

**Call for expression of interests for
subcontractors launched by the
“PRO.TO.T.Y.PE” Project
“PROactive auTOmoTive workers mastering dYnamic future
PErspectives”
Development of short movie or video spots**

Erasmus+ Programme (2021-2027)” –

Project Code n. 2021-1-IT01-KA220-VET-000033032

1. References

- EU Regulation of the European Parliament and of the Council No 2021/817 of 20 May 2021 which established the Erasmus+ Programme 2021-2027;
- EU-Euratom Regulation No. 2018/1046 of 183 July 2018;
- INAPP-EU Contribution Agreement for the relevant Call
- Grant Agreement for a KA1 and KA2 - VET project between INAPP Erasmus+ National Agency and Beneficiary, including its Annexes (in force)
- Programme Guide for Beneficiaries
- Erasmus+ Programme - Action KA220 - VET Field - Call for proposals 2021 (EAC/A01/2021)
- The list of funded KA220 Cooperation Partnership posted by the Italian Erasmus+ Agency INAPP on November 13rd, 2021 http://www.erasmusplus.it/wp-content/uploads/2021/11/KA220_ListaAmmissibiliContributo.pdf

2. Overview

Roscioli Development srl, as applicant of Prototype *“PROactive auTOMoTive workers mastering dYnamic future PERSpectives”*, Cooperation Partnership, EU funded Erasmus+ (Project Number 2021-1-IT01-KA220-VET-000033032), seek submissions from suitably movie professional director who will conceive, implement and deliver a short movie or three video spots related a specific objectives of the project.

This Call for expression of interests for subcontractors is published and available on www.competencesforfuture.com.

3. Short description of PROTOTYPE project

New short- and long-term paradigms are transforming the entire automotive ecosystem:

- increasing use of Artificial Intelligence in manufacturing;
- widespread digitisation in the supply chain;
- the “Green Transition”.

Businesses are asking themselves how to evolve in the future. What are their EMERGING PURPOSES? What shape will take the VALUE to be created be in the future? Cars? Connection? Mobility? Contents? As a consequence, what NEW SKILLS are needed to create continuously this evolving value?

Also workers should reflect on how to evolve. In particular Adult Skilled and Low Skilled Workers who are at risk of being replaced by technology and AI. To keep their jobs, they will need to work in "new ways" and with a "new attitude". New goals will no longer be enough. These workers will need to have "new aspirations". They will have to make "role transitions", and develop social skills, initiative skills, autonomy and self-management that will be supported by literacy in key technologies. Before developing new skills, they will need to develop an inclination towards lifelong learning. Although workers think that learning is useful, they do not actually do enough of it.

The problem addressed by this project is the increased risk of Skilled and Low Skilled Workers (target group of the project) of failing to make the continuous transitions in terms of roles and job profiles asked by companies. Why?

- Skilled and Low Skilled Workers are DISENGAGED FROM lifelong learning and professional growth;
- In addition, Skilled and Low Skilled Workers have skill sets and attitudes that tend to become obsolete;

VET providers offer unattractive Continuous VET packages.

The general objective of PROTOTYPE project is to help automotive companies to be in a position to produce new "emerging value" from the evolution of the automotive ecosystem while keeping current workers employed.

Specific objectives related the workers and expressed as future desired conditions to reach are:

- A) Workers re-engaged towards continuous learning and continuous professional growth;
- B) Workers have developed skills for proactivity. These skills are enablers to the ongoing role/job profile transitions of the future.

In order to pursuit these objectives, the project will deliver 2 Tangible project results:

PR1 Re-Engagement Suite - resources for orientation and awareness training.

This is a Suite made of online resources that foster the Target Group (TG) first step toward re-engagement to lifelong learning. It aims to TG's conscious re-engagement to lifelong learning. The tools are: awareness and outreach campaign, Guidance, Training, and Self-Assessment.

The resources available in the project platform are:

- a) Self-assessment tool on the level of engagement/disengagement;
- b) Guidance training OERs for automotive workers on the life long learning need for everybody;
- c) Video/spot stories with high social-emotional and transformative impact, designed and developed to be spread with a multi-channel campaign;

The Suite designs a process that starting from an awareness and information flow with high impact on the TG (video/spot) leads then to benefit from training resources helping to be consciously re-engaged.

PR2 Prototype Game - digital game based tool for online learning, in presence and in workbased contexts.

It promotes the development of the framework of skills and attitudes useful for role transitions highlighted in the benefits.

Learning outcomes are embedded in a story that contains multiple tasks and is narrated, different for each episode, but as part of a "big story". There will be a learning assessment system. Workers will also be part of learning teams.

