

January 2025

Call for Tenders

**Production of a series of video
interviews on soil carbon and soil
health**

Deadline: 21 March 2025, 00.00 CEST

Version 01

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Call for tenders

Production of a series of video interviews on soil carbon and soil health

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1 About ARCTIK

ARCTIK is a Brussels-based communications agency recognised for its strategic and creative communication capacity in the field of sustainability. ARCTIK develops tailored public relations and communication strategies that take both objectives and resulting impact into account. We facilitate the creation of communities and networks that contribute towards circulating content, whilst cultivating meaningful dialogues and synergies between influencers and decision-makers.

ARCTIK has substantial experience in designing and implementing communication campaigns and projects which mix creative communication, interactivity, and sustainability. We believe in communication campaigns that provide a setting where opportunities are created, and knowledge is shared between actors. It is an occasion to convey a message and collect insights and intelligence.

ARCTIK acts as a communications partner in EU, national and regional tenders and has ample experience in managing communications for international consortia. ARCTIK also has several contracts with non-profits. Our team is both engaged in science communication for Horizon projects as Work Package leader, partner, or subcontractor for specific communication services (communication strategy, creative concept, conference, video, website, position paper, copywriting, social media, ...).

Corporate Social Responsibility & environmental friendliness

As our slogan, Communication for sustainability, states, ARCTIK has a strong commitment to sustainability, which emerges from the cohesion of economic, social, and environmental values. Using a systematic and coherent approach, we incorporate these values into all our operations and the projects we deliver for clients.

We lead by example that social responsibility and environmental friendliness can be achieved in communication. We make use of recognised labels and certificates to select our products and suppliers, and we adhere to the requirements of the 'Label Entreprise Ecodynamique'¹, an official recognition by the Brussels-Capital Region of good environmental management practices by enterprises.

ARCTIK communicates for impact and makes sure to leave no one behind. When choosing venues, planning communication campaigns, or working on the structure of a website, we aim for inclusivity, both in terms of accessibility and representation.

www.arctik.eu

¹ <https://environnement.brussels/thematiques/transition-de-leconomie/le-label-entreprise-ecodynamique>

2 The call for tenders in brief

Organisation	ARCTIK
Framework contract	Production of a series of video interviews on soil carbon and soil health
Location	EU, USA, Brazil, Africa
Contract duration	2025 – until the end of August 2025
Reporting to	ARCTIK project manager

Date of the publication of the call for tenders: January 2025,
 Deadline for the submission of offers: 21 March 2025, 00:00 CEST
 Date of the opening of offers: 24 March 2025

The opening of the tenders will not be public.

This call for tenders is published on:

- ARCTIK's website www.arctik.eu
- ARCTIK's social media channels (Bluesky, LinkedIn)

2.1 Terms and conditions

Tenders shall remain valid one hundred and eighty (180) calendar days, as from the deadline for receipt of offers.

Should any questions arise during answering this Call for Tenders or thereafter, tenderers may contact ARCTIK at christophe.thevignot@arctik.eu.

ARCTIK is not obliged to accept any offers submitted as part of this Call for Tenders. ARCTIK reserves the right to reject late or incomplete submissions, extend the deadline, and to modify or cancel this Call for Tenders entirely or in parts.

- Approved suppliers must not subcontract work under this framework contract to third parties.
- Tenders are unpaid. ARCTIK will not reimburse any expenses related to any tender.
- All information obtained through this call for tenders will be treated confidentially.

2.2 Copyrights

- All productions, mock-ups, footage, photos, and drawings prepared or otherwise delivered as part of the contractual agreement will be the **sole property of Arctik or Arctik's clients**; source files must be delivered.
- The contractors (company or freelance) will need to clearly identify Arctik if the work is used on the contractor or freelance portfolio or any commercial activities. Contractors would ask for Arctik written approval to use work as a reference.
- All music or footage purchased in the framework of this contractor will need to be delivered with the final work, including the licence type, where the product(s) have been purchased and any prior copyrights. By answering this call for tender, the contractor or freelance will agree to these conditions.

2.3 Presentation, submission, and content of tenders

All documents included to answer the Call for Tenders shall be drafted in English or French and shall be submitted in one single email to christophe.thevignot@arctik.eu no later than 21 March 2025, 00:00 CEST.

All tenderers are encouraged to clarify how they can accommodate ad hoc requests on short notice.

2.4 Additional remarks

It is expected that all individual applicants and team members working under this framework contract can communicate in English or French and have a good understanding of the other language. Proficiency in additional relevant languages is considered an asset.

ARCTIK will not provide any tools, equipment, or software to service providers.

ARCTIK may ask the contractor to work from its office on occasion.

- ARCTIK may ask the contractors to appear on the Arctik's website.
- Whenever work is carried out for a project with an existing visual identity, suppliers must follow the branding guidelines.
- The tenderer must provide a single point of contact.

3 Object of the call for tenders

3.1 Video production

ARCTIK is inviting proposals from experienced video makers (DoP) who are skilled in videos, editing stock images, and documentaries.

The work will be guided by design briefs provided by ARCTIK, detailing essential aspects, such as the desired end product, theme, target audience, and any existing design guidelines. Approved suppliers are expected to produce storyboards/mock-ups for certain projects before commencing the production phase. Generally, one round of amendments for the storyboard/mock-ups and two rounds of amendments for the final product are anticipated.

