team to select appropriate languages (among those of the NeoDeco trial units: English, Italian, Spanish, French, German, Greek), and include voice-over in all requested languages
- Include subtitles in all videos, in all the requested languages (English always included)
- Report regularly to Penta's Communications Team and provide progress updates.

Planned deliverables

- Video #1**
- **Audience:** Parents, families and caregivers of newborns involved in the NeoDeco trial
 - **Indicative content:** Information about the importance of the selected IPC practice for the trial (such as skin-to-skin contact/Kangaroo Care) and its possible benefits for reducing infections among infants in the NICU
 - **Delivery by:** December 2023
 - **Languages:** Voice-over and subtitling in English, Italian, Spanish, French, German, Greek
 - **Preferred format:** Animated video (eg. cartoon), 16:9
 - **Notes:** Script (in all languages) needs to be approved by Ethics Committee as patient-facing documentation

- Video #2**
- **Audience:** Health professionals, neonatologists, hospital implementation teams
 - **Indicative content:** Educational video on implementation strategies, aimed at building NICU's capacity to implement infection prevention measures
 - **Delivery by:** January 2024
 - **Languages:** Voice-over and subtitling in English, Italian, Spanish, French, German, Greek
 - **Preferred format:** Animated video (eg. cartoon or pencast/cutout animation), 16:9

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- Video #3
- **Audience:** Healthcare professionals, specifically nurses and neonatologists
 - **Indicative content:** Educational and practical video illustrating possible IPC implementation bottlenecks and providing solutions: communication/introduction to caregivers, dealing with concerns, communication pathways. Specific aspects to be identified with the support of sites involved in the NeoDeco trial
 - **Delivery by:** April/May 2024
 - **Languages:** Voice-over and subtitling in English, Italian, Spanish, French, German, Greek
 - **Preferred format:** Film with real people, 16:9
- Video #4
- **Audience:** General public
 - **Indicative content:** Information on surveillance of nosocomial infections in the context of neonatology and how it helps to improve the quality of care for every infant
 - **Delivery by:** December 2024
 - **Languages:** Voice-over and subtitling in English
 - **Preferred format:** Animated video (eg. cartoon or cutout animation), 16:9 and 1:1
- Video #5
- **Audience:** Healthcare professionals performing surveillance
 - **Indicative content:** Educational videos to complement [existing training materials](#) on: interpretation of surveillance reports; user registration; data entry; report generation
 - **Delivery by:** June 2024
 - **Languages:** Voice-over and subtitling in English
 - **Preferred format:** Animated video (eg. cartoon or cutout animation), 16:9
- Video #6
- **Audience:** General public
 - **Indicative content:** Information on threat of hospital-acquired infections and antimicrobial resistance in the NICU, and the importance of IPC and surveillance practices, including Kangaroo Care
 - **Delivery by:** September 2025
 - **Languages:** Voice-over and subtitling in English
 - **Preferred format:** Animated video (eg. cartoon or cutout animation), 16:9
- Video #7
- **Audience:** General public
 - **Indicative content:** Video summarizing key project outcomes
 - **Delivery by:** March 2026
 - **Languages:** Voice-over and subtitling in English
 - **Preferred format:** Animated video (eg. cartoon or cutout animation), 16:9

Technical specifications and requirements

- All videos must be produced in HD quality
- All videos must be provided in different formats (raw and edited versions, .avi, .mp4) as well as editable video format (eg. Premiere Pro project)
- Videos must be provided in the required sizes, suitable for YouTube and social media, which include landscape (16:9) and square (1:1)
- All rights (music, pictures) and consent must have been acquired before publication of the video; all credits must be provided to Penta
- All materials must be GDPR-compliant (including consent of people featured in the video acquired before publication).

Qualifications or specialised experience required

- Professional-level videography and editorial competencies
- Proven track record in producing high-quality short-form videos using innovative techniques and different video formats, including cartoons and animations
- Possessing all necessary audio-visual equipment and software required to produce the required products
- Ability to produce audio-visual materials in languages other than English
- Similar experience with healthcare or medical research institutions is an advantage
- Experience with projects featuring children is an advantage

How to submit a proposal

The proposal, in English language, should include:

- A company presentation (one page with information about the company creative philosophy and approach, the preferred communication style and link to company portfolio)
- A general framework that outlines the proposed vision for all the NeoIPC videos, in relation to the project mission, objectives and target audiences.
- 2 examples showing how you would develop the concept for two videos from the 'Planned deliverables' table, providing the following information:

Number of video (from the 'Planned deliverables' table)	
Type of video (cartoon, cutout animation, pencast, film with real people, other)	
Length	

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Title of the video	
Objectives (in line with the target audience)	
Description of the creative idea/conceptual idea and synopsis	
Visual examples or references	

- An action plan to produce the videos (including action and timelines)
- A quotation for each item on this list:
 - Cost per video type (cartoon, cutout animation, pencast, film with real people) and format (16:9 and 1:1)
 - Cost of adding subtitles in English
 - Cost of adding subtitles in languages other than English (English, Italian, Spanish, French, German, Greek; translations to be provided by external translation agency)
 - Indicative costs of voice-over in the following languages: English, Italian, Spanish, French, German, Greek

Please note that maximum available budget for this activity is 40,000 Euro, VAT and all costs included.

The proposal should be submitted via email to Penta's Communications Team at communication@pentafoundation.org by **10 May 2023 at 23:59 CEST**. The email subject line should read **Call for NeoIPC project videos**. Applicants will hear about the result of their application as soon as possible after the deadline.

Evaluation criteria

The evaluation criteria shown in the table below will be applied for evaluating proposals received.

Evaluation Criteria	Scoring	Weighting
Quality of the proposal and alignment of the concepts with the NeoIPC project scope and Penta style	0 to 5	50%
Best value for money	0 to 5	40%
Previous experience (at least 2 examples) with patient communication in research studies	0 to 5	10 %

Score	Description
0	No answer or totally irrelevant response
1	A very poor answer, indicating a proposal that fails to meet the very basic needs and requirements of Penta, or requires an unacceptable compromise

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2	A poor answer, indicating a proposal that fails to meet some of Penta's basic needs and requirements, and which demonstrates significant weaknesses or requires major compromises from Penta.
3	A satisfactory answer, indicating a proposal that meets Penta's basic needs and requirements, but which demonstrates tangible weaknesses or requires some minor compromises from Penta
4	A good answer, indicating a proposal that generally meets Penta's needs and requirements, with only very minor weaknesses or issues
5	An excellent answer, indicating a proposal that fully meets Penta's needs and requirements with no weaknesses or issues

Conditions of tendering

Penta reserves the right to withdraw this tender at any time and may choose not to award a contract as a result of this process. In any event, Penta will not be liable for any costs incurred by bidders in the preparation or submission of tenders, nor those which arise from interviews as part of the process.

Penta reserves the right to hold negotiations with the bidders. Successful tenders will be expected to enter into a formal contract with Penta.

Penta will treat all bidders' responses as confidential to it during the procurement process. Penta may use any information within a bidder's response to tender for any reasonable purpose connected with this call for tenders.

Further information and questions

Questions and requests for clarification should be submitted in writing to Francesca Mazzetto, Penta's Senior Communications Manager – francesca.mazzetto@pentafoundation.org no later than 28 April 2023.