European Free Alliance

Request for Offers / Call for Tender

Post title:	Long-term contract for Video production services
Location:	Across the EU
Starting date:	December 2026 and for a maximum period of 5 years, including renewals

1. About the Organisation

The European Free Alliance (EFA) is a European Political Party, composed of forty (40) member parties across Europe. It works in close collaboration with its youth branch – EFAY - and with its think-tank foundation, the Coppieters Foundation; as well as with the EFA group in the European Parliament and the European Alliance Group in the European Committee of the Regions

EFA's core value is the promotion of the right to self-determination of peoples and nations in Europe and the world. EFA is headquartered in Brussels: European Free Alliance EUPP 6 BE 0866.016.691 – Boomkwekerijstraat/Rue de la Pépinière 1, 1000 Brussels.

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2. About the Call for Tenders

EFA is seeking to engage in a long-term partnership for Video Production Services to support the organisation's operational activities.

EFA is funded by the European Parliament and regulated under the Regulation (EU, Euratom) No 2025/2445.

When launching a tender procedure, the European Free Alliance follows the obligations and guidelines

of tendering as governed by the Financial Regulation applicable to the general budget of the Union,

the Regulation (EU, Euratom) No 2025/2445 of the European Parliament.

In particular,

- EFA shall ensure that there will be no conflict of interest when the contract is awarded.
- EFA shall collect at least 3 offers in response to a written invitation.
- EFA shall detail the requirements for the procurement.
- The duration of the contract shall not exceed 5 years, including renewals.
- EFA shall keep a record of the evaluation of the offers and shall justify in writing its
- Choice of the final supplier.

The General Principles set out for European Political Parties launching a Call for Tenders process are as

follows:

- Transparency: Ensure the procurement process is transparent for the tenderers
- Proportionality: ensure the procurement process is proportional to the complexity of
- technical requirements and contract value
- Equal treatment and non-discrimination: Treat all tenderers equally and without
- discrimination
- Competition: Ensure genuine competition for the contract
- Sound financial management: Ensure the expenditure is effective, efficient, and
- economical.

EFA, being a European Political Party, fully complies with and respects these general principles.

3. Basic Requirements

Basic requirements

a. Video edition
   i. Video recording (resource images, interviews, clips…)
   ii. Production and video editing of long and short report videos including interviews, resource images, voiceover…
   iii. Subtitling videos
   iv. Production of animated videos
   v. Production of animations (Kyrons, special effects) to use in videos and streaming platforms.
   vi. Assistance in the production of Instagram reels/YouTube shorts. *(TikTok is purposedly left out of this call for tenders because the profile of supplier that would help us better with that purpose is different. EFA keeps the right to hire another professional to assist the communication team with TikTok video production).
   vii. Designing of YouTube video thumbnails and graphics

b. Live covering
   i. Ability to assist the Communications team in the coverage of LIVE events (extracting images from LIVE streaming, quick video cutting, quick edition,…).

c. Language
   i. Ability to work in English
   ii. Ability to work on multilingual environments

d. Traveling requirements
   i. Ability to travel across the EU and Europe to support the Communication team in international events and missions.

e. Photography
   i. Ability to support the Communication team providing high-quality photography in events and missions.

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Advantages (not required)

- Knowledge of current communication trends, especially in the EU political landscape.
- Knowledge of EFA and its values.
- Experience with a complex international political organisation.
- Ability to work in Spanish, Italian, German, French, or Dutch and in other languages spoken by EFA members and/or Secretariat.

Expected workload

Each year EFA holds one General Assembly that needs a promo and a summary video. Throughout the year it publishes visuals, videos and animations that need editing, and it runs several international events that may need video production around the EU. In 2029, EFA will run a pan-European campaign in several Member States, requiring video support and occasional travel. Annex B sets reference volumes for price comparison; they are not a commitment.

Submit price offers should include the following:

- Video editing – per hour rate
- Video recording – per hour rate
- Assistance with stream – per hour rate
- Traveling – all associated costs (transportation, accommodation, preparation fee, travelling fee, meals, etc...)
- Identify other or additional costs (project management fees, licenses, equipment)
- Photography (if applicable) - price per hour

4. Evaluation Criteria – Best price-quality ratio

The elements we will consider determining the best value for money are:

- Contractor's technical capacity to provide the services
- Price and economic advantage
- Portfolio
- Examples of scenarios

Award Criteria

EFA awards the contract to the eligible offer with the highest total score out of 100: up to 60 points for quality and up to 40 points for price.

