TECHNICAL SPECIFICATIONS

|  |  |
| --- | --- |
| **Title:** | **LOT 3: World Water Week film(s)** |
| **Reference:** | **World Water Week 2019 – 2020: media services** |

# General information

This document contains the required technical specifications for Lot 3 (not to be modified by the Tenderer). This document contains checkboxes and text fields to be filled in by the Tenderer.

The Tenderer **must** submit this document as part of its Tender for Lot 3.

Square brackets “[…]” and checkboxes “[ ] ” indicate fields to be filled in by the Tenderer.

**I. Assignment description**

World Water Week is moving into a new venue and wants to take this opportunity to reach out to potential participants and partners. We also want to better capture and communicate the importance and impact of the Week.

To support these goals, SIWI seeks a creative and competent team to produce one (1) promotion film and two (2) highlights film (1 per year) for the Week. Production of the highlight films are to be completed by 3pm on the final day of the conference. The promotional film is to be completed within 1 month of the end of World Water Week 2019.

This a relatively new activity for us, so the requirements may change between 2019 and 2020, and could be impacted by budget factors. The distribution of work around project management and concept development between SIWI and the tenderer can be discussed.

**Please provide:** Please provide at least two (2) solutions representing different price points (for each video concept), with a short justification for the recommended option.

*Please note: Travelling to/from Stockholm and accommodation will not be covered.*

## 3.1 Project Management

|  |
| --- |
| * Develop a detailed production plan in collaboration with the Project Team by mid-May 2019
* Competently project manage (including staff) throughout process.
 |
| ARE THE REQUIREMENTS FULFILLED? | [ ]  Yes [ ]  No |
| **DESCRIBE HOW THE REQUIREMENTS ARE FULFILLED:** |
| [....................................] |

##  Promotional Film

|  |
| --- |
| Produce one 2-3-minute promotional film, plus three (3) 30 sec sneak-peaks for social media to promote World Water Week to be completed within 1 month of World Water Week 2019 (so as to be able to feature World Water Week in the new venue).* With input from SIWI, develop a concept for the films and draft an outline of a proposed script that shows creativity and an understanding of our objectives, audience and specifications of the film
* Film and post-produce interviews and required b-roll during World Water Week 2019, and in Stockholm as required (and incorporate existing content where possible).
* Deliver all shooting, on and off-line editing, music, graphics, subtitles, translations, dubbing, and final mastering to produce the films. SIWI will contribute existing B-roll where relevant and possible.

The main *objectives* of the film are to:* Cement World Water Week branding as the leading event of its type
* Attract (more diverse groups of) participants to World Water Week
* Attract World Water Week sponsors

*Language*: The film will be in English.*Length:* The film shall not exceed 4 minutes.*Target audiences:** MNC’s (inc. potential partners)
* Well-rounded young professionals wanting to change the world
* Media

**Please provide:** At least two (2) solutions representing different price points, with a short justification for the recommended option, and corresponding examples of work to ensure realistic expectations. Please provide a breakdown of the costs to staff (and roles) and equipment if required. |
| ARE THE REQUIREMENTS FULFILLED? | [ ]  Yes [ ]  No |
| **DESCRIBE HOW THE REQUIREMENTS ARE FULFILLED:** |
| [....................................] |

## 3.2 Film

|  |
| --- |
| Produce one 4-7-minute highlights film per World Water Week using already produced video content from the Week to go live by 3pm on the final day of the conference.* With input from SIWI, develop a concept for the film and draft an outline of a proposed script that shows creativity and an understanding of our objectives, audience and specifications of the film
* Post-produce video content from the Week into a highlights film.
* Deliver all shooting (if required), on and off-line editing, music, graphics, subtitles, translations, dubbing, and final mastering to produce the films. SIWI will contribute existing B-roll where possible.

The main *objectives* of the film are to:* Provide participants and interested parties with a snapshot of some key moments/statements during the Week
* Helping people to better understand what takes place during the Week and its significance
* Strengthening the influence of the Week by reinforcing key messages
* Attract (more diverse groups of) participants to World Water Week
* Attract World Water Week partners

*Language*: The film will be in English.*Length:* The film shall not exceed 10 minutes.**Please provide:** At least two (2) solutions representing different price points, with a short justification for the recommended option, and corresponding examples of work to ensure realistic expectations. Please provide a breakdown of the costs to staff (and roles) and equipment if required. |
| ARE THE REQUIREMENTS FULFILLED? | [ ]  Yes [ ]  No |
| **DESCRIBE HOW THE REQUIREMENTS ARE FULFILLED:** |
| [....................................] |

## 3.3 Distribution

|  |
| --- |
| * SIWI will be granted the right to make copies of the film, and to share the film offline and online.
* The original footage will be uploaded to SIWI’s server, and SIWI will be given permission to adapt, use and share this material.
* High resolution version sent to SIWI according to the prescribed deadlines
 |
| ARE THE REQUIREMENTS FULFILLED? | [ ]  Yes [ ]  No |
| **DESCRIBE HOW THE REQUIREMENTS ARE FULFILLED:** |
| [....................................] |