

Invitation to Tender

Video brief – Global Engineering Capability Review

engineeringx.raeng.org.uk/programmes/skills-for-safety

Deadline for submissions: 10am GMT, 25 February

Interviews held: 26 and 27 February

Period of engagement: March 2025 – April 2025

Allocated budget: £2000-2500 (inclusive of VAT)

**All queries and submissions to be sent to Jemima Brennen,
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Overview

- [Engineering X](#) is a growing international collaboration between the Royal Academy of Engineering and Lloyd's Register Foundation, consists of four active programmes including Skills for Safety.
- [Skills for Safety](#), is launching the Global Engineering Capability Review (GECR) 2024. Building on the previous iteration - the GECR 2019 – the GECR 2024 report provides new data on global engineering capacity and capability to strengthen the evidence base globally for safer engineering practices.
- We would like a brief, 3-minute explainer video summarising **why** we commissioned the report, **what** the report seeks to do, key findings and recommendations, and **how** to use it. We are looking to have a mixed person interview/B-roll with information and/or animated infographic.
- We would also like a shorter version, approximately 90 seconds in length, for use on our social media channels.
- We aim for the first cut to be done by 9am **31/03/2025**.

Background on GECR 2024

The world faces many challenges from climate change to food security. Engineering capacity is required to solve these challenges and to design safe, sustainable and responsible solutions. Occupational accident data has shown an increase in the safety gap between lower- and middle-income countries and more advanced economies. To understand the drivers of this trend, the Skills

for Safety programme commissioned S&P Global to explore this by evaluating countries' engineering capacity against safe and quality outcomes.

Many countries were identified as being at increased risk of harm from unsafe engineering practices. The GECR introduces a new framework for understanding engineering capacity and capability by taking a systems approach, highlighting the relationships between different capacity areas, and the roles of different stakeholders (from individuals to industry to governments) that are responsible in maintaining capacity across the system.

Our analysis provides strong evidence that investment in engineering capacity correlates to reduced risk and is a key component of a safe and prosperous society. Every country analysed has relative capacity strengths and weaknesses, which impact on their overall safety. The GECR 2024 aims to serve as a global reference and resource to enhance engineering capability and capacity, identifying where the most promising and effective interventions can be made. It is critical that stakeholders across the system work together to build capacity and reduce the risk of harm.

Outputs

We are asking for two outputs:

- 1) One video of max **three minutes** in length, with an introduction and conclusion by either Skills for Safety chair Prof Jarka Glassey FEng or Skills board member, Dr Tim Slingsby, Director of Skills and Education at Lloyd's Register Foundation, to be filmed at PPH or on zoom/teams if in-person availability is a challenge. Between two and four people will be interviewed, but this is to be confirmed in consultation with the videographer.
- 2) One shorter video (**90 seconds** in length) that will be better placed to share on social media.

Interviewees will be asked questions such as: why we commissioned the report and what has changed since 2019; what the new report shows and what is unique about the report; how the report can be used. The interviewer should be mindful of the report's key messages in prompting for answers and in making selections in the edit.

This is to be combined with stock footage, animated infographics highlighting some of the most pressing skills and safety related data as well as evidence and conclusions found, and utilising country capacity gap examples.

Suggested questions – to be refined in collaboration with the videographer:

- Why did you commission the report?
- What is the problem the GECR aims to highlight?
- What does this report do to solve this problem?
- What did the report originally set out to achieve, and how has that changed as you have gone through the process?
- What has the data highlighted that we didn't know before?
- What do you want this report to achieve?
- What is systems thinking and what is a systems approach?
- Why does the report take a systems approach? Why is this approach important to solving the problem outlined above?

- Can you talk us through the different elements of the report? How do these tie in with each other?
- Why is this report unique? Why use this instead of other reports? What is new/innovative about it?
- How should the report be used?
- Who do you want to read it?
- How can people engage with you?
- What are we hoping this report will lead to? What is its future?

B-roll to be included:

- Stock footage of skills / capacity /safety/ global challenges e.g. energy, AI (to also include some b roll from another Engineering X programme that incorporates 'real world challenge' footage)
- Simple data visualisation using some of the report data and/or country capacity gaps
- Shot of the Tableau Dashboard being used [this is a dashboard visualising the data in the GECR 2024]

Whilst we are starting with just two general overview videos, this might become one of a series of short videos, with a country focus. We encourage filmmakers to suggest ways of visualising data, through animation or other methods, which will help us achieve our aims, and the associated costs.

