# Tender

## To potential video production companies.

## Background

Invest in Skåne and Copenhagen Capacity are contract responsible for the activity: International marketing activities within the work package International Attractiveness, in the cross border Interreg project “ESS & MAX IV: Cross Border Science and Society”.

Within the work package for International Attractiveness Invest in Skåne and Copenhagen Capacity aim to market the strongholds and arising business opportunities in Greater Copenhagen and Southern Sweden within the area of material sciences and research infrastructure in and around two new world class research facilities: The MAX IV and the ESS Eric.

The overall aim for this project is to create a common and joint communications and marketing effort that partners and stakeholders will be able to use when communicating about the regional strongholds within Life and Advanced Material Science.

This initiates a comprehensive and strategic international marketing effort aimed at marketing the Greater Copenhagen and Southern Sweden region as one world class science region to be able to attract more international investments, companies and talents.

## The assignment

We are looking for a video production company that will be able to produce one general video about the strongholds within the above-mentioned strongholds. It should communicate the core story for the regions stronghold which is currently being developed in the project. There will be a possibility to make 1-3 more videos on specific value propositions if the project choses it to be relevant.

Possible value propositions in the pipeline:

* Green Transportation
* Oncology
* Nano technology
* and possibly more

### Goal:

The aim is to increase the regions visibility and attractiveness for international businesses and talents through several platforms and to create a qualified awareness among relevant, segmented audiences within

the region's professional and commercial strengths.

### Target group:

International R&D intense companies, talents and investors.

### Budget:

This tender contains budget for one general video on 150.000 DKK. Specific videos for some of the value propositions might also be produced. The budget for each value proposition spans between 50.000 – 70.000 DKK.

## Deadline for the assignment

The video(s) are to be produced latest during may 2017.

## Deliveries

To be considered for this task, the supplier must provide the following:

* Timeframe and process plan for each video production
* Hourly rates on resources
* Brief case on at least two comparable jobs
* CVs of relevant resources

The offer must be sent via email to the contracting entity according to the instructions on udbud.dk. Offers with a deviation in price, delivery and deadline from these instructions will not be considered for the task.

The contracting authority reserves the right to cancel the tender if the incoming offers does not meet the above criteria to the fullest.

After selecting the supplier, the contraction authority will shape the final agreement on the assignment.

## Evaluation criteria

The Contracting Authority may select relevant agencies for further presentation of their offer on the task. The selection of the final supplier to the task is assessed against all submitted offers as well as the detailed presentation from the following evaluation criteria:

* Experience and competence from similar projects
* Hourly rates on resources
* Flexibility as a supplier and accessibility
* Chemistry between the supplier and the customer

## Deadline

The assignment will be announced at udbud.dk in the period 10/02 – 24/02 - 2017 and we will choose the agency before 24/03 - 2017.

## Contact

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