



TENDER SPECIFICATIONS

Educational Visual Tour for the Project RedUSE in Hungary Reducing Resources Use for a Sustainable Europe

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1 Introduction: Content of the Project REdUSE

1.1 Present Situation

Europe's increasing consumption of resources has both direct and indirect impacts on the developing world. Worldwide demand for natural resources related to pressures on the environment are steadily increasing, while renewable resources and the ecological services they provide are at great risk of degradation and collapse. Many of today's pressing environmental and social problems are caused by the overall growth of production and consumption. Europe is the world region with the second highest resource consumption per capita after North America, but the biggest resource importer worldwide.¹

¹ Gijlum, S., Lutz, C., Jungnitz, A., Bruckner, M., Hinterberger, F. 2008. Global dimensions of European natural resource use. First results from the Global Resource Accounting Model (GRAM). SERI Working Paper 7, Sustainable Europe Research Institute Vienna.



The disproportionately high use of natural resources by industrialized countries is an important obstacle to sustainable development. An increasing world population, continuing high levels of consumption in the developed world and the rapid industrialization of countries such as China, India and Brazil, have resulted in worldwide demand on natural resources and related pressures

on the environment. In developing countries with poor environmental and social standards, the negative impacts of extraction are huge and in most cases affect the poorest part of the population.

The reserves of the most important resources are located outside Europe, causing a critical dependency relationship between Europe and other countries and regions respectively, and extending the responsibility for environmental impacts as well as for social ones from the local to the global level.

Europe has significantly reduced the extraction of resources such as fossil fuels and metal ores in the past 30 years as resource stocks have been used up or extraction is no longer economically profitable. But analysed data show, that in the future Europe will depend even more on imports than today.²

These arguments point to the fact that in particular the rich Western countries which need to start a transformation now, in order to appropriate a smaller share of the (limited) global environmental space. In order to allow developing countries to overcome poverty in the future, countries with high levels of per-capita resource consumption are required to sharply decrease their share in global resource use in absolute terms. Quantitative targets plus effective policy instruments need to be put in place in the EU, in order to realise the necessary changes

1.2 Objectives

The objective of REDUSE is to anchor awareness and detailed knowledge about resource related development problems and possible solutions in Europe.

By using three commodities (cotton, aluminum and lithium), REDUSE will highlight the different social and ecological aspects of extraction/production in the global South. It will also pay particular attention to water, human rights and economic issues, like economic added value (Economic Value Added is an estimate of true economic profit). The action intends to stimulate a debate on how Europe's use of resources can be reduced.

1.3 REDUSE

Consists of 5 interlinking strands:

- **Strand 1** will provide scientifically sound research concerning natural resource consumption by humans (with a special focus on Europe) and the related environmental and social impacts, covering historical aspects, current trends and possible future developments which will provide the knowledge and information necessary for other strands. Two Global Resource Reports (GRR) will be published during the action to communicate the topic in an understandable and accessible format to a wider public. Additionally, on the basis of the

² Behrens, A., Giljum, S., Kovanda, J., Niza, S. 2007. The material basis of the global economy: Worldwide patterns of natural resource extraction and their implications for sustainable resource use policies. *Ecological Economics* 64(2), 444-453. Bleischwitz, R., Bahn-Walkowiak, B., Irrek, W., Schepelmann, P., Schmidt-Bleek, F., Giljum, S., Lutter, S., Bohunowski, L., Hinterberger, F., Hawkins, E., Kuhndt, M., Pratt, N. 2009. Eco-innovation - putting the EU on the path to a resource and energy efficient economy. In: Policy, E.P.P.D.-E.a.S. (Ed.), European Parliament, Brussels Praschl, C., Lutter, S., Giljum, S. 2008. EXIOPOL - Technical report on sources for resource stock data for EU25 and RoW.



reports a variety of other material, appropriate to our different target audiences, will be published. On the basis of these reports media briefings will be produced and lobbying papers will be designed, etc.

