

PART B – REQUEST FOR TENDERS

Title of the contract Production of a TV documentary to raise awareness on retail investors' impact through investments

Internal reference No. 2DII/2024/OP/01/TV Documentary

Indicative timetable	Milestone	Date
	Launch date	4 th of March 2024
	Deadline for the registration of Interest	20th 29 th of March 2024 23h59 (CET)
	Deadline for clarifications, answers to questions, corrigenda	22nd of March 2 nd of April 2024 23h59 (CET)
	Deadline for the submission of tenders	28th of March 8 th of April 2024 23h59 (CET)
	Evaluation of the submitted tenders	At least three [3] weeks after the deadline for the submission of tenders
	Notification of the evaluation results	One day after the end of the Evaluation phase
	Contract signature	Within one [1] week after the notification of the results
	End of period of assignment	31 st October 2024

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1. ABOUT 2DII

- 1.1. 2° Investing Initiative (2DII) is an independent, non-profit think tank specialised in sustainable finance. 2DII conducts policy analysis, scenario analysis, stress-test implementation, engagement strategies, and impact management. It works with all actors in finance such as financial institutions, regulators, and public and private investors to transition to a carbon-neutral economic model.
- 1.2. Since 2013, 2DII has been at the forefront of climate finance and sustainable investment, occupying a central, influential position in the development of EU sustainable finance policy and scaling up sustainable finance in emerging markets. 2DII was represented on the EU High Level Expert Group (HLEG) on Sustainable Finance, whose final report paved the way for the EU 2018 Action Plan on Financing Sustainable Growth. The flagship policy initiative recommended in the HLEG Final Report and taken up in the Action Plan included the development of a framework to facilitate sustainable investment. 2DII also helped drafting the preliminary version of France's groundbreaking Article 173, which was part of France's 2015 "Energy Transition for Green Growth" law before the Task Force on Climate-Related Financial Disclosures issued its recommendations.
- 1.3. Supported by world-leading institutions such as the European Commission, the IFC (World Bank), one major research areas of 2DII is to support retail investors in their efforts to invest sustainably; helping financial institutions improve the sustainability of their product offering; and devising policy recommendations, with a special focus on Europe.
- 1.4. The Retail Investing programme employs data-driven research, legal analysis, product development, and communications tools to integrate sustainability into the retail investing market. The mission is to help reallocate individual savings to finance the low-carbon transition, as well as to align retail investing industry practices with the Paris Agreement goals.

2. ABOUT FINANCE CLIMACT PROJECT

2.1 Background

Finance ClimAct is a 5-year project co-financed by the LIFE programme 2021-2027 of the European Commission. ADEME is leading the project in collaboration with the General Commissariat for Sustainable Development (CGDD), the French financial market authority (AMF), the French prudential authority (ACPR), 2DII, GreenFlex, Finance for Tomorrow, and the Institute for Climate Economics.

2.2 Objectives

The main objectives of the finance ClimAct project are threefold:

- 1) To upgrade the capacity of supervisors and regulated entities to fully implement existing and forthcoming mandatory requirements related to sustainable finance (e.g. climate related-risk analysis, disclosure, product information and integration into financial advice). Sustainable finance quickly needs to become a normal regulatory topic, an area where the rule of law applies, with no excuse related to the lack of capacity, uncertainty on metrics, etc.
- 2) To increase the standards regarding the relevance of climate risk metrics and assessment frameworks, the comparability of information disclosed, the evidence provided to back green marketing claims, to reach a level that makes those practices solid enough to inform investment decisions.
- 3) To combine regulatory reforms, innovative tools, and mass communication to get green products out of their niche and into the mass market.

2.3 2DII's role in Finance ClimAct project

2DII is working on a wide range of topics as part of the Finance ClimAct consortium, including climate scenario analysis, sustainable retail investing, and long-term risk supervision as well as mobilizing stakeholders to cover the topics of the social and environmental impact of individual investment decisions and mobilize individuals via online networks and a TV documentary.

3 INFORMATION ON TENDERING

3.1 Introduction

Asso 2 Degrees Investing Initiative (the “Contracting Authority”) invites tenders (“Tenders”) to this request for tenders (“RFT”) from economic operators (“Tenderers”) for the provision of the services as described in Section 5 to this RFT (the “Services”).

3.2 Information about lots and variants

3.2.1 This public procurement competition is not divided into lots. The Tenderers must be in a position to be able to provide the Services requested.

