



Invitation to Tender

Tender Invitation: Video Production for Hygiene Poverty Awareness Campaign

Issued by: Hygiene Hub

Funded by: Irish Human Rights and Equality Commission

January 2025

For more information contact: **Sorcha Killian** on (083)3143844 or on email
sorcha.killian@hygienehub.ie

Instagram: @thehygienehubire

www.hygienehub.ie

Copyright: Hygiene Hub CLG

If you require this publication in an alternative format, please get in touch with us. 1

Tender Invitation: Video Production for Hygiene Poverty Awareness Campaign	1
Purpose and Scope	3
Background	3
Budget and Timeline	3
Creative Brief and Scope of Work	4
1. Video Production	4
2. Pre-Production	4
3. Filming and Editing	4
4. Delivery	4
Deliverables	5
Ethical Considerations	5
Tender Response Requirements	6
Section 1: Applicant Information (Not Weighted)	6
Section 2: Experience (20%)	6
Section 3: Project Methodology and Timeline (30%)	6
Section 4: Financial Proposal (25%)	7
Section 5: Creative Vision and Understanding of Brief (25%)	7
Additional Design and Usability Requirements	7
Assessment Criteria	8
Conditions	8
How to Apply	8

Tender Invitation: Video Production for Hygiene Poverty Awareness Campaign

Issued by: Hygiene Hub

Purpose and Scope

Hygiene Hub invites proposals from qualified video production companies to create a series of impactful videos as part of a campaign to raise awareness about hygiene poverty in Ireland. This campaign aims to highlight the challenges caused by inadequate access to essential hygiene products and the subsequent consequences of social exclusion and economic inequality.

The project will include:

A series of human-interest videos: These videos will feature anonymised personal stories to highlight the lived experiences of individuals affected by hygiene poverty. The aim is to raise awareness, reduce stigma, and advocate for policy change. The series will consist of the following:

- Short-form videos (30-90 seconds): Brief, impactful segments designed for social media and campaign use. Portrait filming will need to be utilised for this.
- Medium-length video: A more detailed exploration of individual stories for broader audiences.
- Long-form video: A comprehensive video offering in-depth insights and multiple perspectives on the issue.

The exact length of the videos will be determined in collaboration with the production team, and we are open to suggestions regarding the most effective approach.

Background

Hygiene Hub is a grassroots, people-powered charity that distributes hygiene, personal care and household cleaning products to individuals in hygiene poverty. Hygiene poverty can undermine dignity, health, and inclusion, forcing individuals to make difficult spending choices. Through this campaign, funded by the Irish Human Rights and Equality Commission, Hygiene Hub aims to:

- Educate audiences of all ages about the causes and effects of hygiene poverty.
- Humanise the issue through anonymised personal stories.
- Inspire community and policy-level action to address hygiene poverty and promote economic equality.

In 2023, Hygiene Hub, funded by the Irish Human Rights and Equality Commission, partnered with Trinity College Dublin to conduct Ireland's first in-depth study on hygiene poverty. This research, led by Dr. Joe Whelan and Jo Green, utilised focus groups, workshops, surveys, and interviews to highlight the systemic impact of hygiene poverty. For more information and access to the report, visit [Hygiene Hub's research page](#).

Budget and Timeline

- **Budget:** €12,000 (inclusive of VAT and all associated costs).
- **Project Timeline:**
 - **Tender goes live:** February 2025.
 - **Submission deadline:** March 2025
 - **Project commencement:** Mid-March 2025.
 - **Delivery of final videos:** September 2025.

Creative Brief and Scope of Work

The successful applicant will deliver the following:

1. Video Production

- **Human-Interest Videos:**

A series of anonymised personal stories aimed at raising awareness of hygiene poverty and advocating for policy change. These videos will be designed to reduce stigma and foster empathy through relatable storytelling. We are open to suggestions on video length based on the production team's expertise and campaign objectives.

The series will include:

- **Short-form videos (30-90 seconds):** Impactful segments for social media and campaigns, designed to engage a broad audience.
 - **Medium-length video:** A more detailed exploration of individual experiences, engaging a wider audience.
 - **Long-form video)::** A comprehensive video offering deeper insights and multiple perspectives, with a focus on advocating for systemic change.
- **Privacy and Ethical Considerations:**

All videos will ensure privacy through anonymisation techniques, such as silhouettes, blurred visuals, or voiceovers, protecting participants' identities while ensuring their stories are shared with dignity.

2. Pre-Production

- Collaborate with Hygiene Hub to refine narratives, objectives, and messaging.
- Develop scripts and storyboards, ensuring ethical storytelling and accessibility.
- Work with Hygiene Hub's Community Partners to identify participants, ensuring all stories are anonymised and ethically sourced.

3. Filming and Editing

- Conduct professional filming while ensuring ethical considerations, such as:
 - Protecting participants' identities and dignity.
 - Avoiding stereotypes or exploitative imagery.
- Edit videos with captions and sound design for accessibility.

