

Terms of Reference for

Specific support for communication activities of SAFERS project (Structured Approaches for Forest fire Emergencies in Resilient Societies)

1. **Financing:** European Union (H2020/ Grant agreement ID: 869353)
2. **Procedure:** Single tender procedure
3. **Contracting Authority:** UT SEMIDE
4. **Nature of contract:** Service contract
5. **Time period of implementation:** 36 months (from 1 October 2020 to 30 September 2023) with some deliverables at key dates (see table 1 point 9). In addition to some support on demand.
6. **Contract amount:** Max. amount: 25 000 EUR
7. **Background and Objectives**

SAFERS (Structured Approaches for Forest fire Emergencies in Resilient Societies) is an innovation action financed by the European Commission programme Horizon 2020 under the grant agreement number 869353 related to the priority topic “Development of commercial activities and services through the use of GEOSS and Copernicus data”.

Forest fires are exacerbated by extreme weather conditions, which are increasing both in frequency and in magnitude due to climate change effects. This points to the need for improving the effectiveness of emergency management solutions aimed to help society in becoming more resilient to emergencies arising before, during and after forest fire events. Therefore, it is proposed to realize a comprehensive Emergency Management System (EMS) that we name SAFERS: Structured Approaches for Forest fire Emergencies in Resilient Societies. SAFERS will act along the key phases of the emergency management cycle, coupling information from EO data and services offered by Copernicus and GEOSS, crowdsourced data from social media and from specific applications that can be used by both citizens as well as from in-field professional agents, data generated by accurate sensors to detect smoke or fires. Advanced algorithm based on Artificial Intelligence will be used to generate risk maps and early warnings in the preparedness phase, estimate the forest fire extension and its propagation in

function of the forecasted weather and soil conditions in the response phase, compute the impacts of an extinguished fire in terms of economic losses and monitor the soil recovery in the post-event phase

This tender concerns the creation of communication materials and services for the EU-funded project '*Structured Approaches for Forest fire Emergencies in Resilient Societies (SAFERS)*' under the leadership of UT SEMIDE specifically for Task 6.2 "Communication & Events". In the framework of this task several communication materials and activities are going to be organised to effectively communicate the results of the project in relevant events and disseminate key outcomes to the target stakeholders to make the outputs of the project available and fully accessible.

8. Scope of work and deliverables

This tender includes the specific materials and activities to be subcontracted which have been defined in the grant agreement of SAFERS:

- 8.1. Design of SAFERS brand identity:** create a distinctive visual identity for the project to be designed in all the communication materials and channels as well as the applications of SAFERS; this includes the logo, the identity logo, the branding colours as well as the templates of promotional materials (e.g. PowerPoints, Posters, Reports, etc.);
- 8.2. Strategic support to boost SAFERS in social media channels.** The subcontractor is expected to develop a strategy in Twitter to obtain around 1,000 new, real and relevant followers per year. In addition, it is required that the subcontractor performs an annual complex systems analysis of the current audience with a thorough identification of different stakeholder communities, detection of missing audiences, and development of corrective measures. The results of these analyses will be provided to the client in a report format as well as in the form of raw data (.xls files) with complete lists of followers and different parameters so that they can be used for further promotional efforts.
- 8.3. Providing communication pack of promotional materials:** these materials will be used throughout the duration of the project and distributed by the project partners during conferences, networking activities, awareness campaigns and other events. They will present the contents in the form of "storytelling" with a fresh and engaging outlook. These include:
 - **Full development of brochure and SAFERS Results Booklets:** The content will be fully developed by the subcontractor following background information provided by UT SEMIDE.
 - **Full development of infographic poster (A1 size)** to present the project in a visual and comprehensive way. The graphics will also be adapted to be used in social media and press releases and provided free of copyright.
 - **Full development of video animations** (including an animation video presenting the project and the final animation video reporting on the results):

The scenario of the videos will be provided by UT SEMIDE and reviewed by the video makers. These videos will present the main objectives and provided solutions of the project through a problem-solution narrative, combined with the visual description of concepts. The quote should include all actions towards the development of an approximately 2-minute motion graphics video: writing of script (from the scenario sent by SEMIDE) storyboarding, design, animation, postproduction, voiceover in English, and music. SEMIDE will add the video subtitles using YouTube tools.

- Electronic newsletters design: this will be used for all the newsletters of the project following the visual identity of the project.

Although the support of communication and dissemination activities is requested for the overall duration of the project (October 2020-September 2023), there are key dates for the deliverables to be submitted which are listed in point 9.

9. Schedule & implementation modality

Summary of the work deliverables and schedule

Table 1 Summary of the work deliverables and schedule for SAFERS project (communication)

Deliverable	Languages of deliverable	Due date for the draft deliverable	Final version
SAFERS brand identity: logo, the identity logo, the branding colours and templates of promotional materials (e.g. PowerPoints, Posters, etc.);	English	M1 (October 2020)	M1 (October 2020)
Creation of templates for deliverables, power point	English	M1 (October 2020)	M1 (October 2020)
Design of brochures, leaflets, infographics, newsletters template	English (except for the brochures multiple languages)	M5 (December 2020)	M6 (January 2021)
Create animation video	English, with subtitles in Italian, French, Spanish, Greek	M5 (December 2020)	M6 (January 2021)
Support in Social	English + other	Reports and raw data files at M12 and M24	

Media		languages for posts when needed		
Create animation	final	English	M30	M34

In addition to the abovementioned deadlines, some modifications and updates in the contents of the materials might be requested as the project develops.

10. Contact details:

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11. Participation to the tender

Interested parties (individual and legal persons) are invited to send their proposal in electronic format to the persons listed in contact above. The proposals must include the following:

- Description of service and methodology
- CV of key persons that will work on the project
- Financial offer
- Presentation of the organization and work experience in similar activities

Deadline for submission of the technical and financial offer is **2 October 2020**

12. Evaluation criteria

The following criteria will be used for the evaluation of proposals

- 1- Understanding of requested services
- 2- Proposed methodology
- 3- Capacity of the tenderer (expert team, contract references for similar services)
- 4- Financial score based on the difference between the various received offers and under the maximum budget