

CALL FOR PROPOSAL

INTERNATIONAL SYMPOSIUM ON PALESTINIAN HERITAGE Media Campaign

Terms of Reference

Proposed by the European project
“My Heritage! My Identity!”

(Promoting Governance and Citizenship in Palestine ENI/2017/390-692)

Deadline: September 30th, 2020

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1. MY HERITAGE! MY IDENTITY! - PROJECT DESCRIPTION

The 4 partners have previously collaborated in the “*Rural Development Program along the Abraham Path*” that establishes a trekking route across the West Bank. This program is currently financed by the French Development Agency (AFD), the World Bank, and French local authorities. The Path crosses the West Bank from north to south, passing through towns, villages, encampments and refugee camps, thereby reflecting Palestinian identity in all its diversity and complexity. The first phase of this Program along the Abraham Path, Masar Ibrahim in Arabic, supported by the AFD and French local authorities took place between 2013 and 2016. Its success led to a second phase that has been validated and is being implemented until 2019.

Based on the solid foundations of this existing Program, the 4 Partners have submitted to the European Union (EU) a new complementary project, entitled “***Promoting Governance and Citizenship in Palestine***”. This new project aims to strengthen Palestinian identity and citizenship through **re-appropriation (research, preservation and promotion) of historical and cultural heritage** along the Masar Ibrahim.

Context:

The Masar Ibrahim allow us to oversee the plurality of the Palestinian identity. The memories evoked by each step of this journey, and the historical relics that we discover, remind us of the multiplicity of influences that have existed on this land. Among them, we have the Canaanites civilization from the Antiquity; references to episodes recounted in the Tora and the Gospels, or mentioned in the Coran; ruins witnessing Greek, Roman, Persian, Byzantine and Arab occupations; buildings reminiscent of the Franc passage; the Mamluk and then Ottoman, and British domination.

The proximity of these steps evokes the close link that connects the various components of the Palestinian population: Christians of various obedience; Muslims of various sensitivity; urban descendants of the oldest Middle East civilizations; nomad Bedouins coming from the center of the Arabic peninsula at various times; sedentary farmers who have cultural and religious characteristics common to all the traditional rural areas; and refugees displaced after the 1948 or 1967 wars.

The exploration and valorization of diversity along the Masar Ibrahim, which appears to be the central axis of the Palestinian identity, would restore the Palestinians’ consciousness of the plurality which has characterized them as a nation for a long time, and give foreigners an image that reflects the wealth of this country’s history and the complexity of its modern society. Through the re-appropriation of historical and cultural heritage along the Masar Ibrahim, the Project aims to consolidate the social cohesion between the different components of the Palestinian population.

2. ASSIGNMENT BACKGROUND

In the framework of the EU funded project “[My Heritage! My Identity!](#)” and the French-Palestinian decentralized cooperation between Grenoble and Bethlehem, a closing event of the EU funded project “My Heritage! My Identity!”, an international symposium will be organized in Palestine in November 2020.

The objective of the symposium will be to foster a collective reflection and exchanges about the heritage preservation and promotion. The program of the symposium will include conferences, workshops, and debates as well as a field trip on the Masar Ibrahim Al Khalil that will highlight the heritage present on the trail.

The main results of the project will be shared during the days of symposium and will be the basis to find common ideas to enhance national social cohesion.

An international experts and local experts on heritage and citizenship issues will participate in the Symposium. The event will be disseminated through national and international media to achieve a wide dissemination of the project results.

For the purpose of the symposium days, and afterwards, we need to produce multimedia tools to be broadcasted through social media and platforms to provide an exchange about the Palestinian heritage preservation and promotion. The multimedia production encompasses short documentary, creative videos, professional photographs, and user friendly interactive platform on webpage and mobile devices, these productions relies on the latest technology such as 360-degree rotatable video, drone, and steady-cam. The final products must create a simulated environment that reflects the reality of targeted heritage sites including those located along Masar Ibrahim.

