



Call for Tender for a Video-maker

educAI tion

Preparing for the Use of Artificial Intelligence in Education: Benefits, risks, opportunities and challenges

Deadline to respond:	2nd September 2024
Date of publication:	1st August 2024

Description

The European Federation of Education Employers is pleased to launch a call for a video-maker to work during three events by taking photos, recording and creating videos in the framework of the implementation of the project '*Preparing for the Use of Artificial Intelligence in Education: Benefits, risks, opportunities and challenges*', supported by the European Commission under the European Social Fund+ (ESF+) Social Prerogatives and Specific Competencies Lines (SocPL).

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Background

The organisation – EFEE

The European Federation of Education Employers (EFEE) is a recognised European social partner organisation for education employers. EFEE represents in total 61 education employers organisations of all sectors of education from pre-school to higher education, research, and VET in 27 European countries. EFEE's membership includes ministries of education, local government associations, school board and school heads' associations, non-public and private school associations, conferences of university rectors, and networks of private universities. Our mission is to improve the quality of teaching and school management through European cooperation and dialogue. On the basis of the European Pillar of Social Rights, we raise awareness of and increase commitment to the European policy agenda and influence European policy by making the voices of our members heard. As an officially recognised European social partner in education, we, thereby, are in constant dialogue with EU institutions as well as other European partners such as trade unions and various educational networks.

Against this background, one of our declared core tasks is project management. EFEE continuously runs a great number of projects throughout the year. These projects aim to foster mutual learning and exchange on current challenges and opportunities in the education sector. There are two core features characterising our projects: firstly, their transnational character; and secondly, their strong evidence base. Regarding the former, participants are provided with the opportunity to travel to other European countries and to have exchanges with our members from all over Europe. Regarding the latter, an external expert is hired for every project to ensure the high scientific quality of our project results. EFEE is responsible for the day-to-day management of the project. This includes the project coordination (organisation of activities), supervision related to the project objectives (producing outcomes), and the administrative and financial tasks that come with it. EFEE will also draft policy recommendations based on the outcomes of the project. EFEE's General Secretary Daniel Wisniewski will be the project coordinator and he will be assisted with the implementation of the project by EFEE Senior Project Manager Silvia Pesini Escartín.

The project – EducAI tion

Purpose of the project

This 2-year project, in which a diverse range of education stakeholders will participate, is an education employers' capacity-building project oriented to strengthen the position of this social partner in the social dialogue with regard to the subject at stake. The objective that it pursues is that education employers acquire a greater understanding of the role of management in the provision of AI

tools in educational institutions and of AI literacy and training for educational staff and students. In addition, it aims to explore the evolution of the role of teachers in these increasingly digital environments. As part of this project, we will also look for more appropriate ways to cooperate with IT companies to develop education-needs-based AI tools. As a result of the findings obtained from this project, education employers will be better prepared to debate the topic of Artificial Intelligence in education, both at the national and European levels, with the trade unions.

This project entails three workshops. These workshops, which will be held in Belgium, Greece, and Ireland, will be dedicated to exploring key topics such as Artificial Intelligence for the purpose of management of educational institutions, the evolution of the role of teachers as a result of the introduction of AI in teaching and learning, and cooperation between educational institutions and IT companies.

Timeline of the project

In order to deliver on the project’s objectives, EFEE will organise three in-person events in the timeframe of 2024-2026. These workshops, taking place in Belgium, Greece, and Ireland, will have a duration of 1,5 days each. The preliminary timeline looks as follows:

Date	Activity	Location
16 th -17 th October 2024	1 st Workshop	Flanders, Belgium
4 th -5 th March 2025	2 nd Workshop	Athens, Greece
October 2025	3 rd Workshop	Dublin, Ireland
February 2026	Publication of the Final Research Report/Dissemination Period	Online

Workshops

The objective of the workshops, which will each last one day and a half, is to provide Advisory Group Members, other education employers representatives, and education stakeholders with a platform to exchange, peer learn, and discuss the topics identified during Advisory Group meetings in greater depth. The workshops will also include local school visits, allowing participants to gain in-depth practical on-site knowledge on effective management of educational centres in the context of AI in education, and therewith bound challenges and opportunities by engaging in a dialogue with school representatives.

Dissemination period

The dissemination period will be devoted to sharing the results of the project, including the outcomes of the workshops, examples of best practices uncovered in the course of the project, the research report and guidelines, policy recommendations, and foreseen follow-up actions. This also includes disseminating the workshop films where the outcomes of each workshop will be showcased. The dissemination period aims to promote the project outcomes and to ensure the sustainability and impact of the project beyond its lifespan.

The video-maker

In order to ensure engaging communication around the project and effective dissemination of the findings and results, EFEE deems it crucial to invite a video-maker to assist us with the creation of several videos from the three events of the project. The video-maker is expected to take care of the video and sound recording of event highlights, interviews, and other sessions during the three workshops as agreed upon with EFEE. Following each event, to edit the recorded materials into publishable videos. The video-maker is also expected to take photographs during the event, for publication on EFEE and participant's social media.