3.2.2 Variants (alternatives described in the Services) are not allowed. Any variants described in a Tender will be disregarded.

3.3 Legal basis

3.3.1 This public procurement competition (the “Competition”) will be conducted in accordance with the open procedure under the European Union (Award of Public Authority Contracts) Regulations 2016 (Statutory Instrument 284 of 2016). Any contract that may result from this Competition (the “Services Contract”) will be issued for a period that will cover from the signature of the contract to 31st October 2024 (“the Term”).

3.3.2 No extension will be permitted unless and until the Contracting Authority has given its prior written consent. Such extension must never exceed sixty [60] natural days, and prior written consent must be sought and given before 31st October 2024.

3.4 Participation

3.4.1 Participation in this procurement procedure is open on equal terms to all natural and legal persons falling within the scope of the [Treaties](#).

3.4.2 Prospective Tenderers are required to declare their interest to participate in the Tender via email to tenders@2degrees-investing.org before the deadline (~~20th~~ 29th of March 2024, 23h59 Paris Time).

3.4.3 Tenderers must ensure that no involved entities nor any subcontractors, including those which do not need to be identified in the Tender are subject to [EU restrictive measures](#) adopted under Article 29 of the Treaty on the European Union or Article 215 of the Treaty on the Functioning of the EU, consisting of a prohibition to make available or transfer funds or economic resources or to provide financing or financial assistance to them directly or indirectly, or of an asset freeze. The prohibition applies throughout the whole performance of the contract.

3.4.4 Tenderers must comply with applicable environmental, social and labour law obligations established by Union law, national legislation, collective agreements or the international environmental, social and labour conventions listed in Annex X to Directive 2014/24/EU

3.5 Joint tenders

3.5.1 A joint tender is a situation where a Tender is submitted by a group (with or without legal form) of economic operators regardless of the link they have between them in the group. The group as a whole is considered a “Tenderer”.

3.5.2 Group members must appoint from among themselves a group leader as a single point of contact authorized to act on their behalf in connection with the submission of the Tender in response to this RFT and all relevant questions, clarification requests, notifications, etc., that may be received during the evaluation, award and until the contract signature. All group members (including the group leader) must sign a Power of Attorney (Appendix 1 of Part C – Tender Form) (see paragraph 4.4 [Documents comprising the Tender](#)). Correspondence from any other person will not be accepted, acknowledged, or responded to.

3.5.3 The joint tender must provide details of all members of the group (Section 2 of Part C – Tender Form) and clearly indicate the role and tasks of each group member, including those of the group leader who will act as main contact point for the contract's administrative or financial aspects and operational management (Section 3 of Part C – Tender Form). The group leader will have full authority to bind the group and each of its members during contract execution.

3.6 Subcontracting

If Tenderers intend to let a subcontractor implement some of the services, Tenderers are required to give an indication of the proposition of the contract that they intend to subcontract as well as to identify and describe briefly the envisaged contractual roles/tasks of subcontractor(s) (Section 2 of Part C – Tender Form).

3.7 Amendment of the RFT

- 3.7.1 At any time prior to the deadline for submission of the Tenders, the Contracting Authority may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Tenderer, amend the RFP. Later amendments on the same subject shall modify or replace earlier ones.
- 3.7.2 Any addendum issued shall be part of the RFP and shall be informed to all the Registered Tenderers in writing.
- 3.7.3 In order to allow for reasonable time for prospective Tenderers to take the amendment into account in preparing their RFT, the Contracting Authority may, at its discretion, extend the deadline for the submission of Tenders, in which case, the Contracting Authority will communicate in writing to all the Registered Tenderers.

4 INSTRUCTIONS TO TENDERERS

4.1 Relevant Notices

4.1.1 While every effort has been made to provide comprehensive and accurate information in all documents prepared for the purposes of this Competition, the Contracting Authority does not accept any liability or provide any express or implied any warranty in respect of any such information. Tenderers must form their own conclusions about the services needed to meet the requirements set out in this RFT.

4.1.2 The Contracting Authority does not bind itself to accept the lowest priced or any RFT.

4.1.3 This RFT does not constitute an offer to commitment to enter into a Services Contract.

4.1.4 No contractual rights in relation to the Contracting Authority will exist unless and until a formal written Services Contract has been executed by the Contracting Authority.

