



Falkland Islands Government: 40th Anniversary Film Tender

Key submission details		
Tender opens	Tender closes	Contact
Tuesday 24 August 2021 9am Falkland Islands time (GMT -4 hours)	Thursday 30 September 2021 5pm Falkland Islands time (GMT -4 hours)	Rhian Burgess Head of Communications Communications.Head@sec.gov.fk +500 27400 / +500 51916
Working title for project	Outline of deliverables	Deadline for all deliverables
The Falkland Islands: Looking Forward at Forty	<ul style="list-style-type: none">• 1x 15-minute feature film• 3x segment featurettes (Past, present, future)• Social media teasers• Stock for library images	31 March 2022 9am Falkland Islands time (GMT -4 hours)
Tender application		
<p>Tender applications are warmly invited from individuals and companies in the Falkland Islands or overseas. Currently the Falkland Islands has a quarantine regime in place for travellers entering the Falkland Islands, more information is available here: https://fig.gov.fk/covid-19/quarantine</p> <p>Tender applications should include details of:</p> <ul style="list-style-type: none">• How you will meet and deliver the needs of the project brief (section two)• How you will meet and deliver the needs of disparate audiences (section three)• How you will work collaboratively with FIG as a client• How you will ensure accessibility for non-English speaking viewers (section six)• An outline schedule of filming, editing and finalisation of deliverables• An outline schedule of costs for the project through to completion• Examples of three previous pieces of work that you have produced (for quality assurance) <p>Any questions? Please get in touch with Rhian Burgess – contact details are supplied above.</p>		

1. Who are we?

We are the Falkland Islands Government; we represent a self-sufficient British Overseas Territory with a long history and unique culture. Located approximately 8,000 miles from the UK, we are a growing, diverse, and resilient community of 3,500 people, that has prospered over time, thanks to the pioneering efforts and ingenuity of the generations of individuals who have chosen to make this special place their home.

The Falkland Islands Government provides a vital range of services for our residents, including those usually managed by central government and local authorities elsewhere. Responsible for taxation, legislation and policy, town planning, health and social services, and education, the Falkland Islands Government is far more than just an administration. From the provision of power and fresh drinking water, to building infrastructure and carrying out scientific research, the government fulfils a variety of roles, making it the largest employer in the archipelago.

You can read more about us here: www.falklands.gov.fk and here www.falklandislands.com

2. What is the project?

‘The Falkland Islands: Looking Forward at Forty’ is a film project to celebrate the history of the Falkland Islands to the present day, in particular the progress that has been made since the 74-day war in 1982. It is intended to commemorate and celebrate the passage of the past four decades, reflecting on the sacrifices made to restore freedom to the Falkland Islands and what Islanders have done with that freedom to create a forward-looking and self-determined country, with a culture that is founded on the principles of democracy, fairness, hard work and collaboration, that is clearly demonstrated in the way that we live and work today. It will outline the current key challenges and opportunities that the Islands face – for example, geopolitics, the natural environment, Island infrastructure, economic development and investment. The film will also take the opportunity to focus on future generations and how young Falkland Islanders today feel about the anniversary of the war and what they intend to do in the next 40 years to continue the economic, social and political development of the Falkland Islands.

3. Who is the audience?

The audience for this project is very diverse, but essentially, we want everyone who views our outputs to:

Know – that while the modern Falkland Islands is undoubtedly built on the legacy of 1982, that there is far more to the archipelago, and it is not a place that has stood still in the intervening years.

Feel – to have an emotional connection with the Falkland Islands, to feel empathy for what happened 40 years ago, but also to understand and appreciate the many facets of modern culture.

Do – to be inspired to find out more, to become an advocate for the Falkland Islands, to want to share information with others and to address prevailing misinformation about the nation.

To get down to the detail, our audience broadly encompasses:

- **Falkland Islanders** – this needs to be a film that the community can be proud of and which they feel not only resonates with the ‘Looking Forward at Forty’ strapline for the 40th anniversary, but also genuinely reflects the realities of the Islands and gives a modern view
- **UK public** – there is a prevailing sentiment (as evidenced through market research and data analytics) among the British public which has the Falkland Islands stuck in 1982, associated only with the war, and with limited understanding of the country and its people. We want this film to help address these knowledge gaps and any prevailing myths about our home.

