

Call for tender

Meuse Cycle Route content creator for social media

Introduction and purpose of tender

- Founded in 1983, the European Cyclists' Federation (ECF) is a Brussels-based independent nonprofit association dedicated to achieving more and better cycling for all in Europe. One of ECF's flagship initiatives is the coordination of **EuroVelo**, a network of 17 long distance cycling routes that cross and connect the entire continent.
- The EuroVelo 19 – Meuse Cycle Route spans three countries: **the Netherlands, Belgium, and France**, divided into **six distinct route stages with a total of 1,050 km**. Further information regarding the EuroVelo 19 – Meuse Cycle Route can be accessed [here](#).
- Within the framework of the Long-Term Management Agreement (LTMA), the ECF (hereinafter referred to as the "Tenderee") is seeking to engage a **social media content creator** (hereinafter referred to as the "Tenderer") to **execute a professional promotional campaign** centred around the EuroVelo 19 – Meuse Cycle Route.
- This LTMA was signed in 2022 and is valid until the end of 2024 by Stichting Landelijk Fietsplatform representing the Dutch partners, Commissariat général au Tourisme, Tourisme Wallonie representing the Belgian partners, and Agence Régionale du Tourisme Grand Est representing the French partners. The Tenderee acts as the Secretariat and executes the activities agreed upon in the LTMA.
- The content produced should spotlight cycle tourism opportunities along the EuroVelo 19 – Meuse Cycle Route. It should emphasize the route's capacity to facilitate exploration of the region's distinctive biodiversity and historical heritage through cycling.

Condition to participate and invitation

- **Location:** We are seeking a content creator based in Europe.
- **Language:** Ideally, the Tenderee prefers a **German-speaking content creator** who primarily produces content in German. Use of English and other European languages would be advantageous. Should it not be feasible due to the quality or final score of the application, the use of English in these communications will be decisive.
- **Previous Work:** Experience with previous cycling tourism promotional campaigns will be viewed favourably.
- **The Tenderer is expected to undertake the cycling route.** As part of the application, the Tenderer must include a detailed plan for the trip on a bicycle, ensuring that the resulting content offers a balanced representation of the route from a users' experience, with a





balanced coverage of the countries and regions covered by the route. The Tenderer does not have necessarily to cycle the full route but should justify their plan.

- **Invitation of tender:** For the creation of promotional content that has to be published in the tenderer social network profile and/or profiles of the Tenderer. Optionally production and editing of supplementary content of the Meuse Cycle Route, in accordance with conditions and specification disclosed in this document.
- The Tenderee reserves the right to share these publications on its own social media channels as deemed appropriate. For Instagram, this may involve requesting the Tenderer to help the Tenderee utilize these functions, such as creating share posts or shared stories.

Predicted budget

- The anticipated budget allocation for this collaboration shall not exceed 10,000 euros including VAT.
- Due to the potential for project partners to contribute to this collaboration by offering free hotel nights, meals, or activities, the Tenderer commits, upon submitting their budgets, to be flexible in reallocating funds to meet the needs of this collaboration.

Information cost and expenses

- Tenderer shall be responsible for obtaining all information necessary for preparing its Tender and shall bear all the costs, expenses and liabilities incurred in connection with its preparation and delivery.
- By submitting its Tender, the Tenderer represents and warrants to the Tenderee that it has calculated its Tender price, including all expenses, VAT, and any other costs.

Contributions from partners

- The French partner organisation, as well as the Belgian partner, including the public tourism organisations of Wallonia and the Flemish province of Limburg, have committed to contributing to this trip by offering complimentary hotel nights, predominantly covering accommodation expenses, and extra meal expenses, among other forms of support.
- These organisations are free to offer these attractive extras and the Tenderee appreciates their collaboration. In return, the agencies may request targeted content, which will be related to the promotional dissemination of their contributions.
- These terms will be negotiated and established with the Tenderer once the application has been selected and the programme is prepared. Collaborators are always permitted to withdraw their support if the Tenderer does not accept their terms. These terms must not be abusive; for example, small route adjustments (within a radius of less than 75 km) to promote a specific area related to the EuroVelo 19 route, the provision of photos taken in activities and/or establishments provided by the collaborators, or tagging and sharing on social media the content created in these establishments will be allowed.
- This collaboration is in addition to the 10,000 euros budget allocated for this call for tender and is an incentive offered to the Tenderer to make this trip a more competitive professional activity.



