



Call for Tender for a Video-maker

TeachProgress

Empowering Tomorrow's Educators: Education employers supporting the teaching profession through career progression structures

Deadline to respond:	7th March 2025
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Description

The European Federation of Education Employers is pleased to launch a call for a video-maker to attend three in-person events where they will take photos and record video and audio for the creation of promotional videos in the framework of the implementation of the 2-year project *'Empowering Tomorrow's Educators: Education employers supporting the teaching profession through career progression structures'* (TeachProgress), 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 boards' 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. The aim of these projects is 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 (please find a more detailed description of the expected tasks of an expert in section 'Tasks to be performed by the successful candidate' of this document – page 10).

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's Head of Unit for Projects and Capacity Building, Silvia Pesini Escartín.

The project – TeachProgress

Purpose of the project

Europe is experiencing a significant shortage of teachers, particularly in key subject areas and regions. According to the European Commission's 2023 Education and Training Monitor, this issue has been aggravated in the last few years and a dramatic increase in reported teacher shortages is expected in the near future. This trend is worrying as it impacts the quality of education provided to students across the continent.

There are several reasons contributing to the teacher shortage in Europe, but we can pinpoint the unattractiveness of the teaching profession as the root cause of this crisis. As a result of this negative perception of the teaching career, there is a visible declining interest in joining the profession, as well as a high turnover of teachers, especially in the initial years of their careers. Furthermore, low job satisfaction and motivation among teachers increase the levels of teacher turnover.

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 regarding the subject at stake.

Timeline of the project

In order to deliver on the project's objectives, EFEE will organise three in-person events in the timeframe of February 2025-January 2027. These will be two peer learning activities (PLA) taking place in Turkey and Finland, of 1,5 day each, and a 1-day final dissemination conference in Greece. The preliminary timeline looks as follows:

Date	Activity	Location
10-11 April 2025	1st PLA on the ever-evolving roles of teachers with a focus on leadership and career pathways	Istanbul, Turkey
11-12 November 2025	2nd PLA on best practices for career progression incentives for teachers at school level	Helsinki, Finland
March 2026	Webinar 'Policy Lab' on the administrative barriers and budget allocation needs for implementing programmes and initiatives that support teacher career progression across Europe	Online
November 2026	Dissemination conference	Athens, Greece

Peer learning activities

The objective of the peer learning activities, 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 showcase, exchange, and discuss the topics identified during Advisory Group meetings in greater depth. The peer learning activities will also include local school visits, allowing participants to gain in-depth practical on-site knowledge, and therewith bound challenges and opportunities by engaging in a dialogue with school representatives.

In addition, the online Policy Lab will allow for a greater group of experts and diverse stakeholders to discuss and work together towards the reduction of bureaucratic barriers and inequality in access to teacher career progression opportunities.

Dissemination period

The dissemination period will be devoted to sharing the results of the project, including the outcomes of the peer learning activities, examples of best practices uncovered in the course of the project, the research report and guidelines, policy recommendations, and foreseen follow-up actions. The aim of the dissemination period is to promote the project outcomes and to ensure the sustainability and impact of the project beyond its lifespan.

As part of these efforts, an in-person Final Conference will be hosted in Athens, Greece, during one full day. The aim of this event is to bring together relevant stakeholders to present them the findings of the project in the form of a final research report, and guidelines targeted to schools and policymakers for the creation and enactment of national and local initiatives that support teacher career progression and career advancement to leadership positions. Attendees will have the opportunity to network and to provide input for the policy recommendations of this project, with a special emphasis on the EU budget distribution.

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 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 teacher career progression and pathways 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 up to €30.000 (incl. VAT) to be calculated on the usual rates of the selected candidate/company.

Tasks to be performed by the successful candidate

The expert is expected to perform the following tasks in the time framework from March 2025 to January 2027:

1. **Participate** in a pre-meeting with EFEE (online) to clarify the theme and format for the videos, and in the three in-person events.
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 produce** publishable videos and share them with EFEE for feedback. The expected outputs will be:
 - A short-length (45''-2') promotional video **after each event** to be submitted to EFEE no later than one week after the event.
 - A mid-length (3'-5') content-driven video **per event** containing snippets of audio from key moments from sessions or interviews conducted with participants by the video-maker during the event. The timeline for submission of this video will be agreed in advance with EFEE.
 - A **final 'project film'** (5'-10') recapitulating the storyline of the project and disseminating final outputs such as final research report and policy recommendations.
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 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 (01/02/2025 – 31/01/2027) will be of maximum €30.000 (about 50 working days at the rate of €600/day) including all taxes (such as, e.g. VAT). The final amount will be calculated depending on the previous experience of the contractor with regards to the above-mentioned tasks.

Other arrangements

Expenses: The Contractor is reimbursed on their travel, up to the amount stipulated in each in-person event's registration form, upon receipt of full documentation according to the European Commission's requirements – signed reimbursement form, invoice and boarding passes–. Accommodation and subsistence will be provided by EFEE in the form of a booked hotel room and breakfast for up to two nights per event, and catering and dinner as part of the event activities.

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 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 **7th March 2025 at the latest** to Silvia Pesini Escartín at silvia.pesini@educationemployers.eu and estela.perez@educationemployers.eu.

Subject: Video-maker for TeachProgress