4.1.5 Data Protection Laws

4.1.5.1 Data Protection Laws means all applicable national and EU data protection laws, regulations and guidelines including but not limited to Regulation (EU) 2016/679 on protection of natural persons with regards to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (the “General Data Protection Regulation”), and any guidelines and codes of practice issued by the Office of the Data Protection Commission or other supervisory authority for data protection in France from time to time.

4.1.5.2. The Contracting Authority will be a Data Controller (where Data Controller has the meaning given under the Data Protection Laws) in respect of any Personal Data (where Personal Data has the meaning given under the Data Protection Laws) required to be provided by the Tenderer in response to this RFT.

4.1.5.3 The Tenderer, as Data Controller in respect of any Personal Data provided by it in its RFT, shall ensure that all Data Subjects (where Data Subject has the meaning given under the Data Protection Laws) whose Personal Data is provided by the Tenderer have consented to the processing of such Personal Data by the Tenderer, the Contracting Authority and its Evaluation Team, for the purposes of the participation of the Tenderer in this Competition or that the Tenderer otherwise has a legal basis for providing such Personal Data to the Contracting Authority for the purposes of its participation in this Competition.

4.2 Compliant tenders

4.2.1 If a Tenderer fails to comply in any respect with the requirements of this RFT, the Contracting Authority reserves the right to reject the Tenderer’s Tender as non-compliant or, without prejudice to this right and subject to its obligations at law, to take any other action it considers appropriate including but not limited to seeking either written clarification or further information from the Tenderer; or waiving a requirement, which in the Contracting Authority’s view, is non-material or procedural.

4.2.2 Tenderers are required to:

- 1) submit all documentation which this RFT requires to be submitted with their Tender (see paragraph 4.4 Documents comprising the Tender);
- 2) follow the format of this RFT and respond to each element as set out in this RFT;
- 3) conform to and comply with all instructions and requirements set out in this RFT; and
- 4) not to alter Part C – Tender Form in any way.

4.2.3 Without prejudice to the generality of paragraphs 4.2.1 and 4.2.2. failure to comply with paragraphs 4.3.1, 4.3.2, 4.3.3 and 4.3.4 below will render the RFT non-compliant and it will be rejected.

4.3 Tender Submission Requirements

4.3.1 Registration of Interest to participate in this Tender

4.3.1.1 Prospective Tenderers shall register by submitting the following contact details to:

tenders@2degrees-investing.org:

- Name of the company/individual(s)
- Name of the contact person
- Job title of the contact person
- Email address of the contact person
- Phone number of the contact person
- Website of the company

4.3.1.2 Registration shall be submitted before the deadline ~~20th~~ **29th of March 2024**, 23h59 Paris Time. The email title shall be **2DII/2024/OP/01/TV Documentary**

4.3.2 Deadline for the submission of Tenders.

4.3.2.1 The Tenderers shall submit their Tender to: tenders@2degrees-investing.org with the email title: **2DII/2024/OP/01/TV Documentary**

4.3.2.2 All Tenders are due at 23h59 hours (Paris time) of ~~28th of March~~ **8th of April 2024**, 23h59 Paris Time.

4.3.2.3 Any Tender received by the Contracting Authority after the Tender submission deadline will be declared late and rejected.

4.3.2.4 Subject to paragraph 4.7 each Tenderer is limited to submitting one Tender in its own capacity and one Tender as part of a consortium/group of economic operators under this RFT.

4.3.3 Language.

Tenders must be submitted either in English or in French.

4.3.4 Requirements on the format of the documents of the Tender

4.3.4.1 The documents stated in Section 4.4 must be sent in separate PDF files.

4.3.4.2 The attachment containing the Tender and enclosed supporting documents should not be larger than 10 MB. If the archive is larger than this threshold amount, please send the Tender in multiple parts.

4.3.4.3 Tenders' documents received later than 23h59 hours (Paris time) of ~~28th of March~~ **8th of April 2024** will not be accepted.

4.3.4.4 Tenders' documents are considered as received by the Contracting Authority, upon receipt of an acknowledgement email from the Contracting Authority that the documents have been received by the Contracting Authority.

