

## Call for services

### Provision of video production service to promote the PediCAP project

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| <b>Objectives of the procurement procedure</b> | To select a video production company and/or a professional videographer to develop a concept, design and produce a video to support and promote PediCAP's findings.  |
| <b>Project</b>                                 | <b>PediCAP</b> – Impact of oral step-down to amoxicillin or co-amoxiclav and of duration of antibiotic therapy on effectiveness, safety and selection of antibiotic resistance in severe and very severe childhood community-acquired pneumonia (CAP): a randomised controlled trial |
| <b>Expected starting date</b>                  | <b>21 November 2024</b>  |
| <b>Expected duration of the collaboration</b>  | <b>Until March 2025</b>  |
| <b>Tender notice issuance date</b>             | <b>17 October 2024</b>   |
| <b>Deadline for submitting proposals</b>       | <b>14 November 2024 at 23:59 CEST</b>  |

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**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

C.F 92166930286 P.Iva 04150680280

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



## 1. 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 the sponsor and coordinator of the PediCAP project ([www.projectpedicap.org](http://www.projectpedicap.org)). PediCAP is funded by the EDCTP2 programme supported by the European Union under grant number RIA2017MC – 2023. PediCAP's goal is to fill the knowledge gaps on antibiotic therapy of community-acquired pneumonia in children, in terms of optimal duration, oral step-down schedule evaluating effectiveness, safety and selection of antimicrobial resistance. The project is in its final year and officially ends in March 2025.

Penta co-coordinates the external communication and dissemination activities of the PediCAP Consortium, to **increase visibility of the project to 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 EDCTP and European Commission, who fund the project.

Thus, to better promote the PediCAP project findings, increase knowledge and support the potential uptake of new antibiotic prescribing practices, i.e. oral antibiotic step-down, **Penta is seeking the services of a video production company and/or a professional videographer with animation skills and previous experience with health communication in research studies**. The selected company/individual will create one informative and educational video targeting healthcare professionals. The selected company/individual is expected to provide services until the delivery of the video.

## 2. Description of service

In collaboration with Penta's Communications Team, the selected video production company and/or professional videographer shall produce a **project results video** with the following specifications:

- **Audience:** Healthcare workers, specifically paediatricians, hospital administrators
- **Indicative content:** Educational video summarising key project outcomes on the effectiveness of oral step-down in treating severe pneumonia in children and its added benefits such as, shorter length of stay in hospital and contribution to fighting antimicrobial resistance and hospital-acquired infections.
- **Length:** 5 minutes
- **Final video delivery:** By 31 January 2025
- **Language:** Voice-over and subtitling in English and Portuguese
- **Preferred format:** Animated video (i.e cartoon) 16:9 – We are open to alternatives

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**Notes:** Script and video (in English & Portuguese) must be approved by study team and communication team before delivery. The Penta team requires three rounds of revisions on the script and the video.

Below is a breakdown of associated tasks:

- Meet virtually with the project team, to create key messages and determine the best format for the video and target audience
- Develop a script and storyboard, based on verbal inputs and written documents provided by the PediCAP project team
- Film and/or illustrate the video
- Edit the video and incorporate PediCAP's brand elements from their brand book
- To include voice-over in English and Portuguese
- Include subtitles in all videos, in all the requested languages i.e English and Portuguese
- Report regularly to Penta's Communications Team and provide progress updates;
- Provide 3 rounds of revisions of the script and 3 rounds of revision on the video.

### 3. Technical specifications and requirements

- Video must be produced in HD quality
- Video must be provided in different formats (raw and edited versions, .avi, .mp4) as well as editable video format (eg. Premiere Pro project)
- Video 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, if featured in the video, acquired before publication).

### 4. 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
- Possession of 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.

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## 5. How to submit a proposal

The proposal, in the English language, should include:

- A company presentation (one page with information about the company’s creative philosophy and approach, preferred communication style and link to portfolio)
- A general framework that outlines the proposed vision for the PediCAP video, in relation to the project mission, objectives and target audiences providing the following information:

|   |  |
|---|--|
| Type of video (cartoon, cutout animation, pen-cast, film with real people, other) |  |
| Objectives (in line with the target audience)                                     |  |
| Description of the creative idea/conceptual idea and synopsis                     |  |
| Visual examples or references   |  |

- 2 examples showing how you would develop the video concept,
- An action plan to produce the video (including action and timelines)
- A quotation for:
  - Video type cost ( e.g cartoon, cutout animation, pen-cast, film with real people etc) and format (16:9 and 1:1)
  - Cost of adding subtitles in English and Portuguese (Portuguese translations to be provided by external translation agency)
  - **Please note that the maximum available budget for this activity is 3,500 Euro, all costs included.**

The proposal should be submitted via email to Penta’s Communications Team at [communication@pentafoundation.org](mailto:communication@pentafoundation.org) by **14 November 2024, 23:59 CEST**. The email subject line should read **Call for PediCAP project video**. Applicants will hear about the result of their application as soon as possible after the deadline.

## 6. Evaluation criteria

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

| Evaluation Criteria  | Scoring | Weighting |
|--|---------|-----------|
| <b>Quality of the proposal and alignment of the concept with the PediCAP project scope</b> | 0 to 5  | 50%       |
| <b>Best value for money</b>  | 0 to 5  | 40%       |

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|  |        |      |
|--|--------|------|
| <b>Previous experience (at least 2 examples) with health communication in research studies</b> | 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   |
| 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   |

## 7. Tender process and timelines

Proposal must be submitted in accordance with instructions provided in this document no later than the date stated in the table below.

| Date             | Step                                   |
|------------------|--|
| 17 October 2024  | Tender notice issue                    |
| 4 November 2024  | Deadline for questions from bidders    |
| 14 November 2024 | Deadline for submission of tender bids |
| 21 November 2024 | Notification of successful bidder      |

All enquiries, questions and tender submissions should be addressed to:  
[communication@pentafoundation.org](mailto:communication@pentafoundation.org).

## 8. 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 potential interviews during the process.

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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 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.

### **Privacy Notice**

Pursuant to article 13 of the EU Regulation 2016/679 ("GDPR") we inform you that personal data ("Data") acquired in the context of this selection will be processed and stored with and without the use of electronic means, in compliance with the security measures provided by the GDPR, by the staff of the Foundation involved in the selection process for the purposes strictly related and instrumental to the management relations for the execution of the pre-contractual relationship. The provision of Data is aimed at the proposal of its application for the provision of the service of making a video production to promote the PediCAP project. The provision of Data is not mandatory, however, the non-availability of the Data or their incomplete provision will make it impossible for the Foundation to proceed with the selection.

The legal basis for the processing is that provided for in Article 6(1)(b) of the GDPR ("processing is necessary for the performance of a contract to which the data subject is party or the performance of pre-contractual measures taken at the request of the same"). In the context of this selection, Data will not be transferred to a third country or international organization.

The data subject has the right to request access to the Data concerning him/her, rectification and updating of the same, if incomplete or erroneous, and deletion if processed in violation of the law, as well as to obtain portability and restriction of processing, in the cases provided for by the GDPR. The data subject has also the right to lodge a complaint with the Data Protection Authority.

The Data will be kept for the period necessary to achieve the purpose of the processing.

Data controller: Fondazione Penta ETS based in Corso Stati Uniti 4, Padua, Italy, [legal@pentafoundation.org](mailto:legal@pentafoundation.org)

Contact details of the Data Protection Officer (DPO): [dpo@pentafoundation.org](mailto:dpo@pentafoundation.org)

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