



Tender for production of a short film about recovering the health of Scotland's Seas

Introduction

1. Scottish Environment LINK ('LINK') is commissioning a short film, the purpose of which is to visually explain the current issues faced by Scotland's seas and what is needed to restore ocean health for the benefit of people and nature.

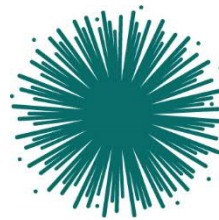
2. LINK is the forum for Scotland's voluntary sector environmental organisations – with 39 members collectively representing around half a million people. It has three strategic objectives:

- Advocating for a sustainable Scotland
- Being a strong voice for Scotland's citizen-led, environment community
- Operating as an effective, efficient and accountable network

3. LINK invites proposals from suitably experienced environmental filmmakers to create a short, impactful 3 to 3.5-minute film, whose target audience is a non-specialised general audience, including public, Parliamentarians and funding bodies. The storyline for this film should include information on the risks to Scotland's seas and their biodiversity under current governance approaches, and why there is an urgent need for ocean recovery. Some new material may need to be acquired for this film (within proposed budget); existing footage can also be provided from LINK members and from stock databases.

The Global Climate Emergency and biodiversity crisis starkly evidenced by reports from international experts in 2019, and life in a post-Covid 19 world, all emphasise the fact that our relationship with nature cannot continue in the same way. This is as much the case in the oceans as on land, if not more given that the oceanic systems produce more oxygen and absorb more atmospheric carbon dioxide overall than terrestrial equivalents.

The LINK Marine Group is a longstanding champion of ocean recovery in Scotland, not least by securing a legal requirement for ecosystem enhancement in key legislation: the Marine (Scotland) Act 2010. However, current implementation of marine conservation policy is not at the pace or scale needed to meet the imperative for ocean recovery, and the condition of Scotland's seas continue a spiral of decline. LINK is also hopeful that this film will increase awareness of the importance of the marine environment for climate, biodiversity and livelihoods and encourage greater support from government and funders for ocean recovery efforts in Scotland. The film will use simple, impactful language and imagery to convey these issues facing Scotland's seas, and relate them to its audience,



and highlight the need for government, communities and funders to get behind the recovery narrative and support the Marine Group's campaign for healthier seas.

Examples of style and tone desired for this video include the following:

- Marine Megafauna Foundation manifesto <https://youtu.be/Ey9X1PpLjY> (<https://marinemegafaunafoundation.org/>)
- Oceana plastics video : <https://www.youtube.com/watch?v=Yomf5pBN8dY>
- Plastic pollution in Hawai'i: <https://www.youtube.com/watch?v=YGBpHYLNtRA> (nice cultural emphasis and connections)
- Argyll Hope Spot: <https://vimeo.com/340927087?ref=tw-share>

A draft storyboard is detailed below, although creative suggestions on these themes are welcome and some of the anticipated content may vary to optimise expression of the desired messages and timings:

Section	Description	Imagery
1: introduction	<ul style="list-style-type: none">· Scotland has always been a maritime nation, its history and culture are intertwined with the sea. And so is its future.· Our seas provide us with food, energy, medicines, employment and well-being, and they protect us in ways we don't even notice, like providing oxygen, absorbing atmospheric CO₂, cycling nutrients and buffering stormy weather· Scotland's seas are incredibly biodiverse, but this is a shadow of the rich marine life it once boasted. Industrialisation and the increasing effects of climate change are causing the health of Scotland's seas to decline. Species and habitats are changing or dying out. Examples.· There is a lot we stand to lose if these trends are not reversed.	<p>Scotland's maritime connections (e.g. fishers in harbour)</p> <p>Views of Scottish coasts, seas and beaches; people enjoying the coast. Underwater views of marine animals, habitats. Surface views of marine animals (e.g. dolphins)</p> <p>Human activities at seas and around the coast; views that illustrate potential environmental impacts.</p>