Therefore, EFEE expects the video-maker to have proven photography, video recording and editing experience and ability to use recording equipment. Preferably, the video-maker will showcase understanding of capacity building of education employers and/or of digital and AI tools in the education sector in order to be able to identify the most relevant challenges and opportunities presented and discussed during the events. The total budget for subcontracting these tasks is €15.000 (incl. VAT).

Tasks to be performed by the successful candidate

The expert is expected to perform the following tasks in the time framework from October 2024 to March 2026:

1. **Participate** in a pre-meeting with EFEE (online) and three workshops.
2. **To conduct** the video and sound recording of several sessions (key moments, interviews, etc.) during each event, as agreed upon in advance with EFEE. To ensure quality recording and avoid any delays, the video-maker is expected to prepare and test the equipment before the start of each event.
3. **To directly follow** each event, edit the recorded materials in order to produce publishable videos and share them with EFEE for feedback. For

each workshop, photographs, a final video and 2-3 short videos will be expected. Ideally, the short videos will be ready during the workshop for instant dissemination to EFEE and participant social media.

4. If required, **implement** the feedback provided by EFEE in a timely and swift fashion.

Requirements to be a successful candidate

The video-maker (hereafter, Contractor) is expected to display the following competences:

- Evidence track record of photography, sound and video recording and editing experience,
- Preferably, understanding of digital and AI tools in the education sector and/or of social dialogue structures in education,
- Ability to communicate fluently verbally and in writing in English (at least C1 level).

Payments and standard contract

The contract signed between EFEE and the Contractor is subject to the Grant Agreement signed between EFEE and the European Commission for this project initiative. Payment of the fees will be made in instalments as defined in the contract between EFEE and the Contractor, and dependent on the Contractor carrying out the relevant stages of work.

Payments will be done by bank transfers to a bank account for which the Contractor will communicate the full details.

The contractual agreement is based upon and regulated by the European Commission's rules, provisions and requirements as set out in the project agreement with the European Commission, DG EMPL and applicable Belgian law. The Contractor is obliged to fulfil the described tasks and duties of work to receive the final payment according to the contract.

EFEE has the right, based on Belgian Law, to terminate the contract when the Contractor cannot perform the agreed tasks and duties accordingly. Any conflicts of interests or disputes concerning the validity of this arrangement, the construction of its terms, and the interpretation of the rights and duties of the parties in the contract shall be governed by Belgian Law.

The contract may not be transferred without the parties' written agreement.

Price

Agreed amount

Subject to the final Grant Agreement established between the European Commission and EFEE for the purpose of this project, the total amount available for the tasks described here above during the project lifetime (01/04/2024 – 31/03/2026) will be of maximum €15.000 (about 30 working days at the rate of €500/day) of including all taxes (such as, e.g. VAT). The final amount will be paid depending on the previous experience of the contractor with regards to the above-mentioned tasks.

Other arrangements

Expenses: The Contractor is reimbursed, on receipt of full documentation according to the European Commission's requirements with regards to travel – economy flight and train tickets –, accommodation expenses, and transfer to and from the airport (by public transportation; taxis not reimbursed) for their participation in the in-person events (3 workshops).

Processing personal data: In order to respect the modernised Convention 108 (the regulation (EC) No 45/2001 of the European Parliament and of the Council of 18 December 2000) and EU General Data Protection Regulation (GDPR) on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data:

1. The Contractor must process the recorded data under the agreement in compliance with applicable EU and national law on data protection (including authorisations or notification requirements);
2. The Contractor must adopt appropriate technical and organisational security measures having regard to the risks inherent in the processing and to the nature of the data.

Selection criteria

Aside from the above stated requirements, the selection process will be based 1) on acceptance of the tender offering the best price-quality ratio and 2) on the availability during and immediately after the three activities of the project for the requested tasks. The Contractor is selected according to the standards of selection that have been developed by EFEE. The main selection criteria are the expertise and capacity to deliver the work tendered for, the price-quality relation, the quality and the tenderer's work experience.

It should be noted that the contract will not be awarded to a tenderer who receives less than 70% on the award criteria.

Award criteria

The contract will be awarded to the tenderer whose offer represents the best value for money, taking into account the following criteria:

1. Evidence track record of photography, video recording and editing experience and, preferably, understanding of digital and AI tools in the education sector and/or of social dialogue structures in education
2. Proficient capacity in the English language
3. Understanding of the nature of the assignment
4. Capacity to work in a team project
5. Ability to meet deadlines
6. Ability to meet budget allowances
7. Ability to address feedback in a respectful and swift manner
8. Availability to attend all three workshops

Content and presentation of the bids

Content of the bids

The bids should contain a **detailed explanation of the qualifications** and the **experience** of the potential contractor, e.g., information on references from the contractor on similar projects already handled, to demonstrate their experience and capability to succeed in performing the tasks as set out in section 2 of this tender.

The potential contractor is also requested to send a budget listing the costs by task including a fair estimation of the number of working days and the number of people participating in the tasks (if more than one person).

Presentation of the bids

Replies must be presented by **2nd September 2024 at the latest** to Silvia Pesini Escartín at silvia.pesini@educationemployers.eu.

Subject: Video-maker for EducAI.tion