- **Strand 2** “Communication to European decision makers” aims to ensure that members of the European Parliament, government representatives and Commission staff involved in formulating and revising key policies including the Thematic Strategy on Natural Resources, Sustainable Consumption and Production Action plan and the Raw Material Initiative, are aware of the scale and impacts of European Resource use, particularly the impacts on people and the environment in the developing world. As a result of this increased understanding, decisions taken in such processes are more likely to promote and protect the interests of those in the developing world.
- **Strand 3** “Education of young people” intends to raise awareness amongst young Europeans of the impacts of resource extraction/production and processing in developing countries and to make them sympathetic to development issues in general. They will become familiar with the difficulties people in developing countries are facing and understand the link between at least three of their everyday products (that are made of cotton, aluminium or lithium) with people in the global South. The action will include opportunities enabling them to get more actively involved and support initiatives for a fairer relationship between developed countries and developing countries.
- **Strand 4** will educate the general public and media about Europe's resource dependency on developing countries and its negative effects to make them aware of strategies and actions that would help curb this demand. It is of utmost importance that the broader public is informed about the issues in order to secure a broad public support for European action to reduce our resource use.
- **Strand 5** focuses on developing capacity in the countries of our southern partners in order to contribute to further development of an active civil society in developing countries. The action will facilitate knowledge transfer between the northern and the southern countries and enable direct dialogue between southern partners and European decision makers about the impacts of EU resource use in developing countries.

1.4 Multivision

The Multivision is a multimedia video show that is especially designed to transfer knowledge to young people at schools in the school years 2011/2012 and 2012/2013. The content of the show is designed to raise interest through emotional pictures and are easily understandable for 12 to 17 years old pupils.

It presents complex topics in a simple and comprehensive way and in a concentrated, yet appealing form. The show consists of an extensive and impressive digital presentation on a large screen, and should be informative, moving and entertaining and a facilitated discussion with the pupils afterwards.

The Multivision video show is provided by REdUSE. It is a high tec tool that requires special equipment . It will be the responsibility to provide the necessary technical equipment for performance of the multivision. The Multivision is a big screen projection in HD quality, the contractor needs to provide a suitable digital projection equipment and a professional sound system.



2. Tasks to be performed under the contract

2.1 MVS show on Tour

The contractor will organize and perform the MVS Tour in Hungary. The MVS will take place from autumn 2011 until the end of the summer semester 2013 in four countries (Hungary, Austria, Italy, and Czech Republic). The tender of each tour is published on the website www.global2000.at.

For the preparation the contractor will have to contact school authorities of the country to explain the show and the tour in advance. The goal will be to attract as much interest by the schools and contract as much schools for the MVS Tour as possible and viable. REdUSE is encouraging the contractor to work closely together with the REdUSE partner in the country but should be prepared to fulfill the task independently in the case that the partner does not have any resources to assist.

Preparatory material for teachers and material for the pupils (provided as pdf- docs from the MVS production) should be printed in sufficient numbers by the contractor to ensure the distribution of the messages of REdUSE in the preparatory and ongoing Tour activities.

The MVS show shall include a moderator (eg. one person of the REdUSE Partner in the country) who is responsible for a short introduction into the topic, a discussion and question part after the presentation, so that the pupils are addressed intensively by the show itself. After the show a discussion is facilitated for approximately an hour. One of the tasks of the moderator is to draw the attention not only on the REdUSE project and on the resource topic, but also on the materials provided by REdUSE and it's Partner Organisation (eg. website, web application, print material).

The MVS show shall guarantee to attract the attention for at least 50 minutes and sets the basis for an ongoing interest of resource related development issues, that will be enforced by Internet-tools REdUSE will provide.

The contractor has to develop a concept for the live-show which can be used for pupils in different ages. It has to be guaranteed that the staff (moderators etc.) are qualified and have proper teaching abilities. The offer shall already include a rough concept (see article Nr. 2.5).

The contractor is furthermore responsible for the technical facilities, such as supply and transportation of the technical equipment, the installation of the movie and sound system, the presentation of the MVS and the dismantling of the equipment.

The contractor will ensure and facilitate the MVS Tour independently and self sufficiently from the REdUSE stuff, but will keep close contact and communicate in at least monthly reporting intervals about the progress of the Tour.

2.2 Organization

As the MVS is a part of the REdUSE project the contractor is strongly encouraged to recruit personnel from REdUSE partner organizations to organize and finally tour with the MVS. Therefore it would be essential that the contractor had a former partnership with a FoE network participate.

The contractor has to contact and negotiate with school authorities for approval of the MVS in their schools. He has to contact school teachers for the preparation and distribute preparation materials for the MVS event. Finally the contractor has to perform the MVS event.

The organization concept must guarantee to reach as much pupils as possible with the MVS show. For that reason the contractor has to demonstrate explicitly how the organization and promotion will be carried out and how the visit of the MVS presentation can be verified. The candidate should



therefore send in a concept of a typical MVS performance included in a the concept of a typical tour day.

