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Berlin, 25.09.2024

**INVITATION TO PARTICIPATE IN:**

**CALL FOR TENDERS FOR THE PROVISION OF ANIMATED VIDEO PRODUCTION  
(MOTION GRAPHICS) SERVICE FOR 7034 Bosch Just Transitions**

**TENDER NO.: T.7034.24.003**

Dear sir/madam,

TMG Research invites qualified individuals and/or organisations to submit tenders to provide services outlined below.

Please direct any questions regarding the Call for Tenders to the *Point of contact for Questions* listed below. All questions should be submitted in writing by email to the address stated in this Call.

TMG Research reserves the right to disqualify and reject proposals from suppliers who do not comply with the guidelines laid out in this letter and below. As part of this tender process, TMG Research makes no obligations in any way to:

- a) Pay any vendor for any Call for Tenders response; or
- b) Award the contract to the lowest or any specific bidder; or
- c) Accept any Tender information received from vendors; or
- d) Include vendors responding to this Call for Tender, in any future invitation; or
- e) Any other commitment to vendors whatsoever.

We look forward to receiving your response.

Yours sincerely,

TMG Research gGmbH

Email: [info@tmg-thinktank.com](mailto:info@tmg-thinktank.com)

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## CALL FOR TENDERS FOR THE PROVISION OF ANIMATED VIDEO PRODUCTION (MOTION GRAPHICS) SERVICE

### TENDER NO.: T.7034.24.003

**Disclaimer:** TMG Research reserves the right to determine the tendering process, number of short-listed participants, the right to withdraw from the process, the right to change the time schedule at any time, and the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party whatsoever.

### Synopsis:

Tender No. (To be quoted on all communication)	T.7034.24.003
Issuing office and address	TMG Research gGmbH EUREF Campus 6-9 10829 Berlin Germany
Point of contact for questions	<a href="mailto:Frederike.kluemper@tmg-thinktank.com">Frederike.kluemper@tmg-thinktank.com</a> joanna.trimble@tmg-thinktank.com
Email address for submission	Johanna.sniezko@tmg-thinktank.com
Date of call for tender	25 September 2024
Deadline for submission of bids	09 October 2024
Validity of Tender	Tenders will be deemed binding for 4 calendar weeks from the date of the deadline for submission of bids.
Award type	Service Agreement
Duration of assignment:	15 October 2024 – 01 December 2024  Note: Video Deadline: 28 November 2024
Available resources	Max available EUR Net:16,000.00

## Terms of Reference

### 1. Background

TMG Research, (TMG), is a Berlin-based research institution with a team based in Nairobi and projects across several countries in Africa and Asia focusing on four areas: Food Systems, Land Governance, Nature-Based Solutions and Urban Food Futures. This call is issued by the Land Governance team, which works to identify and co-design innovative solutions on land rights on local, national, and global scales. Specifically, this tender supports a new TMG campaign designed to draw attention to global land demands driven by global climate commitments and climate action projects to highlight their implications for land rights. This campaign is embedded in a project that promotes secure land rights and fosters collaboration at local, national, and global levels to drive climate action and implement environmental projects.

### 2. Objectives

The main objective of this call is to identify an individual or organisation to produce an animated video (motion graphics) in English with a duration of 120–180 seconds. The video will showcase: (1) the implication of global climate pledges and climate action projects on available land, illustrating increasing land demands; (2) land use as a central feature of the UN Rio Conventions (climate, biodiversity and land degradation) and 17 sustainable development goals (SDGs); (3) the negative impact land demands have on land users, such as land grabs and large-scale land acquisitions that displace local populations, and in particular women who face multiple intersecting challenges to land ownership; and (4) demonstrate the importance of ensuring that land-based climate actions entail secure tenure rights, especially for women.

The target audience includes participants of the UNCCD Conference of Parties (COP), land governance professionals, civil society organizations, media, and the general public.