4.4 Documents comprising the Tender

4.4.1 The Tender shall comprise of the documents and forms listed here below:

- a) Cover page of Part C – Tender Form duly completed.
- b) Identification of the Tenderer duly completed and signed (Section 1 of Part C – Tender Form).
- c) Questionnaire for joint tenders and subcontracting (if applicable) duly completed (Section 2 of Part C – Tender Form).
- d) Tender Template Form duly completed (Section 3 of Part C – Tender Form).
- e) Pricing sufficiently detailed (Section 4 of Part C – Tender Form).
- f) Power of Attorney (if joint tender) duly completed and signed (Appendix 1 of Part C – Tender Form) by the group leader and each group member.
- g) Subcontractor's declaration of intent (if applicable) duly completed and signed by each subcontractor (Appendix 2 of Part C – Tender Form).
- h) Declaration of Honour (Appendix 3 of Part C – Tender Form). If joint tender by the group leader and each group member.
- i) Legal identification document or Organization's registration certificate. If joint tender by the group leader and each group member.

j) Tax registration certificate. If joint tender by the group leader and each group member.

k) The audited financial statements of the firm for the past two years to demonstrate financial capability to carry out the engagement to completion. If joint tender by the group leader and each group member.

4.4.2 Appendix 4 of Part C – Tender Form provides further clarifications of the checklist of the required documents to accompany the Tender.

4.5 Technical criteria evaluation.

4.5.1 Tenders will be evaluated on the basis of the following technical criteria and their weighting as outlined below. The maximum total quality score is 20 points.

4.5.2 Tenders must score a minimum of 12 points in total. Tenders that do not reach the minimum quality levels will be rejected and will not be ranked.

Criteria	Weighting in % (A)	Max. points (B)	Total [(A) * (B)]
Creativity	30	20	6
Experience	30	20	6
Collaboration	15	20	3
Shooting & Resources	15	20	3
Planning	10	20	2

Tenderer must score a minimum of 15 points (of 20) in “Planning”. Otherwise, the application is rejected.

4.6 Conflicts of Interest

Any conflict of interest or potential conflict of interest on the part of a Tenderer, Subcontractor or individual employee(s) or agent(s) of a Tenderer or Subcontractor(s) must be fully disclosed to the Contracting Authority as soon as conflict or potential conflict is or becomes apparent. Tenderers are required to declare that the preparation of their Tender was carried out independently (paragraph 4 of the Appendix 3 of the Part C – Tender Form). In the event of any actual or potential conflict of interest, the Contracting Authority may invite Tenderers to propose means by which the conflict of interest might be removed and in circumstances where there are links between the Tenderers, the Contracting Authority may seek further information to confirm the Tenders have been prepared independently. The Contracting Authority will, as its absolute discretion, decide on the appropriate course of action, which may in appropriate circumstances include eliminating a Tenderer from this Competition.

4.7 Withdrawal from this Competition

Tenderers are required to notify the Contracting Authority immediately via email to tenders@2degrees-investing.org at any stage they decide to withdraw from this Competition.

4.8 Confidentiality

All documentation, data, analysis, statistics, drawings, information, or material disclosed or furnished by the Contracting Authority to Tenderers during the course of this Competition:

- a) are furnished for the sole purpose of replying to this RFT only;
- b) may not be used, communicated, reproduced, or published for any other purpose without the prior written permission of the Contracting Authority; and
- c) shall be treated as confidential by the Tenderer and by any third parties (including subcontractors) engaged or consulted by the Tenderer.

4.9 Pricing

4.9.1 The Contracting Authority estimates that the expenditure on the Services may amount to some €90,000 (VAT included) over the Term. Tenderers must understand that this figure is an estimate only based on current and future expected usage.

4.9.2 All costs and expenses incurred by Tenderers relating to their participation in this Competition shall be detailed in Section 3 of Part B – Tender Form.

4.9.3 The Contracting Authority may reject abnormally low tenders, in particular if it established that the tenderer or a subcontractor does not comply with applicable obligations in the fields of environmental, social and labour law.

4.10 Publicity

No publicity regarding this Competition is permitted unless and until the Contracting Authority has given its prior written consent to the relevant communication.

4.11 Freedom of information

Tenderers should be aware that, under the Directive 2003/4/EC of the European Parliament and of the Council of 28 January 2003 on public access to environmental information and repealing Council Directive 90/313/EEC, information provided by them during this Competition may be liable to be disclosed.

