



**Request for Proposals**  
**for Animation Services for the SE4Ces Erasmus+ Project**

**5 June 2023**



## Introduction

Cooperatives Europe is an international umbrella organisation that represents and promotes cooperative enterprises across Europe. We are an active partner in the SE4Ces Erasmus+ project, a multi-faceted initiative aimed at unlocking the full potential of the social economy to tackle today's pressing societal challenges.

*“SE4Ces” or “social economy forces” is a knowledge alliance seeking to create an enabling environment for the social economy to thrive by promoting closer partnerships between higher education institutions active in social economy, social economy organisations and enterprises, as well as community stakeholders.*

The SE4Ces project seeks to establish a comprehensive educational structure that incorporates a master's programme, a living labs framework report and training toolkit, and a Wiki page. To effectively communicate this initiative's vision and components, **we are seeking a skilled animator or animation studio to create an engaging and informative 3-min (approx) animated explainer video**. This video should effectively explain the different components of the SE4Ces project. It will serve as the “face” of our project.

This Request for Proposal (RFP) is aimed at gathering proposals from qualified vendors who have the capacity and creativity to bring our vision to life. We kindly ask all interested parties to carefully review the information and instructions contained in this RFP.

### RFP Release Date:

5 June May

### Deadline for Proposal Submissions:

June 30, 2023

18:00h Central European Time (CET)

### Contact Person:

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**For sending in your official proposal mention “SE4Ces RFP animation explainer video” in the subject line of your email.**

## Project Overview

The objective of this project is to create a 3-minute animated explainer video that explains the SE4Ces Erasmus+ project's goals and components. The animation should visually package a story that illustrates the benefits of the project and how it addresses the needs of our various target groups, including teachers, social economy organizations, and policymakers.

These are the main SE4Ces project components that we wish to create this video about the master's programme, the Living Labs framework and training toolkit, and the Wiki page.

- In this 36-month project, we will produce a new master course on social economy. It will include *service-learning* activities as a key component but also other less traditional models of teaching using community-centered, cooperative approaches that are at the heart of the overall principles of the Social Economy.
- The Living Labs framework report and training toolkit are two tools that go hand in



hand. The report is a more theoretical document that explains how higher education institutions, and social economy organizations can co-create new teaching materials (and that was used for creating our own new master's course) about the social economy using the "Living Labs' co-creation concept. The training toolkit on the other hand is a more practical guide designed to promote this method and put this into practice.

- We also developed a Wiki page <https://socialeconomy4ces-wiki.auth.gr/?Visit=Visit+WIKI> that bundles all social economy educational materials including the materials used for our own new master's course. The aim of this Wikipedia page is to create a one-stop-shop for educators to find social economy educational material.

After viewing this video, we aim to help the viewer understand the importance of this project and how it can reshape the future of education.

The animation should be educational, engaging, and visually appealing, effectively conveying these complex materials in a simple and accessible manner.

The final product should be suitable for dissemination across various platforms, including social media (Youtube), educational portals, and the project's official website.

*Note: The larger aim within the project is to create 4 short clips that will communicate the main elements of the SE Living Labs (SE Living Labs framework, wiki platform, service-learning, Joint Master Programme). Ideally this 3-minute video we can use to extract shorter clips to use for social media purposes to fulfil this target.*

## Scope of Work

The selected vendor will be responsible for providing the following services:

- **Storyboard Development:** Collaborate with our team to develop a compelling storyboard that effectively communicates the SE4Ces project's objectives and components. We have drafted some ideas for a storyboard to speed up this process significantly.
- **Animation Production:** Create a 3-minute animation based on the agreed-upon storyboard. The animation style should be appealing to a broad audience and suitable for a professional and educational context. We envision a style akin to [this video](#) and using the colours and feel of the [SE4Ces website](#) "<https://socialeconomy4ces.auth.gr/>", but are open to other creative approaches that align with the project's goals. The different aspects of the SE4Ces project have to be mentioned: the final master's programme, the living labs framework, and the wiki page. Each segment should be presented coherently. The animation style can contain elements of simple 2D animated video as well as (limited) kinetic typography.
- **Target group:** the primary target groups are mainly educators including professors and trainers, and social economy organizations. Other groups targeted could be policymakers and students.
- **Sound Design:** Incorporate suitable background music, sound effects, and voiceover (if required) to enhance the animation's impact and ensure the content is accessible and engaging.
- **Revision Rounds:** Provide at least two rounds of revisions at each stage of the process



(storyboard, animation) and one for the final product to ensure the final output aligns with our vision and expectations.

