



Tender 02/2026

April 7, 2026

INVITATION TO TENDER // CALLS FOR MEDIA PRODUCTION

New Direction is a conservative political foundation funded in part by the European Parliament. As part of both its vision and mission to inform the public on conservative principles and to disseminate the same, New Direction is seeking to retain a qualified media production firm to create and distribute documentaries and other short to medium-length media production materials within a fixed total budget.

The expected business relationship between New Direction and the successful bidder is one year, with the possibility of renewing the contract from year to year for a total of up to five (5) years. Accordingly, pricing under the current tender should specify that it covers the production of materials over one full year.

DESCRIPTION OF THE SERVICES UNDER THIS CALL

More particularly, the following specific products are sought.

* Long-Form Documentary Films, each of a length of between 45 to 75 minutes. Each film must be priced separately and the approximate amount of time (in hours) to be allocated to the production of each film must also be stated. We are looking for the creation of one such film during the length of the business relationship. However, the actual number of films to be produced, if any, will be covered in the contract between New Direction and the successful bidder, and will be within the sole discretion of New Direction.

* Medium-Length Documentary Films, each of a length of between 25 and 45 minutes. Each film must be priced separately and the approximate amount of time (in hours) to be allocated to the production of each film must also be stated. We are looking for the creation of one to two such films. However, the actual number of films to be produced, if any, will be covered in the contract between New Direction and the successful bidder, and will be within the sole discretion of New Direction.

* Short - Format Creative Films, each of a length of between 3 and 15 minutes. Each film must be priced separately and the approximate amount of time (in hours) to be allocated to the production of each film must also be stated. We are looking for the creation of up to between 6 to 12 films. Nevertheless, the actual number of films to be produced, if any, will be covered

in the contract between New Direction and the successful bidder, and will be within the sole discretion of New Direction.

* Social Media Short Formats, each of a length of between 0.5 and 3 minutes. Each film must be priced separately and the approximate amount of time (in hours) to be allocated to the production of each film must also be stated. We are looking for the creation of up to 15 short clips. Nevertheless, the actual number of films to be produced, if any, will be covered in the contract between New Direction and the successful bidder, and will be within the sole discretion of New Direction.

In addition to the foregoing requirements you are required to also list, separately, all additional anticipated overhead and production costs and provide a total price for the additional overhead and production costs.

All prices must exclude VAT.

Licensing fees, copyright fees, and other out of pocket incidental costs which are currently unforeseen must also be excluded from the bid pricing. Such fees, however, will have to be approved by New Direction whenever they arise and upon timely notification from the successful bidder.

You are to also provide a concise but meaningful statement about the resources you possess to produce the materials covered by this tender, as well as the anticipated time and costs for travel and accommodation, if any, connected with the production of the materials.

TECHNICAL SPECIFICATION

All work created in response to this call will have to be original work.

The deadlines for the completion of the materials will be addressed in the contract between New Direction and the successful bidder.

Repurposing already created material will not be accepted. Content creators will also be required to sign a Certificate of Authorship when submitting their work-product attesting to the originality and authenticity of their work.

Content creators might also be asked to possibly provide consultancy services in the form of regular interactions and discussions with New Direction staff (amounting to no more than approximately 30 working hours).

Moreover, at the request of New Direction, content creators should also be ready to present their work at New Direction Conferences, followed by comments from discussants and a general exchange of views among participants.

EXCLUSION CRITERIA

Please note that tenders will not be considered, among others:

- If the bidder has made a donation to New Direction or the ECR party in the two years preceding the submission of the tender;

- If there is any conflict of interest with other bidders;
- If the bidder attempts to influence the decision-making process of the contracting authority during the award procedure.

SELECTION CRITERIA

- The bidder must have the legal capacity to pursue the professional activity needed for performing the contract as required in the tender specification;

- The bidder should submit proof of previous relevant work to demonstrate their professional ability;

- Failure to itemize the pricing of requested services requested in this tender will result in the lowering of your final score.