2.3 Media work

The REdUSE partners will be responsible for the media work but contractor will collaborate closely with the partners. The contractor will provide material for the media work of national FoE organizations in English, including a short video trailer on the tour for the Web to promote the MVS Tour. In general he is not responsible for media work and public relations concerning the MVS tours.

2.4 Project management requirements

- One sole project manager of the contractor should have the whole responsibility for the management of the project, the consistency of the tour in the specific country and for the contact with GLOBAL 2000. The project manager will self-sufficiently organize the tour and will therefore address the FoE Partner Organisations for the specifications of the tour in the respective country

His/her tasks include:

- the overall coordination of the tours
- keep track of contracts, promote national FoE partner organization and their activities
- hire/organize the personnel which performs the tour
- is responsible for recruiting technical and facilitation personnel
- is accountable for distributing and collecting feedback material to teachers and pupils in the show (questionnaires) and communicate the results to the REdUSE coordination.
- is accountable for distributing REdUSE information material (e.g. links to the website)
- print the educational material that will be distributed to teachers and pupils in sufficient copies
- the collection of data of pupils for project documentation
- the contractor is accountable for all accompanying measures like hotel reservations, transport, personnel and material in the specific country (all inclusive)
- the contract is an all inclusive contract: no additional personnel, material or travel costs will be provided by GLOBAL2000
- has to guarantee the professionalism of the whole staff, above all the facilitator
- is responsible for choosing, contacting and making agreements with the schools that will be part of the tour in the specific country
- GLOBAL 2000 and its project partner organizations in Hungary, Austria, Italy and the Czech Republic will provide the necessary content and consulting on the topic of the project REdUSE



3. Duration

The tour itself should begin in December 2011, starting with the Hungarian version of the MVS in schools all over Hungary, and will be ongoing on until June 2013. The tours throughout the Czech Republic and Italy will start in December 2011, also ending in June 2013.

Before that period the contractor has to work out the detailed planning for the respective tour and the live show, as well as the content and already have established the contact to principals or teachers, involving the national FoE organizations.

4.1.1 List and definition of the deliverables

- 1st yearly narrative report on activities of 2011/2012 by 30th June 2012, including budget spent in first year of educational tour
- Final narrative and financial report by 31 July 2013.

4.1.2 Requirements for their delivery and presentation

- Reports should be delivered in electronic format and must be written in English.
- Including lists of schools and classes reached with telephone contacts of the director
- Number of students per show
- Provide photo material for media work to contracting party
- The contracting party is at any time enabled to draw random samples
- Digital projection equipment for big screen projection of digital HD material, professional sound system

5. Payment and standard Contract

The contract will be an all inclusive contract, the sub contractor can by no means expect additional expenses or resources by the REdUSE Project and it's Partners.

MVS Tour goals for REdUSE:

- reach over 800.000 pupils both directly and indirectly in 2 years.
- Direct contacts - visitors of the MVS:

Pupils reached		donation average	donations raised
40.000	Hungary	1,0 Euro	40.000

In **Hungary** the goal of pupils reached directly should be at least 40.000 pupils. Each pupil/class should give donations for the Multivision Show (see table above). In Hungary we expect at least donations by pupils totaling 40.000 Euro.

The contractor should raise donations of EUR 40.000,- in the following 2 years via contribution per pupil, sponsorship and small scale from communities, institutions and local companies fundings from Partner NGO's which should be contributed to the REdUSE project during the 4 Semesters.



The contractor is encouraged to raise funds from institutions on local level for the tour and should report monthly on the fundraising issue. In case of funding opportunities from private companies or multinational companies the contractor has to inform the contracting body in advance and seek its explicit consent. To ensure credibility of REdUSE It is excluded to raise funds from multinational companies who has been targeted by environmental organisations .

7. How your suggested offers should look like

- All material provided in German or English
- Official registration of your company, NGO
- Self description and proof of competence in organizing educational events/tours (name references, examples of recent projects and contact of project-partners, contracting party)
- conceptional description of the following subjects:
 - Project-plan and approaches to establish contact with educational institutions
 - rough concept for the live part of the Show
- a concept of a tour day
- Calculation and price for tour in the specific country (broken down in tour days)
- Project Timeline
- Original signature of CEO or Manager

Please send your **offers until the 15^h of June 2011** (date of postal stamp) to the following address:

Contact:

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