Tenderers are asked to consider if any of the information supplied by them in their Tender should not be disclosed because of its confidentiality or commercial sensitivity. If Tenderers consider that certain information is not to be disclosed because of its confidentiality or commercial sensibility, Tenderers must, when providing such information, clearly identify the specific sections of the Tender containing such information and specify the reasons for its confidentiality or commercial sensibility. For the avoidance of doubt Tenderers may not assert confidentiality or commercial sensibility over the entire Tender but must clearly identify the specific section containing such information. If Tenderers do not identify information as confidential or commercially sensitive, it is liable to be released in response to a request received without consultation with the Tenderer. The Contracting Authority will, where possible, consult with Tenderers about confidential or commercially sensitive information so identified before making its decision on a request received. The Contracting Authority accepts no liability whatsoever in respect of any information provided which is subsequently released (irrespective of notification) or in respect of any consequential damage suffered as a result of such obligations.

5 TERMS OF REFERENCES OF THE TENDER

5.1 Context

As the State of Climate Action 2023 report finds that global efforts to limit warming to 1.5°C are failing across the board to address the climate crisis (“[State of Climate Action 2023](#)”), the urge to mobilize all the economic and – especially – financial players is growing.

In addition to that, achieving the ambition set by the European Green Deal (the “Green Deal” or “GD”) requires significant investment: the European Commission has estimated that reaching the 2030 climate and energy targets will require additional investments of over EUR 400 billion per year by 2030. Closing the broader environmentally sustainable investment gap, beyond climate-related measures and including environmental protection and resource management, would require a further EUR 100-150 billion annually. Moreover, the flow of investment needs to be sustained over time and the magnitude of the investment challenge requires mobilizing both the public and private sector.

However, the topics covered by the GD, especially when it comes to sustainable finance, are not already well known and understood by civil society. There is a lack of awareness regarding the role that sustainable finance and the GD could play in the fight against climate change and most of the people already conscious of the challenge do not have all the knowledge that is required to properly address the topics. If we want the voice of civil society to be better educated, we need to raise awareness among European citizens, ensure proper capacity building and access to the information needed. In order to do so, we need to shed the light on what are the options and mechanisms to foster sustainable finance and virtuous impact on economies through retail investment.

5.2 Constraints

5.2.1 Subject

The subject of sustainable finance is a very specific niche topic, but one that is in tune with the times (environmental concerns, preservation of biodiversity, social crises...). The subject is therefore treated from different angles, not always accessible or sometimes too simplistic. The challenge, which is also a constraint, is to deal with the subject in an intelligible, pragmatic and awareness-raising way.

5.2.2 Mobilizing relevant stakeholders

In order to increase the outreach and legitimize the message, ~~the endorsement of~~ support from at least a Non-Governmental Organization (NGO), a consumer association or another Civil Society Organization (CSO) in ~~contributing~~ providing feedback on the narrative style and in disseminating ~~to the documentary project supporting the tender in its dissemination~~ is required.

5.3 Objectives

5.3.1 The direct goals of this contract notice are to provoke individual citizens' awareness about their investment and savings, and to trigger a call-to-action among civil society (mainstream audience, NGO, etc.)

5.3.2 The indirect goals of this contract notice are to call on financial institutions to train bank advisors, to challenge supervisors on practices and potential sanctions to be applied, and to call on European regulators to adapt the regulatory framework on sustainable finance.

5.3 Content

5.3.1 Synopsis

There is a growing interest from retail investors in seeking out for positive impact with their investments ~~and savings~~. In fact, according to surveys 2DII conducted across Europe (covering 14 countries), in average 50% of retail investors want to have a real-world impact with their

savings¹. Yet, 2DII's research on the distribution of sustainable finance products revealed that impact-oriented clients are systematically misled by financial advisers and impact marketing claims². This is a huge threat for the sustainable finance agenda of the European Union due to the misallocation of several trillions EUR of impact-oriented savings towards low-impact financial products and the further decrease low trust level towards finance and sustainability. The idea of the documentary is i) to shed light on the backstage of sustainable finance, on the good but also on bad examples, and call to action towards private investors so they can be part of the change/transition of the financial industry and real economy need; ii) to ignite the banking revolution.

While we believe that the production agency, we are looking for in this call will help us by refining the topic and narrative of the documentary to make it as tailored to our target audience as possible. However, in the following we will display two possible ideas for the story of the documentary (possible to even think about other ideas):

5.3.1.1 The banking revolution

As mentioned above, we revealed in our research a multi-trillion market gap between demand from EU citizens and offer of green financial products (especially green saving accounts) with a real-world impact on global challenges such as climate change. Hence, this represents a huge unused potential to finance the sustainable transformation of the European economy. However, financial institutions are not incentivized to close this gap since they would need to change their product offering and stop financing unsustainable companies which is currently too profitable for them.