- **UK politicians** – while we do not rely on the UK government for financial aid – being fully economically self-sustainable – they are responsible for our foreign affairs and our defence. We may be 8,000 miles away, but we are a proud part of the British family and value that relationship highly. We not only wish to demonstrate that within the film, but we also want to outline how we genuinely contribute to that partnership and why sovereignty matters.
- **Regional partners** – we have strong links with many of our regional partners, which we cultivate through our public diplomacy work; however, those efforts are limited in terms of giving people a first-hand experience of our home. We would like to use the film and its derivatives to support our work across South America in terms of raising the profile of the Falkland Islands and helping to address any residual myths that exist due to geopolitics.
- **Global investors** – as a self-determined democracy, we are committed to the sustainable growth of the Islands, in particular our economic landscape; given our size and scale, we wish to attract global investors to the Falkland Islands, to work alongside us on projects, particularly in terms of improving our infrastructure and developing long-term partnerships
- **Global travellers** – tourism is a burgeoning area for us, and prior to the pandemic it was a sector that saw significant growth year on year. As we open back up to the world, we want to remind global travellers why the Falkland Islands should be on their tourism bucket list.
- **Global media** – one of the main ways in which we get our messages out into the world is via the global media, however the news agenda for second decade of the 21st century has been (rightly) mainly occupied with Covid-19 and its impacts. We want to tell a positive story (we are looking forward after all) that outlines a variety of angles to garner global media interest.

Our main objective for all audiences is to tell our own story – not portrayed through the rhetoric of others – but using the voices of Falkland Islanders to create an authentic narrative about our home.

4. Why do we need these outputs and how will we use them?

Video content is a staple of everybody's lives, particularly in terms of social media. We look to short films when we want to learn something new or to be entertained, in a world where we are already overwhelmed with marketing, advertising and publicity. Film creates experiences that are inherently memorable, moving, and inspiring – which are the same sentiments associated with the story of the Falkland Islands. We want to create a suite of media deliverables that are attractive, meaningful, and shareable – which others will not only want to engage with but will also recommend to others. While the main driver for the project is the 40th anniversary, we want these outputs to be ones that we can use into the future, which will not just be relevant in 2022 but beyond.

The main film will be shown at a premiere in Stanley, but after this we intend to showcase the film and featurettes at key conferences, including across government digital platforms and teasers across social media. We will ask our followers and supporters to share and interact with this content. We would also like a series of static images to add to our library for use in publicity and publications.

5. How we will work together

We are keen to hear your ideas, but as a starting point we thought it would be good to structure the film in three parts – past, present and future – in order to reflect the sacrifices made in 1982, the journey in the intervening decades, and the modern reality of the Falkland Islands and the future.

We will work collaboratively with you to develop storyboards and key messages for these concepts, in order to produce tailored, high quality content that will have a life beyond the 40th anniversary.

We will:

- Provide you with a thorough grounding on the history of the Falkland Islands to the present day
- Agree a regular schedule of touchpoints and give you a dedicated point of contact
- Bring you to the Islands (if you are from overseas) and provide links to key people and places
- Ensure you have the necessary accreditation, licensing and permits needed to film here
- Furnish you with a formal contract (using standard Falkland Islands Government terms and conditions) so that expectations on both sides are clear and established
- Work collaboratively and welcome your creative input at each stage of the process
- Expect your support in promoting the final outputs using your own platforms and networks

We won't:

- Pay for off-island logistics (e.g. hotel accommodation in other countries prior to travel)
- Arrange your travel insurance (you must do this yourself and it must include medevac provision)
- Provide stock footage/newspaper clippings/archive material, other than that which we own

6. Key considerations

- Accessibility: we will need film content to be available in versions with English, Spanish, Portuguese, Filipino and Shona subtitles
- Budget: we will need to agree a fully costed schedule, but estimate spending up to £25,000 – as this is a taxpayer funded initiative it will be subject to FIG Standing Financial Instructions and the payment schedule will be developed in accordance with these
- Branding: we have developed a strapline, logo and guidelines that will be shared with you
- Copyright: all rights to footage will be owned by the Falkland Islands Government
- Covid-19: currently the Falkland Islands has a quarantine regime in place for travellers entering the Falkland Islands, more information is available here: <https://fig.gov.fk/covid-19/quarantine> - however the contract will be drafted in recognition of the ongoing pandemic and its potential impact on project delivery, in the event of future lockdowns or similar prohibitive measures
- Production schedule: in addition to agreeing a production schedule, there will be a requirement to provide bi-monthly updates to the 40th Anniversary Committee, which will be delivered via the FIG Head of Communications

7. Selection process

- Tender applications open at 9am on Tuesday 24 August (Falkland Islands time; GMT -4)
- Tender applications close at 5pm on Thursday 30 September (Falkland Islands time; GMT -4)
- Shortlisting process begins at 9am on Friday 1 October (Falkland Islands time; GMT -4)
- All applicants informed whether they have been shortlisted by Wednesday 6 October
- Shortlisted applicants to take part in a Zoom interview with FIG panel (last stage of process), ideally early in the week commencing 11 October, with final decision made by 15 October