-(Primary audience) UNCCD COP participants include government stakeholders, policymakers and UN staff who may not have a comprehensive picture of the extent to which global climate and SDG goals depend on land use, drive land demand, and jeopardize local communities, and would benefit from such a view for future agenda setting.

-(Primary audience) Land governance professionals and land rights advocates who may be accustomed to traditional sectoral thinking but may lack a comprehensive picture of the full extent of the land demand driven by climate and sustainability goals.

-(Primary audience) Media professionals interested in climate action but may be lacking an understanding of the full extent to which global climate and SDG goals depend on land use, drive land demand, and jeopardize local communities, and would benefit from such a view for investigative research.

-(Secondary audience) The general public interested in social justice who may lack a comprehensive understanding of how climate and sustainability goals can negatively impact local communities, in particular in relation to rights violations, and would benefit from

integrating this perspective into future advocacy efforts.

The video will be showcased primarily at UNCCD COP and shared across TMG's social media platforms, including LinkedIn, YouTube, and X. Therefore, the tone of the video should be professional, express interrelated dynamics clearly and simply, integrate emotion and human impact to humanize the intellectual features, and utilize engaging design features and music to hold viewers' attention.

### **3. Tasks**

- a) Development of the script / concept (in cooperation with TMG)
- b) Creation of a mood board, style frames (definition of visual style), and storyboard (possibly animatic)
- c) Character design (if necessary)
- d) Animation (motion graphics)
- e) Regular exchange with TMG
- f) Rendering, compositing, export
- g) Sound design and music composition (stock music acceptable)
- h) Recording of an English voice-over with clear accent, with the addition of subtitles

### **4. Deliverables**

The deliverables include:

- Detailed Project schedule
- Mood board, style frames, and storyboard
- Animated video including music, sound design and voice over in close cooperation with TMG
- Grant TMG the international rights of use in all media and all project purposes, particularly on the internet and at events
- Minimum quality of video, Full HD

### **5. Examples**

Here are a few style inspiration videos as a reference, though there is much creative flexibility in animation style and design elements.

<https://www.youtube.com/watch?v=urMCfkPdus>

<https://www.youtube.com/watch?v=pzJjoYNNx1A>

### **6. Supplier Requirements**

- Minimum 3-5 years of experience in animation design and production, ideally for non-profits around issue awareness campaigns
- A portfolio with a minimum of 3 motion graphic videos already produced (minimum length 30 seconds each)

- The high-quality portfolio includes design assets suitable to story, full colour palette range and strong storytelling techniques with inspirational power. A minimum of three animations should be showcased, with a link to each animation.
- High quality project management methodology to ensure service delivery to deadline, detailed in technical proposal.
- Place of performance is flexible.
- Fluency in English

## 7. Tender requirements

The tender requirements include:

- a) Technical Proposal: A document of max. 2 pages, detailing the approach/method to manage and deliver the service, along with a proposed project timeline to ensure high quality results within a limited time period. (Note: video delivery deadline 28 November)
- b) CV(s) of the professional(s) who will work on the assignment
- c) A detailed financial offer
- d) A portfolio of work showcasing prior animation work (see number 6 Supplier Requirements above)

## 8. Submission of tender

The complete tender document should be sent by email in one pdf with separate portfolio, including links to prior animations or showreel, to the email address(es) listed in the synopsis at the latest by the deadline stipulated in the synopsis and referencing the Tender Number.

## 9. Evaluation Criteria

Offers shall be evaluated as follows:

Criteria	Weight
Previous Experience	30%
Minimum of three animations (of minimum length 30 seconds each) already produced is required.	
Portfolio quality:	25%
High quality portfolio that includes design assets suitable to story, full colour palette range and strong storytelling techniques with inspirational power. Artistic approach should be attractive and visually appealing.	
Quality of approach, methodology and project management proposed in technical proposal	25%
Price	20%
<b>Total</b>	<b>100%</b>