<p>2: current action and what is still needed</p>	<ul style="list-style-type: none"> · Scottish Environment LINK have been working for 20 years to secure better conservation law and policy for Scotland's seas. · New marine conservation laws in 2010 were very promising, but 10 years on are not being implemented to their full potential · International scientists have painted a clear picture of the threat to our natural world from climate change and other activities, such as unsustainable commercial fishing · Scotland's seas still remain largely unprotected from damaging activities and with the ever-increasing threat to our ocean ecosystems from climate change and mismanagement, we need to chart an urgent course to recovery, and the actions required to do this must be mobilised now. 	<p>Scottish Parliament</p> <p>Human activities at sea</p> <p>Illustration of LINK asks for ocean recovery</p>
<p>3: Call to action</p>	<ul style="list-style-type: none"> · If we act now to restore the health and resilience of our seas, we will all have a much more certain future. We will see more biodiversity, greater potential for mitigating climate change, more jobs and opportunities for people, and increased benefits for society · Examples of where strong action on marine conservation has yielded such benefits · Help us turn the tide for Scotland's seas and support our asks of the Scottish Government 	<p>Restoration projects (e.g. seagrass, native oysters)</p> <p>Good examples of recovery (e.g. Lamlash Bay)</p> <p>Sustainable practice and activities (e.g. tourism, creel fishing)</p>

Commissioning group
LINK Marine Group

LINK Staff (Esther Brooker, lead) and group convenor (Calum Duncan, Marine Conservation Society) will support the coordination of this contract and dissemination of the film.

LINK is a Scottish Charity (SC000296) and a Scottish Company Limited by guarantee (SC250899), core funded by Membership Subscriptions and by grants from Scottish Natural Heritage, Scottish Government and Charitable Trusts.
Registered Headquarters: 13 Marshall Place, Perth, PH2 8AH
Advocacy Office: Dolphin House, 4 Hunter Square, Edinburgh, EH1 1QW



Tender proposal: requirements, methodology and budget

Proposals should explain how contractors would carry out this contract, which should include:

1. Details of work previously undertaken.
2. Build on/make suggestions around the provided storyboard.
3. Breakdown of timescale.
4. Breakdown of proposed costing within total budget of £5,000 (including VAT).
5. Telephone/ email/face-to-face contact with select key stakeholders, mostly within the LINK Marine Group or LINK staff for any additional support.
6. Before work proceeds, an inception meeting will be held between the Contractor and representatives from the commissioning group to agree framing of the film and timelines.

Proposed Project Timescale

1. Early-mid July, 2020: tendering process
2. 23rd July, 2020: Deadline for receipt of tenders
3. End July, 2020: creative framing of video in consultation through phone/email/Zoom with project lead and LINK members
4. w/c 24th August, 2020: LINK Marine Group members and staff review first draft of film
5. Early September, 2020 (no later than w/c 14th): Final version of film is signed off
6. w/c 21st September, 2020: Film launch via Save Scottish Seas website and social media (and possible online event)

Copyright: Ownership of, and copyright of the film shall be vested in LINK and contributing member organisations and the contractor will be acknowledged as the film maker. The film will be marked '2020 © Scottish Environment LINK' 'All Rights Reserved'. The contractor will be requested not to disclose, or permit to be disclosed, any confidential information provided to him/her by LINK and its members, or resulting from studies, research or surveys prepared by him/her for LINK because of the contract. LINK reserves the right to produce accompanying communication products. For the avoidance of any doubt this obligation on the part of the contractor extends to disclosure to the media.

Indemnity: The contractor will indemnify and keep LINK indemnified from and against any and all loss, damage or liability (whether criminal or civil) and legal fees and costs incurred by LINK resulting from a breach of the agreement between LINK and him/her including any act, neglect or default on his/her part and breaches, which result in a successful claim by any third party.

Payment: All payments will be made on satisfactory completion of work contracted, and LINK reserves the right to determine satisfactory completion.

Submission of tender proposal and deadline: Tender proposals should be emailed to Esther Brooker at esther@scotlink.org and cc Karen Paterson at karen@scotlink.org by 23rd July (Thursday 00:59PM).