3. ASSIGNMENT OBJECTIVES & OUTCOMES;

On a creative and dazzling manner, the contractor responsible to produce, create, and deliver the specific outcomes:

- Up to 8 minutes documentary on the project goals and achievements, focusing on Masar Ibrahim and other main sites. For this purpose, the contractor needs to use suitable equipment like drone and steady-cam and any suggested tools. The final product must use technology that allows to display the film in one out of three voice over languages; Arabic, English, French. Other languages can be requested.
- 5 Short videos (up to 3 minutes each), on virtual reality for selected 5 heritage sites all over West Bank (to be defined with the consultant), drone, 360-degree techno soft and/or InfoTech model, must be used to develop virtual replicas of caves, natural environment, old towns, monuments, sculptures and archaeological elements. The final products must use

technology that allows to display the videos on one out of four voice over languages; Arabic, English, Spanish, and French.

- 100 professional photographs in high quality camera, using wide angle and close up angel lenses to reflect historical value and beauty of heritage sites, including milestones of Masar Ibrahim.
- Adaptable user-friendly platform to any website allowing accessing the above mentioned media productions, and text in Arabic and English, with ability to add more languages.
- All productions must include tradition copyright track music to reflect historic atmospheres.

4. TARGET GROUPS

- Palestinian people: people who will be invited, among them all the beneficiaries of the project activities, such as universities, experts and researchers, national and local authorities, CSO's, tourism providers, schools and women centers.
- Internationals, including experts on heritage, project partners, tourists...

5. EXPECTED DELIVERABLES & OUTPUTS

The following table summarizes the activities and deliverables required by of the preceding experts.

Deliverables	<i>Estimated Duration to Complete</i>	<i>Review and Approvals Required</i>
Deliverable 1: Submit a work plan including ideas of videos.	One week after the signature of contract	project managers
Deliverable 2: Start the production phase and build the dedicated team	One week after the signature of contract	project managers
Deliverable 3: Submit draft documentary video	One month after the signature of contract	project managers
Deliverable 4: Submit 5 drafts short VR videos & 100 professional photographs in high quality camera.	Six week after the signature of contract	project managers
Deliverable 5: submit final videos adaptable to any support and user-friendly platform	Six week after the signature of contract	project managers
Deliverable 6: Submit promotional and action plan for the videos dissemination, using social media and platforms.	Seven weeks after the signature of contract	project managers

6. TIMEFRAME

The assignment shall begin from 7th of October 2020 and be completed by 25th November 2020.

7. REQUIRED SKILLS AND EXPERIENCE

ICP and project partners seeking to contract with a registered legal firm (contractor) or a team of individual experts, with at least 5 years' experience in media production, and similar projects, the key staff has a good experience in filmmaking, multimedia productions, script writing, IT, and music composing.

The contractor must use high level equipment to fulfill the technical requirements;

- A- Full HD quality, 1080:1920 frame rate, 9:16 frame size, PAL 25 frame\second.
- B- 360-degree full HD camera.
- C- High quality sound equipment, including wireless and boom microphones.
- D- Copyrighted Music.
- E- The final products in digital format, downloadable on social media platforms and mobile devices.

8. PROPOSAL GUIDELINES

Interested firms or individual experts should fill out a short application form (see tender documents), and submit it along with a short proposal, firm profile, and team members Curriculum Vitae.

Proposals should include a suggested detailed outline of the content structure for each product.

The applicant is required to describe the key processes for the assignment and create an action plan that describes the process for the production. In particular, the applicant is required to describe the necessary work steps and, working hours/days for each expert with the assignment timeframe.

The applicant should submit detailed financial proposal explaining cost in Euro for each product; the total amount must include VAT, and any other taxes.

9. SCOPE OF PRICE PROPOSAL

The contract value is max 30,000 EURO (Incl. VAT and/or other taxes).

10. TENDER DOCUMENTS:

The call includes:

- the present document (ToR)
- the Application procedures (Annex1)
- the Application form (Annex 2)
- the Budget template (Annex 3)



This Project is Funded by



EUROPEAN UNION

11. CONTACT DETAILS

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