

Environmental Institute, s.r.o. invites application for **provision of promotional video production services** in the frame of LIFE project - LIFE APEX ENV/SK/000355 - Systematic use of contaminant data from apex predators and their prey in chemicals management.

**Services to be provided:**

The services are designed to produce promotional video between one to three minutes about LIFE APEX project and its outcome.

**Required profile for services:**

1. Professional skills in video production (20 points);
2. Previous experience in video production (20 points);
3. Detailed scenario for promotional video according to requirements described in **Annex I** to this document (60 points).

**Other:**

Time input: from 10 July 2020 till 10 September 2020.

Final outcome to be provided by: 10 September 2020.

**Tender submission:**

To apply, please send your offer in two separate attachments:

- **Technical proposal:** items listed in ‘**required profile**’;
- **Financial proposal:** lump sum for ready product – the promo video;

to the e-mail address [uces.ua@gmail.com](mailto:uces.ua@gmail.com) with a cc-mail to [slobodnik@ei.sk](mailto:slobodnik@ei.sk) and [glowacka@ei.sk](mailto:glowacka@ei.sk) and add the reference "LIFE APEX – promo video" in the subject of the e-mail.

**Tender evaluation criteria:**

Professional competence of the tenderer; max. 100 points for the requirements listed in the ‘**required profile**’.

**Applications must be submitted latest on Monday, 6 July 2020 until 10:00 a.m. CET**

**Tender evaluation:**

7 July 2020 at 11:00 a.m. CET

**Announcement of the results of the tender to tenderers:**

7 July 2020 by email and on the website of Environmental Institute, s.r.o: <https://www.ei.sk/>

**Communication:**

For further information, please contact: Olha Khymych, [uces.ua@gmail.com](mailto:uces.ua@gmail.com)

## Annex I

### Promo video requirements

#### I. Aim

To produce a short video between one to three minutes about LIFE APEX project and its outcome.

Video must be suitable for showing on full screen size, social media platforms Facebook, Twitter, and on the project website (<https://lifeapex.eu/>).

Minimum quality requirements: Full HD.

Target - bring attention of general public to:

- Tens of thousands of chemicals that are released into environment are resulting in contamination of animals, and possibly ending up also in human body;
- LIFE APEX project as a way towards understanding the problem and suggesting solutions (identification of toxic chemicals which are persistent and can bioaccumulate in living organisms; focus of existing EU legislation on banning production and use of these chemicals).

Expected result:

- Expand knowledge of general public about their place in the food chain and possibility of accumulating toxic chemicals using a proxy of top predators;
- Bring insights about selected toxic chemicals that are getting into environment and its inhabitants due to human activities;
- Make people think they need to decrease their chemical pollution footprint - to initiate a change from themselves by reducing the use of everyday products containing chemicals with adverse effects to living environment, such as pharmaceuticals and personal care products.

Key message to be addressed - Human is the top predator.

We are the environment – everything we release into the nature - nature brings back to us. We are the part of food chain, in the same way as are the predators and their prey. People eat the same fish as otter, only in more sophisticated way using fork and knife. Human bodies are absorbing the same chemicals as animals. Many of these chemicals can, in a long run perspective, accumulate and transform in our bodies and give raise to health problems for current and future generations.

Target audience - general public of all generations without specific knowledge about chemicals and/or environmental pollution problems. Message must hit all and each.

#### II. About LIFE APEX project

LIFE APEX Project. Systematic use of contaminant data from apex predators and their prey in chemicals management.

The AIM of LIFE APEX is to improve systematic use of chemical monitoring data from apex predators and prey for protecting human health and the environment.

Chemical monitoring data from apex predators (e.g. raptors, otters, seals) are of particular value; their position at the tops of food webs means they act as sentinels to reveal harmful substances, in terrestrial, freshwater, and marine environments. When combined with data from selected prey (e.g. fish), apex predator data can deliver useful quantitative information on the persistence and bioaccumulation.

LIFE APEX will make use of novel analytical methodologies that allow for screening over 65 000 chemical substances in each sample and prioritization of frequently occurring pollutants and their mixtures.

LIFE APEX involves making better and more cost-effective use of chemical monitoring data from the large, valuable but under-used resource of environmental samples in Europe's Environmental Specimen Banks, Natural History Museums, and other research collections.

More information about the project can be found on the website: <https://lifeapex.eu/>

### III. Project findings to be incorporated in the video

LIFE APEX project is using the state-of-the-art methodologies allowing for identification of more than 65000 chemicals in each sample of predators and their prey. Top predators to be emphasized in video, numbered by prioritisation:

1. Seals
2. Otters
3. Dolphins
4. Raptors

Hundreds of these chemicals have actually been found in the top predators and their prey in European seas and rivers.

Detailed information on project findings: <https://lifeapex.eu/dissemination/>

In this video we would like to pay attention to the 5 persistent and bioaccumulative chemicals found in the top predators and their prey by LIFEAPEX research team:

- PFAS - 'forever chemicals'

PFAS, a class of more than 4,000 different chemicals, is everywhere. It turns up in everything from household items (teflon, Gore-Tex etc) to fast food wrappers. It was identified in human blood also in new-born babies in US.

There are no medical interventions that will remove PFC/PFAS from the body. The best intervention is to stop the source of exposure.

Referring information about water pollution with PFAS:

<https://www.youtube.com/watch?v=gQYeVHrerBc>

<https://www.youtube.com/watch?v=7cCkADnhRgk>

- FLAME RETARDANTS

These synthetic chemicals — used in electronics, upholstery, carpets, textiles, insulation, vehicle and airplane parts, children's clothes and strollers, and many other

products — have proven highly effective at making petroleum-based materials resist fire.

- **HEAVY METALS (specifically MERCURY)**

These elements coming from chemical-intensive industries as environmental pollutants in air, water, and soil they also occur naturally, and they enter the food supply when plants take them up as they grow. Because of their high solubility in the aquatic environments, heavy metals can be absorbed by living organisms.

- **ANTIBIOTICS**

A medicine (such as penicillin or its derivatives) that inhibits the growth of or destroys microorganisms. Important is that bacteria can get resistant to antibiotics. Antibiotic resistance occurs when bacteria change in response to the use of these medicines. Bacteria, not humans or animals, become antibiotic-resistant. These bacteria may infect humans and animals, and the infections they cause are harder to treat than those caused by non-resistant bacteria

- **PESTICIDES**

They are toxic, and exposure to pesticides can cause a number of health effects. They are linked to a range of serious illnesses and diseases from respiratory problems to cancer. Pesticides can be washed through the soil by rain, to end up in rivers and ground waters.

#### **IV. Intellectual property**

Intellectual property rights must be respected. All materials used in the video must be acknowledged and sighted according to the legal requirements.