- Final Deliverables: Provide the final approx. 3 minutes animation video in a high-resolution format suitable for various digital platforms.
- Timeline: Complete the project within the agreed-upon timeframe, providing regular updates on progress and promptly addressing any issues or delays that may arise. The current target start date is 12 July and the target completion date is 27 August, but this is to be discussed.

Please provide us with an overview of the costs of different aspects including voice-over, sound design, and other cost-impacting elements. The final offer agreed upon can be discussed to include or exclude certain elements based on the budget.

### Proposal Submission Guidelines

Interested vendors are requested to submit a comprehensive proposal in English and valid for 90 days that includes the following:

- **Company Overview:** Provide a brief introduction to your company, detailing your history, mission, team, and previous work in animation and/or video production. Only organizations and individuals active within the EU are eligible. Please name all contributors and their experience.
- **Portfolio:** Include examples of previous work that demonstrate your ability to deliver the quality and style of animation we are seeking. Links to online videos are preferable.
- **Project Approach:** Explain your proposed approach to this project, including your process for storyboard development, animation production, sound design, and project management.
- **Cost Estimate:** Provide a detailed cost breakdown for each component of the project (storyboard development, animation production, sound design, etc.). Include any additional costs that may be applicable, such as for revisions or rush orders. No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by Cooperatives Europe after it has received the Proposal.
- **Timeline:** Outline the expected timeline for the project, detailing each stage and its estimated duration.
- **References:** Include contact information for at least two references from past clients for whom you have completed similar work.

Proposals that are received by Cooperatives Europe after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf or .word format, and free from any virus or corrupted files.



## Budget

Cooperatives Europe provides a budget of +-€6000 (including VAT) +- for the production and delivery of the product

## Timeline

30 June - deadline proposals

6 July – end of the evaluation period

8 July – decision

12 July – briefing/kick-off

1 September – Delivery final version

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience and Qualifications:** The vendor's experience in producing high-quality animations, particularly for educational or professional contexts.
- **Quality of Portfolio:** The creativity, style, and production quality demonstrated in the vendor's previous work.
- **Proposed Approach:** The vendor's understanding of the project requirements and their approach to meeting these requirements.
- **Cost:** The comprehensiveness, clarity, and competitiveness of the vendor's proposed costs.
- **Timeline:** The vendor's ability to complete the project within a reasonable timeframe.

## Terms and Conditions

- **Intellectual Property:** All work products resulting from the project will be the sole property of Cooperatives Europe. The vendor will not have any rights to these products, beyond those granted by Cooperatives Europe. However, appropriate credit will be given to the authors in the video, acknowledging their work, without conferring any royalty or property rights.
- **Confidentiality:** The vendor must maintain the confidentiality of any sensitive or proprietary information shared during the project.
- **Payment Terms:** Payment terms are as follows - A 25% advance will be paid upon awarding of the job. The remaining 75% will be payable 30 days after completion, ensuring ample time for Cooperatives Europe to review the final product.
- **Termination:** Cooperatives Europe reserves the right to terminate the contract at any time, with appropriate notice



## Disclaimer

*Cooperatives Europe reserves the right to accept or reject any and all proposals or portions thereof without stated cause. Cooperatives Europe also reserves the right to re-solicit or cancel this procurement if it is in its best interest to do so. The receipt of proposal materials by Cooperatives Europe or the submission of a proposal to Cooperatives Europe does not obligate Cooperatives Europe in any way or affect the legal rights or obligations of Cooperatives Europe. Cooperatives Europe also reserves the right to waive minor irregularities in proposal content or process, to request a modification of a proposal, to accept or reject any or all proposals received, and/or to cancel all or part of this procurement at any time. Under no circumstances will Cooperatives Europe be responsible for any costs incurred by any vendor in preparing, submitting, revising, or presenting its proposal. All such costs shall be borne solely by the vendor.*