Part of the learning tasks will be done in a work based context led by specially trained company mentors.

In addition, PROTOTYPE expects to achieve some intangible outcomes:

- Developed a conscious re-engagement of workers toward lifelong learning and toward lifelong development;
- Developed team-leader skills to support workers as mentors;
- Developed skills for pro-activity on the part of workers to enable them to make role-task transitions;

4. Cooperation Partnership needs

In PROTOTYPE cooperation partnership are involved the following organizations:

1. Roscioli Development srl (IT) www.competencesforfuture.com (coordinator)
2. Ilmiolavoro srl (IT) www.ilmiofuturo.it
3. IAM S.c.a.r.l. (IT) <http://www.innovazioneautomotive.eu/it/>
4. Institut Polytechnique de Grenoble (FR) <http://www.grenoble-inp.fr/>
5. IP-International GmbH (GER) - <https://ip-international.biz/>
6. Association CARA Cluster (FR) <https://www.cara.eu/en/>
7. Mobinov Cluster Automóvel Portugal (PT) <http://www.mobinov.pt/index.php/pt/>
8. ATEC Associação de Formação para a Industria (PT) <https://www.atec.pt/>
9. Italian German Chamber of Commerce (GER) - <https://www.italcam.de/>

The partnership have to select a movie director professional¹ with specific knowledge in the conceiving, shooting and implementation of a short or long films and video-spots. The movie director professional have to provide the Cooperation Partnership a “turn-key product”. For these reason the movie director professional have to understand the purpose the cooperation partnership wish to pursuit and the specific oucomes to get.

The movie director professional will need to be capable of delivering alternative ideas the cooperation partnership after the in-depth analysis of the problem to face.

The cooperation partnership will be mainly represented by the applicant, Roscioli Development srl.

5. Required products/creations

The movie director professional applicant have to conceive, shoot, implement a short film or three short video-spots at the final version.

This product/s have to be spreaded through different channels:

- television channels;
- social media;
- web sites;
- enterprises and partners events.

The value to be produced by the short film or the three video-spots is as follows:

“the product/s has/have to generate in the automotive workers, that are learning’s dis-engaged, with a conscious re-engagement”.

¹ Applicants can be either professional with legal entity or group of them. In the latter case, applicant is required to submit the proposal with only one leading member, specifying the group members and their specific skills and experience in the subjects of the conceiving, shooting and implementation of a short or long films and video-spots. In case the applicant is a group professionals, it will fall under the leading member responsibility the level of performances and results of the other professionals of the group, being him/her the only contracting party responsible for the implementation of the task.

The short film or the three video-spots must be able to change the workers' awareness. The workers have to become aware of the need to be continuously engaged in lifelong learning. The workers after watching the short film or video spot should take note of the need to re-engage in lifelong learning.

To raise awareness and to activate a trigger in workers, the cooperation partnership chose to use the art of movie communication. The cooperation partnership believes that the art of movie communication can stimulate "transformative emotions". The product/s, the video/s must therefore communicate without mediation, have to go straight to the "heart, mind and spirit" of the workers, raising awareness about the need to activate themselves.

The cinematographic language method is able to create a transformative triggering effect on workers. It stimulates somatic markers that produce the desired behaviour which is: awareness of the need to re-engage and development of willingness. This re-commitment is then rationalised with the Guidance Training, a method that promotes learning useful for guide workers and eliminating the discomfort generated by the surplus of information.

The products, videos/spot stories should have a high socio-emotional and transformative impact, designed and developed to be conveyed in a multi-channel campaign.

These products are included in Project Outcome #1 which is an on-line Suite. In it, workers will be able to access a stream of high impact awareness and information services (videos/spots) that should stimulate them to use training resources that help them to consciously re-engage.

The applicant should "immerse" himself in the context of automotive workers in order to understand it. He should do it at the beginning of his work. He can choose the appropriate ways to do it. The cultural differences of the different involved countries require that this "immersion" in the context of automotive workers should be done also in some other country, not only in Italy.

The different feedbacks collected before developing the product idea(s) will guarantee the focus on the beneficiaries.

In the "user centred immersion" the selected movie director professional should understand the condition of the workers: sentiment on the work problems, risks to lose the job, difficulties and uncertainties, aspirations and desired future, life will, relationship with social.

After this immersion the selected movie director professional can dialogue with the partnership in order to gain or share the useful insights to conceive the idea and the script of the Short movie or videos/spots.

Then the Short movie or the three videos/spots can be turned-key. It will be developed the story, the messages, the sequences, the setting.