Specifications

We require delivery in three formats:

1. An edited version complete with all GFX and music, with English captions provided in a separate .srt file,
2. As above, but with on-screen open captions burned into the videos themselves,
3. As (1) but without any GFX, music, or captions – consisting just the edit sequence of plain footage with recorded audio.

The subtitles should be easily readable and as far as practical, not interfere with the audiovisual content. Videos should incorporate simple graphics and text on screen / lower thirds to adhere to Academy branding, identify speakers, and emphasise key points if necessary. A branded end card should be included. Suitable background music should also be incorporated.

We welcome suggestions for the use of on-screen text if this will help achieve our aims.

We require at least two rounds of edits with feedback from the Academy. Consolidated feedback will be provided from a single point of contact in the Academy.

The Academy's editorial style guide and Engineering X branding guidelines will be provided, and the film must adhere to these. All films and videos with spoken word should be hardcoded subtitled (in British English spelling), easily readable and, as far as practical, not interfering with the content.

We will separately commission translations of the transcript into French, Spanish, and Arabic.

Usage and purpose

The video will be featured (and hosted) on [Skills for Safety's web page](#) and shared on social media platforms (LinkedIn, BlueSky, and X). It will be shared in presentations and conferences from end of March 2025 when the report will be launched and will be used by Academy staff. It should:

- Contextualise the problem and provide the GECR as a framework for a solution.
- Ensure that the report's systems approach comes across clearly.
- Provide engaging and easily digestible content for non-expert audiences and non-English first language speakers, for what is quite a data heavy, dense report.
- Clearly answer the why, what and how listed above.
- Appeal to diverse stakeholders (academia, industry, government, finance).
- Drive activity towards our GECR web page > Skills for Safety web page and encourage engagement or partnership with the Skills for Safety team/wider Engineering X programme.
- Provide a concise explainer, while encouraging the audience to engage with the report in more depth.
- Highlight that the report lays the foundation for future work to be done around the skills needed and collaborations needed.

Messages

The video should highlight the power of this report as a guide for now and the future, providing a new way of engineering capacity and the skills needed to reduce harm and enhance safety of life, property, and the environment worldwide. across the world.

Key messages:

- A systems approach to engineering capacity: the report takes a systems approach to analyse engineering capacity, highlighting the relationships between different capacity areas, and exploring the roles and responsibilities of numerous different stakeholders, from individuals in academia to industry to professional bodies to governments, that are required to maintain and build capacity across the system. GECR 2024 can provide a framework to increase safety and reduce harm to people, places and environments.
- The GECR 2024 is a tool that can be used by diverse stakeholders.
- A global analysis: the report is truly global, analysing engineering capacity across 115 countries in 6 continents.
- A new understanding of engineering capacity: The Global Engineering Capability Review (GECR) 2024 introduces a new framework for understanding and assessing a country's ability to do engineering safely, and the role played by key stakeholders in building and maintaining the capacity to do this. This is the first time this data has been brought together in this way.
- A guide for now and the future: the report aims to be a tool or resource for funders, policymakers and decision makers to start conversations, to build understanding of their country's relative engineering capacity strengths and weaknesses, and to identify where the most promising and effective interventions may be to build capacity and increase safety. By building engineering capacity, stakeholders can tackle the challenges of today and reduce the risk of harm both now and in the long-term. The video should ultimately raise awareness of the systems approach required to build engineering capacity and the role of different

stakeholders in building and maintaining this, as well as the importance of engineering capacity for addressing global challenges and increasing safety.

- Raise awareness of the lack of globally consistent data on safety, regulations, standards etc and to encourage more systematic data collection by governments and statistics to improve the data available for evidence-based decision making.
- The tone of the video should be engaging, inspirational, informative and relatable.
- Examples of previous projects striking an appropriate tone include the following:
https://www.linkedin.com/posts/world-economic-forum_language-ai-languages-activity-7266435602047291392-hsTj?utm_source=share&utm_medium=member_desktop.
- Academy international programme examples:
 - More stock footage focused video: [Frontiers](#)
 - Transforming Systems through Partnership video as inspiration (to be provided once it's live on the engineeringx.raeng.org.uk/tsp site.
 - More person-led video but outlining general tone we aim for: [Safer End of Engineered Life for Offshore Wind Infrastructure](#)
- Examples of appropriate animated elements can be found in these videos:
 - [What is a systems approach to net zero?](#)
 - [How can ocean engineering help us provide clean energy for all?](#)
 - [How do neurotechnology innovations help improve quality of life?](#)
- We want the GECR 2024, and by extension Skills for Safety/the Academy, to be seen as a credible, neutral and trustworthy evidence-based source on engineering capacity.

