



Madrid, 9 May 2016

## ICCAT GBYP CIRCULAR # 0553 / 2016

**SUBJECT: TERMS OF REFERENCE - CALL FOR TENDERS – ICCAT GBYP 05/2016  
TAGGING PROGRAMME - TAG AWARENESS ACTIVITIES  
ATLANTIC-WIDE RESEARCH PROGRAMME ON BLUEFIN TUNA (ICCAT GBYP – PHASE 6)**

I have the honor to transmit to you the attached Terms of Reference for a Call for Tenders – ICCAT GBYP 05/2016 “**Tagging Programme - Tag Awareness Activities**” of Phase 6 of the ICCAT Atlantic-Wide Research Programme on Bluefin Tuna (GBYP).

Please accept the assurances of my highest consideration.



Driss Meski  
*Executive Secretary*

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**Attachment:** TOR - Call for Tenders - GBYP Phase 6 for “Tag Awareness Activities”.

**TERMS OF REFERENCE**  
**CALL FOR TENDERS ICCAT GBYP 05/2016**  
**TAGGING PROGRAMME – TAG AWARENESS ACTIVITIES**  
**ATLANTIC-WIDE RESEARCH PROGRAMME ON BLUEFIN TUNA**  
**(ICCAT/GBYP – PHASE 6)**

**ICCAT GBYP Background and objectives**

The main objectives of the ICCAT Atlantic-Wide Bluefin Tuna Research Programme (GBYP) are to improve: (a) the understanding of key biological and ecological processes, (b) current assessment methodology, (c) the management procedures, and (d) advice.

Key tasks are to reduce uncertainty in stock assessment and to provide robust management advice. This requires improved knowledge of key biological processes and parameters. However, currently almost all the data used in stock assessments are obtained from the fisheries-dependent data. It is therefore important to obtain data from alternative sources, such as tagging studies, in order to verify the assumptions made when conducting the assessments.

Many assumptions used in the previous assessments, such as stock structure and natural mortality, have been called into question by recent studies, including the results obtained by ICCAT GBYP in the first Phases, which suggest that bluefin tuna species has a complex population structure with genetic differences between the two sides of the Atlantic Ocean (including the Mediterranean Sea); recent genetic and micro-chemical investigations carried out by ICCAT GBYP are showing the possible existence of more mixing areas between the two stocks. The ICCAT GBYP also included Aerial Surveys among its research activities and therefore knowledge about behaviour that influences sighting probability, such as vertical habitat utilisation and movement among areas surveyed, is important in deriving indices of abundance. The mixing between the bluefin tuna management units and the hypothesis about any possible existence of meta-populations are important issues to be considered. A well-designed tagging programme, developed over a schedule of several years in a progressive methodological approach, will therefore be important in improving the understanding of bluefin tuna ecology and ethology and for developing better stock assessment methods. The use of electronic tags, included in the programme since Phase 2, is revealed to be very important for improving the understanding of both the vertical and horizontal movements of bluefin tuna and their use of the marine habitat.

Thousands of bluefin tunas (mostly juveniles) were tagged with conventional and electronic tags during the first Phases of GBYP both in the Atlantic Ocean and in the Mediterranean Sea, with the large majority of the fish still being in the wild. Therefore, it is expected that several tags will be recovered and reported from now on. The current tag reporting rate for bluefin tuna, particularly for the eastern stock, is very low for several reasons: privacy attitude of many fishermen, lack of willingness to cooperate, recoveries during illegal activities, size limit regulation, etc., including the lack of correct information about how to report the tags and apply for the rewards.

In Phase 2, ICCAT GBYP had launched an extensive institutional tag awareness and rewarding campaign (<http://www.iccat.int/GBYP/en/AwCamp.asp>), through a wide dissemination of many thousands of posters and stickers to the main institutional contacts in all concerned CPCs, but also to professional fishers' organizations, to recreational and sport fishers' organizations, NGOs and various entities, promoting also articles on magazines. Consequently, ICCAT GBYP had substantially improved the tag reward levels, in order to further promote the reporting activity. These preliminary tools resulted in quite higher reporting rates compared to the past, but they are still not at a sufficient level for properly allowing the use of tagging data for stock assessment purposes.

In Phase 4, ICCAT GBYP carried out an extensive tag awareness activity, contracting a Consortium which directly contacted fishermen and fishing companies in many of the ICCAT CPCs, particularly in the Mediterranean Sea.