	Criterion	Example	Max points
Quality			60

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Q1	Portfolio	Quality of the work provided.	10
Q2	Video production quality	Storytelling and editing of report videos; subtitles, including animated and multilingual; motion graphics and animation; adaptation to different formats and platforms (eg: same video adapted to TV and different platforms) thumbnails;	30 (distributed within the following*)
Q.2.1.	Video quality and storytelling	Storytelling and editing of report videos, quality of image, quality of effects, adaptation of different formats, etc.	10*
Q.2.2.	Subtitling + animated subtitles	Quality of transcription, translation, orthography, grammar, format, multilingual display, adaptation to different formats.	4*
Q.2.3.	Animations	Quality of animations and motion graphics	4*
Q.2.4.	Instagram and Youtube Reels	Storytelling, format adaptation, type of shots and edition, time adherence, etc.	4*
Q.2.5.	Instagram and Youtube thumbnails	Quality of design and image and coherence with video goals	4*
Q.2.6.	Coverage of LIVE events	Experience, equipment and team capable of extracting images from a LIVE stream, quick cutting, editing and subtitling.	4*
Q3	Experience with political or institutional organisations	Past work for complex international political organisations, EU institutions or comparable bodies,	5

		mandatory to provide proof of these services.	
Q5	Languages	One point for each evidenced working language among Spanish, Italian, German, French and Dutch. Other languages used by EFA members count one point each. Languages used by EFA staff count half a point each.	10
Q5	Photography	Quality and relevance of event photographs supplied	5
Price			**40**
P1	Reference of rates	Total cost of the reference volumes in Annex B at the rates offered, travel and extra costs included.	30
P2	Scenario 1 quote	Success in providing a realistic quote and price adherence to the referencetes provided.	5
P3	Scenario 2 quote	Success in providing a realistic quote and price adherence to the reference rates provided.	5

Commented [FG1]: This is just an example - points could be different - let me know if this could work.

Scoring quality criteria

The evaluation committee will give each quality criterion a mark from 0 to 5, then converts it into points:

Maximum points × mark ÷ 5.

Mark

0 No answer, or no evidence given

1 Poor: answer is vague, or evidence is weak and barely relevant

2 Fair: meets the minimum, with clear gaps

3 Good: meets the need, with solid evidence

4 Very good: exceeds the need in several respects, with strong evidence

5 Excellent: fully convincing, with outstanding and relevant evidence

5. How to apply

Interested contractors/suppliers should submit **their offer, together with their portfolio and the annexed evaluation as proof of eligibility for the tender requirements** by 23:59 Brussels time (CET) on **23 November 2026: info@efaparty.eu with the subject line "EFA 2026 Video Production Call for Tenders".**

Should you have any questions, please submit them in English at least five (5) working days before the tender submission deadline. All questions must be sent exclusively to the email address indicated below, with the following subject line: **"Questions - Video Production Services | Call for tender".**

Your personal data will be processed solely by EFA and only for the purpose specified in this call. It will be stored safely and securely following the GDPR laws. To ensure GDPR compliance **please include the following sentence to the body of your email confirming your consent: "I agree to the European Free Alliance processing my data for the purpose of the Call for Tenders procedure".**

Review of the offers and tenders is scheduled to take place during December 2026. Final results will be announced on or before 10/12/2026.

Note that European Free Alliance is an equal opportunity employer and does not discriminate on the basis of origin, religion, gender, ability, and/or sexual orientation. We welcome tenders from women and individuals from minority or oppressed groups.

EFA Secretariat/

Brussels, 26.10.2026

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Annex for evaluation of the offers

Annually, EFA conducts 1 General Assembly which is a good opportunity for producing content and requires a summary video. In addition, throughout the year, we publish visuals, videos, and animations that require editing. We also do some international events, with sometimes requiring video production and edition around the EU. In 2029, EFA is going to run a pan-European campaign in different EU member states with will require video support and assistance, sometimes traveling to the location.

SERVICE EVALUATION:

a) Technical capacity of the supplier and quality of work.

- **Videography**

  Are you in a position to provide services for the following?

  1. Event video recording (including speeches, resource images, general shots...).
     YES NO

  Describe your experience (required).

  2. Production and video editing of long and short report videos including interviews, resource images, voiceover...?
     YES NO

  Describe your experience.
  Attach example(s) (required).

  3. A video with subtitles?
     YES NO

  Describe your experience.
  Attach example(s) (required. Multilingual subtitles are a plus.

  4. A video with animated subtitles?
     YES NO

Describe your experience.
Attach example(s) (required.

5. Experience with motion graphics?
   YES NO

Describe your experience.
Attach example(s) (required).

6. A short video for Instagram Reels or YouTube shorts?
   YES NO

Describe your experience.
Attach example(s) (required).

7. A YouTube or Social Media thumbnail?
   YES NO

Describe your experience.
Attach example(s) (required).

8. A video adapted to different formats (ex. horizontal for Youtube and vertical for Instagram)?
   YES NO

Describe your experience.
Attach example(s) (required).