Equipment

Participants are expected to use their own equipment, including biking equipment, for content creation. The European Cyclists' Federation is not providing equipment for this project.

Autonomy and Proactivity

The selected Tenderer should demonstrate the ability to work autonomously while being proactive in responding to the requests and needs of the Tenderee, ensuring efficient communication and timely delivery of deliverables.

Tender requirements

The application must include the elements pertaining to the detailed pricing information and documentation outlined in the following sections.

Detailed Pricing Information

- **Content Creation and Editing:** Please provide a detailed breakdown of costs associated with content creation and editing for the promotional campaign.
- **Social Media Posts:** Specify pricing for the creation and management of social media posts related to the campaign. Please note that the EuroVelo team will facilitate the sharing of these posts on the official EuroVelo social media channels.
- **Travel/Accommodation and Other Expenses:** Clearly outline any anticipated expenses related to travel, accommodation, and other project-related costs.

Key elements to include in the submission

- **References to Previous Work:** Include links to social media profiles, portfolios, media kits, or examples of previous (cycling) tourism promotional campaigns, if available.
- **Experience:** Highlight any relevant experience with cycling tourism campaigns.
- **Proposal Explanation:**
 - **Shooting Locations:** Propose potential shooting locations along the EuroVelo 19 – Meuse Cycle Route to be approved by the Tenderee.
 - **Content Formats:** Describe the proposed formats for promotional content (e.g., videos or short-format videos, photos, blog posts). Additionally, please indicate if you would be able to provide a short account of the trip for use on the EuroVelo website. This written account should be in English and can take the form of a blog post, interview conducted by the EuroVelo Management Team, or any other format that can effectively showcase the experience of the trip.
 - **Production Aspects:** Outline production methods, equipment, and any specific requirements.
 - **Content Guidelines:** The pictures should prominently feature individuals or groups actively traveling with bikes and paniers and engaging in cycling activities along the EuroVelo 19 – Meuse Cycle Route. Emphasis should be placed on showcasing cyclists visiting points of interest, utilizing services available along the route, and



exploring the region's biodiversity and historical heritage. We encourage the inclusion of individuals with panniers, saddlebags or other biking accessories to highlight practical aspects of cycling tourism and encourage audience engagement.

- (Optional) Timeline: Provide a detailed timeline indicating key milestones and deliverables.

Copyright Information

The Tenderee requests the provision of a total of 30 photographs, with a minimum of 10 photographs to be taken in each country along the route (the Netherlands, Belgium, and France). These photographs must adhere to the theme and subject matter specified in this call for tender.

The Tenderee, along with its partners in France, Belgium, and the Netherlands, shall retain full copyright of the photographs produced under the contract. This arrangement permits unrestricted use of the photographs for commercial purposes and communication/promotional materials in the future, with due acknowledgment of the Tenderer's name.

Submission Method

- Tenders should be submitted via email to the provided contact information.
- All documents must be compiled into a single PDF file for submission.
- Ensure submissions address all key requirements outlined in this invitation to tender.

The Tenderee is not obligated to accept the lowest bid or any bid and reserves the right, at its absolute discretion, to accept or reject any tender. The Tenderee also reserves the right to withdraw or modify this call for tender at any time. Acceptance of a tender by the Tenderee will be communicated digitally to the successful Tenderer, at which point the contract will be established and become binding.

All tenders must be submitted to eurovelo@ecf.com with the subject line “EuroVelo 19 content creator tender 2024” by the 9th of June 2024, 23:59 CET.

Timeline after Submission of Bid

- Publication of this call for tender: May 17th 2024
- Period for Requesting Information: May 17th to June 9th 2024
- Submission Deadline: June 9th 2024
- Evaluation Period Start: June 10th 2024
- Decision Date: June 30th at the latest
- Time span for the campaign: the end of the trip should be not later than September 15th 2024
- Delivery of Final Content and Results of the Campaign: before November 1st 2024



Evaluation Criteria

- **Portfolio: 40%.** The quality and relevance of the Tenderer's previous work will be critically evaluated. This includes assessing the style, creativity, technical skill, and alignment with the required theme.
- **Reputation: 20%.** The Tenderer's reputation will be assessed based on their client history, references, awards, and the reach of their social media channels.
- **Value of the Offer: 40%.** The financial aspect of the tender will be considered, including the overall price, any discounts offered, and the flexibility of the Tenderer's pricing structure.

Contact Information

For additional inquiries and questions related to this tender, please contact:

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