

We Value Nature - Testimonials Video Project

Background

[We Value Nature](#) is an EU Horizon 2020-funded three-year campaign (November 2018 –October 2021) supporting businesses and the natural capital community across Europe with the aim of making valuing nature the new normal for business.

Businesses that understand the true value of nature can benefit from improved risk management, communication to investors, stakeholder engagement and anticipation of future legislation. The We Value Nature campaign is collaborating with businesses and the natural capital community to help businesses value nature and make the next steps on their natural capital journey. We Value Nature is focusing on two sectors that have a strong dependency and large impacts and for which sector supplement guides have also been developed: food & beverage and finance.

Based on an interview template developed by the We Value Nature team, the chosen contractor will conduct in person interviews across four European company locations to capture video recording from business champions. The chosen contractor will also collaborate with members of the We Value Nature team to produce three short films highlighting why businesses decided to value nature and the story of their journeys.

Aim

- To inspire natural capital champions in other companies to take the next steps on their natural capital journey.

Objectives

- To discover and tell the “real” stories behind companies’ journeys on valuing nature.
- To showcase a diversity of voices including, but not limited to, a diversity of gender, roles, company size and region.
- To raise awareness of and facilitate uptake of the Natural Capital Protocol.
- To enable others to amplify the interview messages, by uploading interviews to the We Value Nature media library.

Expected deliverables

Expected outputs:

- Full length edits of each of the four company’s video interview: estimated 1 primary and 4 secondary interviews at each of the four company locations (locations to be determined, but all within Europe). Each edited video is expected to last 15-20 minutes. (Editing to include removal of any pauses, mistakes, etc, and addition of intro/outro slides.)
- Excerpts from each video – splitting the full-length versions per interview question.

- Written transcript of each interview.
- Three summary films highlighting the different steps on the journey, to potentially include: why businesses decided to value nature, how they took the first step and how they implemented lasting change in their company (to be confirmed by We Value Nature team following interviews). Each video is expected to be 2-3 minutes long and will include a voiceover, interview clips and stock footage. Draft storyboard and voiceover script will be supplied by We Value Nature team; voiceover to be arranged by the contractor.

Finished outputs will be uploaded by the We Value Nature team to the [We Value Nature media library](#) for other organisations to include in their films, presentations or social media content via a Creative Commons license (CC BY 4.0). It will therefore be necessary for the contractor to waive copyright, intellectual property and any other ownership of the final outputs.

Collaboration and support

We Value Nature will:

- Identify and initially contact interviewees – targeting 3-5 people per company location
- Supply the interview questions
- Produce an initial storyboard and voiceover script for the three films highlighting why businesses decided to value nature and the story of their journeys
- Upload content to the [We Value Nature media library](#)

Proposed budget

Fees up to a maximum of 15,000 €

Travel and subsistence up to a maximum of 5,000 €

Time schedule

The project shall be completed within a period of six months with an expected starting date in April 2019.

Documents to be submitted

Organisations interested in applying and invited to send the following documents:

- A short proposal detailing your approach and experience
- A portfolio showing relevant work

Applications must be sent by email to: James@oppla.eu by **30th March 2020**. The email subject line should be: "We Value Nature - Testimonials Video Project". For further information, please contact: James@oppla.eu