The easiest step all EU citizens can take to tackle this issue is to pull out their money from unsustainable saving accounts and put in sustainable saving accounts which can guarantee that their money is only used for sustainable purposes. Which most people underestimate is the financial power the EU citizens have. In total we own 35 trillion EUR or 1/3 of all financial assets in the EU, while more than 10 trillion EUR are lying on "normal" savings accounts.³ Which is also surprising for most people is that banks are creating loans for companies by leveraging the money from EU citizen saving accounts. Thus, most EU citizens help banks finance e.g. fossil fuel companies against their will without knowing about it. Pulling out their money from this system and putting their money on sustainable bank accounts would put significant pressure on conventional banks to change their loan portfolio or create pure sustainable bank subsidiaries, while in the same time sustainable banks would be able to create more loans for sustainable companies.

Unfortunately, the offer of "pure" sustainable bank accounts is limited and in some EU countries there might be even no offer. In fact, last year we conducted an in-depth market analysis to identify impact products available for retail clients in Germany, France, Spain, Sweden, Ireland and Switzerland. As you can see in our [MyFairMoney impact-database](#) we could find in all countries at least one offer despite Ireland. Other organization such as [FairFinanceGuide Germany](#) also provide an analysis of German banks. If we would choose this topic for the documentary, we would need to define an approach and conduct a European wide market analysis.

Therefore, the objective of this documentary would be to raise awareness about what banks are doing with our money, calling for action to change to sustainable saving accounts and to provide guidance on how (most) EU citizens could take action tomorrow. This could be accompanied with a campaign with a certain date on which everyone should change their bank.

¹ See 2DII (2023): [Moving the blockers of retail sustainable finance](#); 2DII (2022): [Jumping the barriers to sustainable retail investment in France](#)

² See 2DII (2023): [Market review of environmental impact claims of retail investment funds in Europe](#); 2DII (2023): [Assessing client sustainability preferences...lost in the maze?](#)

³ Eurostat (2022): [Financial balance sheets - annual data](#)

5.3.1.2 The shareholder revolution

As mentioned above, EU citizens have together a tremendous financial power and in fact we can assume that 50% of them want to use their savings or investments to achieve real-world impact. However, over 10 trillion EUR or 1/3 of their financial wealth is managed by pension and life insurance funds which invest EU citizen money in unsustainable companies. Thus, most EU citizens help with their pension or life insurance savings to finance e.g. fossil fuel companies against their will without knowing about it. The same is true for another 1/3 of EU citizens' savings which is invested in investment funds and company shares. Most investment fund managers do not ask their clients for instance how they should vote with their money at company annual general meetings, in most cases voting in favor for unsustainable and against sustainable shareholder resolutions. Even for EU citizens which are direct shareholders of EU companies it is in most cases very difficult to execute their vote today since it is very difficult to keep track of all resolutions and they face many practical barriers. Thus, there is currently a huge democratic deficit in the financial system on three levels i) use of direct shareholder voting rights ii) use of shareholder voting rights and having a say on the investment mandate/use of money through mutual/index funds iii) use of shareholder voting rights and having a say on the investment mandate/use of money through pension and life insurance funds.

However, scientific experiments with pension and mutual/index funds in the Netherlands and UK showed in fact, if the beneficiaries or clients are asked, most of them want the fund management to use their money in a sustainable way, even at the cost of financial returns.⁴ Newer experiments with "citizen assemblies" consisting of Dutch pension fund beneficiaries showed also very interesting results in favor of sustainable fund strategies. Yet, without regulatory change the vast majority of institutional investors will not follow these examples as long as it is not obligatory to integrate their client sustainability preferences in their management mandate.

Therefore, the objective of this documentary would be to raise awareness about what institutional investors are doing with our money "behind the scenes" and how difficult it is to execute voting rights today, calling for action to change the EU regulation to force asset managers to integrate their client sustainability preferences in their management mandate given that they are the ultimate asset holders. To provide guidance on how (most) EU citizens could take action tomorrow, we could also call the audience to send e-mails to their fund management companies and call them to integrate their sustainability preferences in the fund management strategy. This could be accompanied by a campaign with a certain date on which everyone should send emails.

5.3.2 Format

The preferred format is 52 minutes.