9. Assistance in coverage of LIVE events, including streaming, fast edition of cuts, etc?
   YES NO

Describe your experience (required).
Attach example(s).

- **Other**

a) Languages

EFA is an international organization, bringing together parties from 17 countries. English is the main language of communication, but we usually offer interpretation in different languages. Moreover, we highly value the possibility to use our mother tongues. Therefore:

Description	Yes	No
Do you have the capacity to work in English?		

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Do you have the capacity to work in		
- French?		
- German?		
- Italian?		
- Spanish?		
- Dutch?		
- Any other language? (Which one?)		

b) Experience in working with a political organization.

Have you worked before with a complex international political organization?

YES NO

Describe your experience (required).

Attach proof.

c) Photography. *(This in not intended for the company to provide regular photography services but rather to assess if, if needed, they could provide it in case of a mission or event where no photographer is hired)**

Can you also provide some photographs of an event you have recorded?

YES NO

Describe your experience (required).

Attach proof (required).

b) Price and Economic Advantage

Description	Please use EUR
Price for editing – per hour rate	
Video recording – per hour rate	
Assistance with stream – per hour rate	
Photography (if applicable) - price per hour	

Traveling – per hour rate + describe other costs associated (transportation, accommodation, meals,...).	
Preparation fees (for missions, videos, etc...)	

Not including the basic fee, please identify any additional costs:	Please identify in terms of EUR per hour, when applicable
Equipment (do you need to hire focus, tripods, any equipment, external hard-drives, drones...)	
Licenses	
Others, please specify:	

c) Portfolio.

Please attach your portfolio.

d) Example of scenario.

Scenario 1. EFA is hosting its annual GA in Gandia (Valencian Country). We need you to join us and provide video services in Gandia. The event is on 6 and 7 June, and we will need you to arrive on June 5, and leave on June 8. We will need you to record what happens in the main room, and sometimes in a secondary room. On June 6, the event will take place from 9h to 14h. There is a pause for lunch and some free time. Later, we are resuming with more activities from 17h to 20h. On June 7, the event will take place from 9h to 18h, with a pause for lunch from 13h to 15h.

To get images and audio from all the speeches on the main stage, we can provide you with the image and audio of the technicians that provide us the remote translation.

Before the event, we need you to produce a video explaining EFA to the Valencian people, to display in a big screen for the public event.

After the event, we will need you to produce:

1- A summary video of the GA including a 2 minute version for the website and YouTube and a 30 second version for social media.

2- A dynamic video including different interviews with delegates and resource images.

3- A video of the EFA Bureau members saying "self-determination" in different languages.

Are you able to provide these services?

YES NO

Which timeline should we expect to receive the videos?

Provide a realistic quote for providing these services to EFA. Include all the costs that you stated in the section "Price and economic advantage" before.

Any further comments or ideas?

Scenario 2. EFA is hosting a campaign event for the EU elections in the Pirin mountains, visiting our members of the Macedonian minority in Bulgaria. The mission will last 3 days.

On the first day, we arrive and land in Sofia and rent a car to drive 2h 16 minutes to the city of Sandanski. We have dinner with our members and do some field research by asking questions about their situation, their main challenges, and what can we do in the EU to improve minority rights in Bulgaria.

On day 2, at 9am we accompany our members to a homage to the statue of Gotse Delchev, where we can record interesting images of the event, the people, make some interviews, and record the police actively scaring the Macedonian people and even following us. At 11:30am, we are back at the hotel, where we are hosting EFA's campaign event for the European elections and we record images for the meeting. Later, there is a pause for lunch.

In the afternoon, we head to Melnik where we visit the Rozhen monastery to record some footage, and the tomb of Macedonian national hero Sandanski. We record a video with our local members, EFA President and EFA Spitzenkandidat/in in there. At around 18h, we head back to Sofia.

Day 3, we wake up in Sofia and get a plane back.

During the mission you will need to record images of the events, and resource images from the visited places to use at the videos. You will also record interviews. During the EFA event, you will also need to take some photos and share them with the EFA Communications member of the staff who is joining the mission.

After the mission you will need to deliver:

- A video, maximum 1 minute, including the interviews or short declarations recorded at Sandanski's tomb and featuring images of the events and the places visited.
- Store some of these images to create video at the end of the campaign featuring all the visited places.

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- Store interviews to local population on different topics for future usage, before or after the end of the campaign and according to capacity.

Are you able to provide these services?

YES NO

Which timeline should we expect to receive the videos?

Provide a realistic quote for providing these services to EFA. Include all the costs, that you stated in the section "Price and economic advantage" before.

Any further comments or ideas?

EFA Secretariat

Brussels 26.10.2026