All videos have been proffered by the Digital team to give us a steer on Academy style and preference.

While the videos produced within this scope of work can strike an informal tone, footage captured should be suitable for future use in fundraising videos which would require a simpler, more professional style.

Audience

- **Individuals** – engineers from industry, academia and PEIs.
- **Industry** – those responsible for regulation, implementing safety standards and training etc.
- **Government** – policy makers and decision makers responsible for safety, regulation, enforcement, investment in infrastructure etc.
- **Multilateral banks** – those responsible for investing in infrastructure, local skills development etc
- For all the above, our target audience is global, particularly focused on low- and middle-income countries.

Logistics

- Filming to take place between 3 March and 20 March (either at the Academy – Prince Philip House (PPH) in London or mixture of PPH and online if Prof Jarka Glassey/Dr Tim Slingsby are unable to make it to London). Filming will be accompanied by a member of staff from the

Royal Academy of Engineering to act as participant liaison and help provide immediate feedback and direction on answers given from an Academy messaging perspective, though the film crew will be responsible for the interviews themselves and getting the best out of the interviewees.

- A first cut (Version 1) should be sent to us by **Monday 31st March**
- Maximum of 5 working days for internal Academy review
- A second cut (Version 2) should be sent to us by **Wednesday 10th April**
- Final version to be provided to the Academy by **Wednesday, 15th April**

Activity	Timeline
Deadline for submissions	25 February, 10am GMT
Interviews	26 and 27 February
Award tender	28 February
Contracting	Week commencing 3 March
Storyboarding and final messaging finalised	Week commencing 3 March
Filming	TBC with interviewees, but likely week commencing 10 March
First cut	9 am 31 March, with feedback provided EOB 4 April
Second cut	9 am 10 April, with feedback provided EOB 14 April
Final cut	9 am 16 April

Submitting a proposal

Format

Please include the below in your response:

- **Project plan:** A full description of the proposed approach and project plan, including how you will capture key messages and interviews to create an engaging, impactful, accessible and clear video. Please include any creative ideas and solutions you wish to propose for delivering the film to the required quality and budget, (guide 500 words)
- **Schedule:** An indicative timeline for production, content selection, filming, editing, feedback rounds etc, and including key points for Academy input or feedback. The precise workflow can be agreed after commissioning.

- Value fit: A brief description of how your approach aligns with Engineering X and Academy values.
- Team/individual capacity: A short bio of the videographer (and wider team if relevant), and track record on similar projects including videos produced for other international and/or engineering and technology organisations, corporates, or charities that have an animated element. (max 200 words per person).
- Budget: A detailed account of the total cost of delivering this project. The overall cost for delivery of the support (including VAT if applicable), fee structure if applicable, including cost per day or per item. All related costs should be factored into the proposal.
- Organisation details: Information about the organisation, including registration number, bank details for financial reference purposes, evidence of public and product liability insurance, and written confirmation of willingness to provide audited accounts should they be required.
- Client testimonials: At least two references with written statements, and links to the work undertaken (video footage, links on social media etc) from clients engaged in the past three years.

Selection criteria

The following criteria will be used to assess responses to this brief:

- Brief: Understanding of the aims and requirements. Clarity from the contractor on what is expected from the Academy to fulfil the proposal.
- Schedule: Ability to meet or exceed the timetable and suitable ways of working with the Academy.
- Proposed content: With relevant and appropriate creative options for delivering the video to budget.
- Track record: Track record of the provider in delivering similar services.
- Cost: Overall value for money and appropriateness of the budget. Please note that this list is not exhaustive, and its order does not imply the order of importance. Up to three highest scoring proposals will be invited to interview.

General provisions

We reserve the right to change any aspect of the Invitation to Tender and the tender process, including amending substantive, or procedural provisions, extending any timescale, not making any awards, or suspending, or discontinuing the process (subject to treating all bidders equally). The interview process is a second stage assessment and only organisations that meet the essential criteria will be invited to interview. The second stage will prove an opportunity to check aspects of the first level proposal and gain any further information as needed. Any non-compliance with the procedural rules, including any late submission, can lead to disqualification, subject to exceptional circumstances, which are consistent with all bidders being treated equally. We reserve the right to reverse a contract award and/or terminate a contract, on the basis of any material inaccuracy in a proposal revealed after the contract is awarded, including after formalisation of the contract. All costs relating to bids are the exclusive responsibility of bidders.