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CALL FOR IDEAS AND BUDGET FOR THE PRODUCTION OF A SHORT VIDEO DOCUMENTARY FOR THE PROJECT "FOOD RELATIONS"

CLIENT

Fondazione ACRA

Via Lazzaretto 3, 20124 Milan, Italy

Tel. +39 02 27000291

www.acra.it

- CONTACTS: Michele Curami, Project Coordinator. Alida La Paglia, Communication Officer.
- EMAIL: foodrelations@acra.it
- Facebook page: Food Relations EU

PROJECT BACKGROUND

FOOD RELATIONS - Sustainable practices of integration and social inclusion of migrants in the European Union based on food as a key medium for intercultural dialogue.

A project promoted by ACRA, Kamba, SIS - Consorzio Sistema Imprese Sociali, ABD-ONG, Agronauten and Agroecopolis; co-founded by the European Union's Asylum, Migration and Integration Fund.

Context

Food is a key instrument for **integration and intercultural dialogue**, it is human necessity and, at the same time, occasion for exchanges and meetings among cultures and traditions.

In Europe the number of integration practices food-related is increasing, aiming at building virtuous and sustainable processes of dialogue and mutual knowledge, creating relationships and opportunities for social and economic inclusion.

Urban and suburban community gardens, restaurants and catering services, new and various forms of social agriculture can be places of **exchanging, understanding and building new relationships**, towards an **active and global citizenship**.

The Project

The project "Food Relations" **aims at** strengthening the spaces for social participation, intercultural communication and the integration of citizens from other countries in Europe, through the development and the sharing of experiences that value food as a tool for dialogue and inclusion.

Project's steps

Step 1 – Harvesting (January 2018 - July 2018)

Identification and analysis of European best practices of integration through food.

Step 2 – Tasting (September 2018 – June 2019)

Start-up pilot initiatives by project's partners in Barcelona, Freiburg, Milan and Thessaloniki, following the guidelines collected during Step 1.

Step 3 – Sowing (2019-2020)

Promotion and dissemination of the results through national and international events - and through the short video documentary - aiming at promoting a sharing process among key actors and raising awareness.

Project's beneficiaries

- Migrants, professionals and organizations working in the field of integration and intercultural exchange.
- Citizens of European countries and public and private bodies involved in the initiatives.

Partners and Countries (Appendix A)

- ACRA (leader) – Italy
- ABD – Spain
- AGRONAUTEN – Germany
- AGROECOPOLIS – Greece
- SISTEMA IMPRESE SOCIALI (SIS) – Italy
- KAMBA – Italy

VIDEO PRODUCTION CREATIVE BRIEF

Production of a **short video documentary** for the project “FOOD RELATIONS - sustainable practices of integration and social inclusion of migrants based on food as a key medium for intercultural dialogue”.

COMMUNICATION OBJECTIVE

The **cultures** of the different human groups evolve continuously, produce exchanges and connections that enrich the cultural heritages of everybody, also through the food.

So, **migrations** are inherent phenomena of human nature, global and always existed.

Starting from these two assumptions, the video wants to contribute to the narration of **food** as one of the fundamental **tools and results of cultural exchanges and migrations**, becoming one of the key instruments of the processes of **intercultural dialogue** and social and economic **integration**.

The video should depict contributions of migrants/beneficiaries and show some of the successful initiatives identified and developed in the project, including visits to the four partners' Countries (Italy, Greece, Germany, Spain).

However, the ultimate goal of the video is not to document the project but to **contribute to a positive narrative of migrations and integration**.

TARGET AUDIENCE

General Public and European citizens for a bigger awareness and openness to the integration and intercultural dialogue also through the food.

STYLE AND TONE

Positive, multi-voices, showing different and innovative approach to food and integration, sharing different cultures and experiences, but also professional, artistic and public oriented.

FORMAT

- Short video documentary, 10-15 minutes.
- A 30-second trailer for a multichannel use.

DISTRIBUTION

- Web: on the websites and social media of the partners and organizations involved.
- Other channels: thematic film festivals, declinable for TV.

LANGUAGE

English is expected to be the language, but not mandatory. Video can include interventions in the different languages of involved people.

Subtitles in English, German, Greek, Italian, Spanish, Catalan must be included in the video (project partners will provide translations from English).