This Call for Tenders concerns one of the main activities to be carried out in Phase 6- a tag awareness campaign in most of the areas with active fisheries for eastern bluefin tuna, namely by developing specific videos, as recommended by the ICCAT GBYP Steering Committee.



## TAG AWARENESS ACTIVITIES 2016

The specific objectives of the tag awareness activities in 2016 are the following:

- a) Promote the general knowledge about ICCAT GBYP tag recovery activity, producing short videos to be largely distributed to media companies in all ICCAT CPCs, for increasing the knowledge of the general public about the scientific goals of the tagging activities on bluefin tuna and on the importance to report a recovered tag. Additionally, the video should inform about the rewards.
- b) Promote the objectives under the above point a) in different languages (i.e.: English, French, Spanish, Arabic, Turkish, Portuguese, Italian and Greek), making use of a clear and understandable message, and favouring the use of images rather than audio voice aiming to enhance involvement of stakeholders cooperation on tag reporting.

These activities shall be implemented in close collaboration with the ICCAT GBYP Coordination team.

Film makers, film directors, video-makers, advertising experts, and public or private entities can submit tenders for carrying out the tag awareness activity for 2016.

### **Contractor tasks**

The Contractor(s), who will work in close consultation with the ICCAT GBYP Coordination team, will conduct the tag awareness activity by producing two short videos, one having a duration of about 3-4 minutes and a shorter one of about 50 seconds (to be used for electronic or internet communication), in order to promote knowledge and awareness about the various aspects of ICCAT GBYP tag recovery, tag reporting and tag rewarding activities.

The videos must be done in high definition, using the best possible format available according to the needs.

The videos can use the most adequate communication technique for stimulating awareness and curiosity to the public in general and the stakeholders in particular, e.g.: showing relevant results of the ICCAT GBYP tagging program, such as the surprise of common people who found an electronic tag washed ashore and received a €1000reward, etc. The two videos shall adapt the communication strategy as regards to their different duration and the two different media platforms (television and electronic).

Videos shall be very easy to understand, quite impacting and stimulating.

The videos shall be translated in the eight main languages (i.e.: English, French, Spanish, Arabic, Turkish, Portuguese, Italian and Greek), therefore the shorter the text the better the balance between costs and results.

ICCAT GBYP will provide all the necessary information, including videos or images from tagging activities that might be used on the videos and facilitating contacts. However, the tenders shall consider the need to make and/or gather images from activities (e.g. tagging activities, including underwater images; fishing for bluefin tuna; interviewing tag recovery individuals).

The Contractor(s) shall also provide a short report, suggesting the most useful strategy for using the two videos with different media, including the provision of contacts.

### **Contractor minimum qualifications**

- Documented multi-year experience and knowledge on communication, video-advertising or documentary techniques; previous experiences on tuna species or the marine environment will be preferential.
- Good skills for communicating with a large variety of audiences, including stakeholders of bluefin tuna fisheries, in a simple and clear manner.
- Good skills for dealing with media.
- Availability to travel if required.
- Availability to discuss the contents with ICCAT GBYP when necessary.

- Excellent working knowledge of one of the three official languages of ICCAT (English, French, Spanish).  
A high level of knowledge of English is highly desirable.

### Request for bids

Interested entities shall submit their offer to the attention of Mr. Driss Meski, the Executive Secretary of ICCAT, at the following email address: [driss.meski@iccat.int](mailto:driss.meski@iccat.int) by **25 May 2016**, including:

- a) Acknowledgment of this Call for Tenders (**ICCAT GBYP 05/2016**)
- b) A detailed offer, based on the objectives of this Call for Tenders, clearly specifying a short proposal for the story-board(s) for the two videos, the concept behind the story-board(s) and a possible communication strategy approach.
- c) The curriculum or curricula of the entity(ies) applying for the ICCAT GBYP tag awareness activity in 2016, with any documented experience, to include recent and relevant contracts for similar items and other references (including examples of previous products) the curriculum or curricula of the person(s) in charge of the proposal, who must be clearly identified in the offer.
- d) An estimated budget for the tag awareness activity, including post-production costs, any necessary travel cost, translation/interpretation costs for various languages and any discount terms (overhead to cover administrative and general costs could be admitted within a maximum limit of 10% of the personnel costs). If an individual is tendering, then the offer should be a lump sum, including both professional allowances, travel costs and any further post-production cost, including translation.
- e) The name, address, and telephone number of the tendering entity;
- f) The bank account of the tendering body (bank name, account number, IBAN and SWIFT codes), the IVA=VAT identification code and/or the tax identification code;
- g) The institutional and administrative background of the tendering entity (e.g., statutes, type of institution, annual budget, budget control procedures, etc.) (not applicable for individuals).
- h) A declaration that the offering entity will follow the terms of the present Call for Tenders and/or approved modifications agreed upon, and the administrative rules specified in the contract.
- i) A declaration that all the comments eventually made on the draft final report (**Deliverable #2**) will be incorporated in the final (**Deliverable #3**).
- j) A declaration that the staff or the tendering entity will be covered by full insurance for the field and office activities to be carried out according to this Call for Tenders.
- k) A statement specifying the extent of agreement with all terms, conditions, and provisions herein included, particularly specifying the date for the draft final report (**Deliverable #2**) and the date for the final report (**Deliverable #3**).

The ICCAT Secretariat will select the offers according to the terms of this Call for Tenders and the best value for money. The ICCAT Secretariat will notify the result as soon as the selection process is completed.

Offers that fail to furnish the required documentation or information, or that reject the terms and conditions of the Call for Tenders will not be considered.

Contractors can be Film makers, film directors, video-makers, advertising experts, and public or private entities having the required qualifications.

### Deliverables

#1 A short report outlining the workplan, the definitive schedule and a detailed story-board for the videos and all other relevant information up to that date in order to fully define the strategy for reaching the awareness goals, to be submitted at the latest by **20 June 2016**:

#2 The draft final report to be submitted at the latest by **5 September 2016**, including:

- a) Full description of the work carried out for the tag awareness activity, describing how the work was carried out, including the detailed story-board for each video, including the strategy for reaching the awareness goals;



- b) Electronic version of the two videos; the videos shall be provided in one of the three ICCAT languages (English, French or Spanish); translation in other languages shall be provided along with the final report (see item 4).
  - c) List of possible contacts of national broadcast to advertisement on TV in ICCAT CPCs regarding the ICCAT tag awareness activities; list of any additional medias to whom the videos can be provided;
  - d) Detailed description of the difficulties encountered.
  - e) Any possible recommendations for adjusting the ICCAT tag awareness strategy for the future.
- #3 The final report, to be prepared taking into account any comments provided by ICCAT, and the full administrative report including copies of all the administrative documents if such was included in the administrative rules of the contract, to be submitted by **12 September 2016**.
- #4 The masters of the final version of the two videos translated into the different languages (Arabic, English, French, Greek, Italian, Portuguese, Spanish and Turkish), and two electronic copies of each video, to be submitted by **23 September 2016**.

### Payment details

Disbursements will be made according to the following schedule:

1. 40% of the total amount of the contract upon **signing of the contract**;
2. 20% upon completion and acceptance of **Deliverable #1**;
3. 20% after the completion of **Deliverable #2** upon incorporation of comments by the ICCAT.
4. 20% after the approval of the final report upon incorporation of comments by the ICCAT (**Deliverable #3**), after receiving the final version of all videos in the different languages (**Deliverable #4**) and the approval of the administrative documents.

### Logistics

All documents provided by the Contractor must be in MS Word or compatible software; tables must be in Excel format or compatible; figures and pictures must be in JPEG or TIFF format or compatible. Videos must be in high resolution and computer-friendly; the minimum standards for the master are the following:

- Master 1080p Apple ProRes 4444, Stereo Sound 24bit 48Khz
- Master 1080i Apple ProRes HQ, Stereo Sound 24bit 48Khz
- Master Clean 1080p Apple ProRes 4444
- Mix Stereo 24bit 48Khz in aiff or wav
- Separate Sound Track (Music, Sfx, Dialogues, Voice over)

If any special format is proposed by the tender, this shall be specified.

All documents submitted must be in English, French or Spanish.

### Copyright

All the material produced by the Contractor will remain the property of ICCAT (author's intellectual and artistic rights are guaranteed), will be kept confidential, and cannot, in any case, be circulated by the Contractor selected. The use of the video by the Contractor shall always be notified to ICCAT in advance for clearance.

For further information concerning this Call for Tenders, please contact the ICCAT GBYP Coordinator at the following address: [antonio.dinatale@iccat.int](mailto:antonio.dinatale@iccat.int)