5.3.3 Tone and Style

The documentary will take an informative and inspiring approach. It will use personal testimonials, powerful graphics, and evocative images to captivate the audience. The narrative will be fluid and engaging, appealing to a diverse audience, from novices in the field – the primary audience – to financial advisors and supervisors – secondary audience.

5.4 Language

The TV documentary must be in English.

5.5. Audience

5.5.1 Primary audience. The documentary is aimed at mainstream audience (non-expert individuals and sustainably conscious).

5.5.2 Secondary audience. Decision-makers (regulators, supervisors, policy makers) and financial institutions.

⁴ 2DII (2023): *A practitioner guide for asset managers & asset owners to assess clients' and beneficiaries' sustainability preferences*

5.6 Channels & Broadcast

The documentary will be delivered in HD format ready for television broadcast. Versions adapted for social media and streaming platforms will also be provided to reach a wider audience on digital platforms.

5.6.1 Support

2DII will need the support of an external provider to:

- Script – the narrative, the rhythm, the guest, everything that has to be scripted in order to catch audience attention (explain how you would develop the script, bring life to a new narrative that audience can relate to); the critical point will be how turn technical concepts into appealing and understandable narrative?
- Realize – the creative and technical aspects of the shooting. 2DII provides “raw material” to build the documentary. However, the added value of the film production agency will reside in coming up with the right angle/approach to cover the topic and translate it into captivating images and message.
- Broadcast – find a suitable platform to broadcast the documentary (we are willing to consider a media partnership to do so).

5.6.2 Additional questions

2DII will need support in:

- Format decision-making - the preferred format is 52-minute-long documentary, but we are willing to consider more suitable and/or innovative formats.
- 2DII benefits from a certain exposure with its ecosystem; however, support ~~to endorse~~ **from** a NGO, a consumer association or another civil society organization in ~~contributing~~ **providing feedback on the narrative style and in disseminating** ~~to~~ the documentary project is a required requirement. ~~to be successful in the dissemination of the documentary.~~

5.7 Moodboard

This is not an exhaustive list of links. You can do complementary research to better understand the scope and have an overview of what has been done so far so the documentary can be outstanding.

<https://www.arte.tv/fr/videos/103559-000-A/la-finance-lave-plus-vert/>

<https://www.youtube.com/watch?v=7lvNqT5aMTw>

<https://essentiel.novethic.fr/blog/l-actu-1/post/un-documentaire-darte-execute-les-fausses-promesses-de-la-finance-durable-927>

<https://www.netflix.com/fr/title/80049832>

5.8 Timeline

Estimated delivery date. The documentary will be ready for broadcast in November 2024 at the latest (attempt to coincide with the next COP 29 and COP 16 on Biodiversity).

5.9 Technical assessment

Tenders are required to demonstrate:

- ✓ **Creativity (Criteria 1).** You will showcase your ability to craft a compelling and captivating narrative from a technical topic. This will be materialized through the concept/approach, storytelling, visual aesthetics, and the potential interactive elements that engage viewers.
- ✓ **Experience (Criteria 2).** You will develop your experience in documentary filming, your portfolio, and, if relevant, your level of expertise in sustainable topics here.
- ✓ **Collaboration (Criteria 3).** You will describe the concrete steps to start the project, endorse the different stakeholders, and fuel and implement the creative process.
- ✓ **Shooting & Resources (Criteria 4).** You will precise the process to realize the shooting (requirements and constraints) and the resources needed for each step (staff, materials, locations).

✓ **Planning (Criteria 5).** You will present the timeframe needed to execute the project, indicating pertinent milestones.

5.10 Price

5.10.1 As set out in paragraph 4.9.1 the indicative amount under this contract is EUR 90,000 (VAT included).

5.10.2 The promotion of the TV documentary will be the scope of a separate call for tenders at a later stage.

5.11 Payments

50% €45,000 (VAT included) Within the first two [2] weeks after the signature of the contract. A kickoff meeting will be held, and the awarded tenderer will have to present an initial work plan.

30% €27,000 (VAT included) Editing validation.

20% €18,000 (VAT included) Delivery of the final product.

5.11 Queries and clarifications

All queries relating to any aspect of this Competition or of this RFT must be sent via email to tenders@2degrees-investing.org.

Queries will be accepted no later than 23h59 on ~~22nd of March~~ **2nd of April 2024** unless otherwise published by the Contracting Authority.

All responses to queries will be issued by the Contracting Authority via email to the Tenderer who sent the query(ies).