Approved suppliers are expected to be capable of creating the key deliverables listed below.

3.2 Background and purpose

We are seeking proposals from independent contractors and production companies to prepare, film, and handle post-production for a series of interviews dedicated to individuals and organisations active worldwide in the field of soil carbon and soil health. The objective is to create impactful video capsules that highlight both human experiences and the intricacies of diverse soils, as part of communication and dissemination activities for an EU-funded project.

3.3 Project overview

The series of interviews will emphasise the global importance of soil health and carbon capture in soils, showcasing the experiences of pioneers, researchers, agricultural practitioners, community leaders, and other stakeholders. From a communication standpoint, these interviews will encourage viewers to join the movement for soil protection and regeneration, providing a clear call to action at the end of each capsule.

3.4 Creative concept and structure

3.4.1 Overall style and tone

Each video should be short, dynamic, and visually engaging. The narrative combines interviews with vivid imagery of soil and landscapes, as well as footage of the interviewees in their daily work environment. Special emphasis should be placed on emotional resonance, conveying a passion for soil health and the benefits of sustainable soil management.

3.4.2 Introduction

We envision a short (5–6 seconds), powerful immersion introducing the human element of testimonies and illustrating the diversity of soils worldwide. This segment should be striking and rhythmic, swiftly drawing in the audience before transitioning to the series title.

3.4.3 Capsule indicative structure

Each testimonial capsule may follow this pattern:

- Brief introduction (5 seconds).
- Main testimony (30 seconds).
- Extended insight (1 minute).
- Conclusion (20 seconds), including a call to action.

At the end of each capsule, there must be a shared call to action, urging viewers to join the soil protection and regeneration movement. A link to register or find further information will be displayed. A logo (or another relevant project logo) should also appear.

3.5 Technical elements

To ensure dynamism, each interview will be filmed using at least two cameras, allowing for multiple angles. Where possible, supplementary footage will include meetings, location shots, stock footage, aerial drone shots, photographs, and suitable sound effects. Post-production cuts should heighten viewer engagement and reinforce the message, shifting between interview sequences, natural settings, and powerful visual references to soils and cultivation.

3.6 Potential filming locations

Filming is expected to take place across various global destinations, reflecting the truly international scope of the project. At present, potential locations include:

- Europe (at least five trips)
- Brazil (Rio de Janeiro region)
- United States (Colorado)
- Australia
- Africa (Kenya)

Applicants are welcome to suggest innovative approaches to travel logistics and filming, with cost efficiency and minimal environmental impact in mind.

3.7 Key deliverables

- Pre-production plan: a clear strategy covering concept, storyboard, filming schedule, and logistics.
- Filming: execution of interviews, stock footage acquisition, and creative direction on-site.
- Editing and post-production: assembly of each capsule using cuts from interviews, additional footage, special effects (as needed), and inclusion of subtitles, logos, and on-screen messaging. Each capsule should be optimised for both social media (shorter versions) and longer online platforms.
- Final deliverables: a series of completed capsules.

4 Proposal submission requirements

4.1 Company background or CV (for independents)

Introduce your team, highlighting relevant experience in documentary filmmaking, corporate video production, or similar projects. Emphasise any background in sustainable agriculture, environmental content, or storytelling for scientific or EU-funded projects.

4.2 Technical approach

Detail your strategy for capturing interviews and supplementary footage, including the types of equipment you plan to use (cameras, drones, lighting, audio). Specify your approach to obtaining and integrating stock footage, drone imagery, and still photographs.

4.3 Creative approach

Explain how you will bring the concept to life. Outline the visual style, pacing, and editing techniques that will ensure engaging narratives. If you plan to propose any additional creative elements (e.g. animations, data visualisations, voiceover commentary), include them here.

4.4 Project management and scheduling

Provide a proposed timeline for each stage: pre-production, filming, post-production, and final delivery. Consider the logistics of travelling to multiple continents. Include contingency plans in the event of travel disruptions.

4.5 Pricing structure

Please break down your financial offer into the following categories:

- Pre-production (planning and preparation): Price per project or package.
- Filming: Price per day of work (on set) and price per day of travel (including travel expenses).
- Post-production: Price per video for editing and finalisation, including revisions.

4.6 Previous work samples

Include examples or links to up to three relevant projects that demonstrate your capability to manage high-quality filming and editing, especially projects with environmental or scientific content.

5 Selection criteria

The criteria that will be used to evaluate the received tenders are the following:

- Quality and relevance of previous work.
- Demonstrated understanding of the creative concept, project objectives, and logistical challenges.
- Cost-effectiveness, clarity of pricing structure, and ability to deliver within budget.
- Feasibility of the proposed timeline and methodology, given the international scope of the filming.
- Ability to produce final videos in a compelling style that aligns with the call to action for soil protection and regeneration.

Please note that shortlisted tenderers may be asked to provide additional information or invited for interviews.

6 Proposal submission and deadline

Interested applicants are invited to submit their proposals electronically in PDF format. Please include 'Proposal: Soil Carbon and Soil Health Interviews' in the subject line of your email. All submissions must be received by 21 March 2025 at christophe.thevignot@arctik.eu. Shortlisted applicants may be invited to discuss their proposals in further detail before a final decision is made.



www.arctik.eu