MILESTONES

- July 2018: call for ideas.
- September 2018: call for ideas assignment.
- October – May 2019: video production. Following project's Step 2, the filmmaker should depict/visit the four partners' pilot initiatives in: Italy - Milan. Greece - Thessaloniki. Germany - Freiburg. Spain - Barcelona. If the filmmaker needs any contributions, like videos or testimonies from migrants involved in the initiatives, he should give all the guidelines to the partners that will facilitate the activities. The participation of migrants in the video production is considered an added value.
- May 2019: **FINAL DEADLINE**

To plan periodical updates with the clients (ACRA contacts).

BUDGET

Maximum 15.000 euro including all the technical requirements, additional costs, taxes and travel expenses.

TECHNICAL REQUIREMENTS

The assignment for the video production includes all the pre-production, production and post-production costs, including VAT, such as:

- concept, treatment and script
- shooting and directing
- sound recording, adr
- sound design
- music composing
- editing and post-production
- color grading and color correction
- The project must be submitted in all the following formats:
 - Prores or equivalent file in FULL HD format (.mov)
 - H.264 file in web quality
 - Mpeg DVD file for DVD creation
 - DCP format (only in case the video will be selected by a festival requiring it)

PARTICIPATION REQUIREMENTS

Freelancers or production companies with at least one of the following requirements:

- Previous experience in documentary production
- Previous experience in social campaigns or social short films production
- Previous work experience with nonprofit organization

TERMS AND CONDITIONS OF OFFERS PRESENTATION

The participants of the call for ideas must send the application dossier to the email address foodrelations@acra.it no later than 10th September 2018.

The offer must contain:

- Treatment and storyboard of the short video documentary.
- CV and portfolio of proposers, indicating any previous experience with nonprofit and/or social campaigns.
- Show reel presentation.
- Detailed economic offer, consistent with the maximum budget and inclusive of all costs that the contractor will have to pay for the execution of the service.

ASSIGNMENT

The offer will be evaluated by a committee composed by representatives of the project partners, an expert on migrants' integration and a professional filmmaker.

On a maximum score of 100/100 the evaluation criteria will be:

- | | |
|---|---------------------|
| • Relevance of the idea to the project's brief and purpose | from 0 to 30 points |
| • Originality and innovation of the idea | from 0 to 20 points |
| • Experience in comparable campaigns and portfolio evaluation | from 0 to 30 points |
| • Economic offer | from 0 to 20 points |

The results of this procedure will be communicated within 30th September 2018.

GUARANTEE AND DATA CONFIDENTIALITY

ACRA assumes the responsibility of data processing with the obligation to guarantee the maximum confidentiality, applying the regulations on the subject provided for by Italian law 30 June 2003 n.196 (code regarding the protection of personal data) and following amendments.

INFORMATION

Requests for information can be sent to foodrelations@acra.it

APPENDIX A

PROJECT PARTNERS

ACRA – Italy www.acra.it

Non-governmental organisation, secular and independent, founded in 1968 in Milan. ACRA is engaged in fighting poverty through sustainable, innovative and participative solutions and promotes a culture of dialogue, integration, intercultural exchange and solidarity.

KAMBA – Italy www.kambafood.org

Founded in 2016 in Milan with the goal of promoting sustainable activities and initiatives in favour of refugees and asylum seekers through the implementation of food-based projects, for intercultural dialogue and social inclusion.

SISTEMA IMPRESE SOCIALI (SIS) – Italy www.consoziosis.org

Consortium of social enterprises for a strategic development of the community, founded in 1988 in Milan. In 2016 three of the members founded Passepartout, with the goal of creating a widespread, innovative and sustainable reception system for asylum seekers and refugees.

ABD – Spain <https://abd.org/inicio>

The Association for the well-being and development of Barcelona defends the rights of people living in situations of social fragility, through projects centred on the person and the community and aiming at promoting personal empowerment and social cohabitation.

AGRONAUTEN – Germany www.agronauten.net

Association for the research and promotion of sustainable food systems and of regional and local economies, founded in 2014 in Freiburg. It works in the research and spreading of local and organic cultivations and in projects of integration and intercultural exchanges through food and agriculture.

AGROECOPOLIS – Greece www.agroecopolis.org

The Hellenic network for agroecology, food sovereignty and land access. Founded in Thessaloniki after the experience of years of collaboration with various formal and informal groups, organizations and academic world.