AWARD CRITERIA

New Direction will select suppliers based on:

- The overall cost and value for money (40%)
- Methodology and approach (30%)
- Previous experience in similar work or an established track record as well as demonstrable professional standing including if possible the CV of the potential expert in charge of drafting the report. (30%)

Each criteria will be evaluated from 0 to 4 and then weighed accordingly with each category as described above (0=Unacceptable, 1= Poor, 2= Acceptable 3=Good 4= Excellent)

TIMESCALE

The deadlines for the creation of the products covered by the Tender Call will be established by contract between New Direction and the successful bidder.

FEE – TRAVEL AND ACCOMMODATION ARRANGEMENTS

Should there arise a need for the successful bidder or its employees or associates to travel for the fulfillment of its obligations under a future contract for services with New Direction, the necessity, costs of travel and accommodation, if any, will be agreed upon between the parties.

ACKNOWLEDGMENTS AND REPRESENTATIONS

Submission of a proposal constitutes acknowledgment by the tenderer that the candidate accepts all the terms and conditions set out in the Tender Call and in any subsequent contract.

By submitting and signing its response to the Tender Call, the tenderer represents to New Direction that (a) it has no conflict of interest that could prevent it from applying for or receiving an award from New Direction under the Tender Call; (b) everything in the response to the Tender Call is accurate and correct as of the submission date; (c) the tenderer has the expertise to create the materials and products covered by this Tender Call; and (d) the tenderer has the legal capacity to respond to the Tender Call and enter into a formal contract with New

Direction in the event the tenderer's bid is successful.

RESERVATIONS

Withdrawal from Process – New Direction reserves the right to withdraw from the tender process described in this document for whatever reason, at any time and even prior to the signing of any Agreement/Contract with any party for the delivery of the goods or services described in this document.

Lowest Cost Proposal – The lowest cost proposal, or any proposal, will not necessarily be accepted.

Negotiation – New Direction reserves the right to negotiate with short-listed tenderers after the closing date for tender submission.

Part Offers – New Direction reserves the right to accept tenders in relation to some and not all of the scope of activity described, or appoint one, more than one or no organization on the basis of the tenders received.

Costs - All costs incurred in the preparation of the proposal are the supplier's sole responsibility.

CONFLICTS OF INTEREST DECLARATION

Tenderers (including their officers, employees, contractors, partners and consultants) must disclose to New Direction any matter or issue which is, may be perceived to be, or may lead to, a conflict of interest regarding their proposal or participation in the supply of the services described. Tenderers must identify and adopt a strategy to avoid conflicts of interest.

FINANCIAL AND ECONOMIC CAPACITY

By responding to this call, candidates affirm on their honour that they have the financial and economic capacity to deliver their services.

PUBLICATION AND COPYRIGHT ISSUES

New Direction envisages disseminating the products to be created under the Tender Call and, therefore, will retain the copyright to all products, a matter which will be governed in greater detail in a separate contract to be concluded between New Direction and the successful bidder.

SUBMISSION OF TENDERS

Tenders should be returned no later than midnight on Tuesday, April 28, 2026. Tenders received after this time will not be considered. The template for tender can be found on <https://newdirection.online/about/privacy-policy-legal>.

The tender submission must be completed as directed and returned via email to peter.costea@newdirection.online

Tenders can be submitted at any time before the submission deadline specified in the document. Submissions can be re-submitted any time before the submission deadline.

Please be advised that incomplete submissions may be rejected. New Direction is not responsible for transmission delays. It is the sole responsibility of the supplier to ensure that its tender response is submitted in the prescribed manner and by the specified deadline.

All submissions must be in English and prices in Euro exclusive of VAT.

FURTHER INFORMATION

Information of a clarifying nature can be requested solely by email at peter.costea@newdirection.online

This document does not constitute and may not be interpreted by a tenderer to constitute an offer to provide goods and/or services to New Direction.

New Direction reserves the right to allocate the production of all products covered by this Tender Call to only one supplier or to different providers to ensure equal chances to all bidders.