After the validation of the partnership it will start the shooting, editing and production of the Short movie or videos/spots.

At least two review with the partnership will be required. The review can be also on-line.

The assigned sub-contract have to finish by **June 2022**. If the project will be delayed, this deadline will be considered postponed. The assigned sub-contract will be considered finished after the validation of the product/s by the Roscioli Development srl.

The short film or the videos/spots have to include imagines of all involved countries. It don't means that is mandatory to shooting the short film or the videos/spots also in the other countries. The most important requirement is that the workers consider familiar the imagines.

6. Required Video Format

Video formats may vary from 16:9 to 4:3, depending on the storytelling chosen by the partners.

The videos will be made in 4K with the possibility of exporting them in 2K or HD, depending on the production requirements and the distribution of the product itself. The HD files are suitable for distribution on social media channels. The 2K file could be useful for projection in cinemas.

The images will have to be "captured" in RAW. During the colour correction phase it allows a suitable post production for high quality work.

The creation process can include the use of necessary tools (drone, ronin, sliders, crane etc.) useful for a story creation that is aligned with the production requirements.

7. Languages:

The language of the short film or the videos/spots have to be:

- English;
- Italian;
- German;
- French;
- Portuguese.

The organizations involved in the Prototype cooperation partnership will translate the texts in their language.

8. Required Experiences, Qualifications and Skills

It is essential that the selected professional will be a young movie director that has considerable knowledge and experience in making videos. The selection criteria used in this open comparative procedure will be:

- Experience requirements to be met simultaneously:
 - o having made at least four feature films as director;
 - o having made at least one short film as director;
 - o having made at least two video clips as director.
- Age:
 - o must be less than 40 years old.
- Legal requirements:
 - o must be in possession of a VAT number.

9. Contracting Authorities:

As applicant Roscioli Development srl will be responsible for contracting the movie director for Prototype cooperation partnership. A contract will be signed with the movie director who will produce the best proposal.

10. Value of the contract, Terms and Payment:

The amount available for carrying out the training activities is € 25,000,00. The amount paid to the movie director shall be gross and inclusive of all associated costs such as social security, income tax, VAT, travel and accommodation costs and any other expenditure. Payments will be made in Euros:

- 50% in advance, after the agreement will be signed;
- 30% at the approval of the product idea;
- 20% after the validation of the product/s by the cooperation partnership.

11. Application procedure:

Interested applicants must submit the application documents by email to (info@competencesforfuture.com) not later than **December 9th, 2021, at 12:00 (Bruxelles time)**.

Application documents are expected to contain the following information:

1. A Letter of Interest, containing personal contact details of proposer, brief summary of the required relevant experiences indicated above and other relevant information to prove the required qualifications and skills of the possible expert(s) and team member(s).
2. CV of the movie director that will be delivering the demanded products.
3. Proposal (in .ppt or .docx format) containing:
 - a. Project ideas to face the the purpose indicated;
 - b. Work program
 - c. Product/s the detailed description of the features;
4. Declaration to provide the products in Creative Common Licence;
5. Declaration on availability to include the logo of the project, the logo of the erasmus+ program, the European Commission Disclaimer;
6. Declaration of honour regarding personal availability to deliver the products and associated activities in the indicated times. In case of a group of professionals, the declaration must be released by the nominated director.

All documents and information provided could be in English language or in Italian language.

All the information should be included into one single document, not exceeding 20 pages, to be sent in pdf format.

12. Evaluation criteria of the proposal:

The evaluation will be based on cumulative analysis from all the partners and will be weighted on the following criteria:

- Originality of proposed product: max 15 points
- Relevance of the proposal: max 50 points
- Quality of the in-dept analysis of the problem (Immersion) proposal: max 20 points
- Work program proposed: max 15 points

Total maximum score is 100 points.

The applicants will be selected on the basis of the highest score obtained. In the case of a tie, the applicant that got the bigger score on "Relevance of the proposal" will be awarded. The evaluation of the offers received will be performed by a an Evaluation Committee appointed by Roscioli

Development srl, made up of members belonging also to the Italian partners (ilmiolavoro srl, IAM soc. cons. A r.l).

The assignment will be awarded to the professional movie director even if only one proposal is submitted.

13. Contact details:

Contact details are:

- email info@competencesforfuture.com
- Mobile: +39 333 7088074

Any request for clarification must be sent by standard electronic communication to the e-mail addresses indicated above. The answers will be published on the project dedicated page on the Roscioli Development srl (www.competencesforfuture.com). The applicant and any experts who have applied will receive a notification email directing them to the website for explanation/clarity. This will be displayed until the deadline for applications has expired.