4. Delivery

- Provide final videos optimised for presentations, websites, and social media.
- Submit raw footage, transcripts, and supporting materials for future use.

Deliverables

- **Two main videos (maximum 10 minutes each).**
- **Multiple shorter videos (30-90 seconds)** tailored for digital platforms.
- **Raw footage and transcripts** with accompanying B-roll.
- A report summarising the production process and recommendations.

Qualifications and Competencies

The ideal applicant will have:

- A proven track record of producing high-quality video content for advocacy or educational campaigns.
- Experience working with individuals and communities from diverse and marginalised backgrounds.
- Sensitivity to ethical storytelling, particularly with vulnerable groups.
- Strong project management skills, ensuring delivery within budget and deadlines.

Desirable Qualifications

- Experience in addressing social issues such as poverty or inequality through video content.
- Familiarity with advocacy campaigns and stakeholder engagement in Ireland.

Ethical Considerations

- **Anonymisation:** All personal stories will be anonymised to protect participants' privacy and dignity.
- **Informed Consent:** Participants will be fully briefed, and written consent will be obtained.
- **Respectful Storytelling:** Care will be taken to avoid perpetuating stereotypes or exploiting vulnerability.

Tender Response Requirements

Applicants must submit a comprehensive proposal addressing the following sections:

Section 1: Applicant Information (Not Weighted)

Applicants should provide:

- Name of the applicant or organisation.
- Place of business and postal address.
- Contact person's name, title, email address, and telephone number.
- Details of any agreements with proposed sub-contractors, including names, roles, and relevant qualifications.

Section 2: Experience (20%)

Outline the bidder's relevant experience, skills, and knowledge. Include:

- Examples of similar projects undertaken, especially in the non-profit or social impact sectors.
- Experience working with vulnerable or diverse communities.
- Links to past projects or portfolios (URLs or copies of videos).
- Three references from previous clients, including contact details and descriptions of relevant projects.

Section 3: Project Methodology and Timeline (30%)

Provide a detailed explanation of your approach to the project, covering:

1. **Project Methodology:**
 - Proposed creative approach to storytelling, ensuring that the human-interest video reflects lived experiences with dignity and empathy, avoiding stereotypes.

- Methods for engaging and interviewing community partners, stakeholders, and participants.
- Plans to ensure content is accessible, including captioning and design considerations for diverse audiences.
- Ethical considerations, particularly when working with vulnerable groups, including how informed consent will be obtained and respected.

2. **Timeline and Work Plan:**

- A detailed project timeline, broken into key milestones, including pre-production, production, post-production, and delivery dates.
- Dates for proposed meetings, collaboration sessions, and approval checkpoints with Hygiene Hub.
- Expected completion of all videos by **September**.

Section 4: Financial Proposal (25%)

Provide a clear and detailed financial breakdown, including:

- Project management costs (e.g., consultations, planning, script development).
- Production costs (e.g., equipment rental, filming, location expenses).
- Post-production costs (e.g., editing, subtitling, delivery).
- Breakdown of daily rates for each team member involved.
- Total project cost, inclusive of VAT.

Section 5: Creative Vision and Understanding of Brief (25%)

Demonstrate your creative vision and understanding of the project's objectives:

- Describe how your approach will:
 - a) Explain Hygiene Hub's mission, the impact of its work, and the importance of hygiene equity.
 - b) Educate the public through the stories of those impacted by hygiene poverty, highlighting the necessity of community support and policy change, all the while respecting the dignity of participants.
- c) Deliver shorter, shareable videos that adapt content for social media or targeted campaigns.
- Outline how your videos align with Hygiene Hub's brand identity.
- Propose ideas to ensure maximum impact across digital platforms.

Additional Design and Usability Requirements

1. Design Criteria:

- Videos must align with Hygiene Hub's corporate identity and mission.
- Raw footage must be captured to national broadcast standards and provided in viewable formats.

2. Accessibility:

- All videos must include English captions and be formatted for accessibility, including compatibility with viewers who may have hearing disabilities.

3. Technical Deliverables:

- Deliverables must be converted to formats suitable for PAL, NTSC, YouTube, and other web platforms.
- Raw footage must be delivered with relevant logs upon project completion.

Assessment Criteria

Criteria	Weighting
Applicant profile and relevant experience	20%
Proposed methodology and detailed work plan	30%
Financial proposal and value for money	25%
Creative vision and alignment with goals	25%

Conditions

- **Ownership:** Hygiene Hub retains ownership of all deliverables, including raw footage.
- **Compliance:** Adherence to GDPR, FAIR principles, and national broadcast standards is mandatory.
- **Conflicts of Interest:** Any conflicts must be disclosed in the proposal.

How to Apply

- Submit your proposal in PDF format to sorcha.killian@hygienehub.ie by March 3rd
- For queries, contact sorcha.killian@hygienehub.ie