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Communication services for the project 'Enhancing of the Karnak Temples Open-Air Museum'

Specifications

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I. Overview

1. Overview

This is a service to develop and implement a communication strategy to promote the project entitled: "*Enhancing of the Karnak Temples Open Air Museum*" (June 2024- June 2026). This service is funded by the French National Center for Scientific Research (CNRS).

2. Project description

2.1 Background to the project

The site of Karnak, inscribed on the UNESCO World Heritage List, contains the largest temple in Egypt, the Temple of Amun-Re, which is also the oldest cult complex of mankind that has survived in such a state of preservation. Since 1967, the Franco-Egyptian Centre for the Study of the Temples of Karnak, a bilateral cooperation structure unique in Egypt and placed under the dual supervision of the Egyptian Ministry of Tourism and Antiquities (MoTA) and the French National Centre for Scientific Research (CNRS), has been the spearhead of scientific collaboration between France and Egypt at Karnak. The site receives an average of 4.500 visitors per day, or more than one and a half million visitors per year.

The excavations have brought to light many remains, including reused stone blocks from buildings that have disappeared. Most of these pieces have been inventoried and preserved for more than 70 years in an open-air museum, located in the north-west corner of the enclosure, which allows them to be showcased. The museum houses reassembled monuments whose original location is unknown, or is now occupied by other buildings.

In order to **redevelop the Open-Air Museum, the Egyptian Ministry of Tourism and Antiquities (MoTA) and the Karnak site officials requested the CFEETK.** A Franco-Egyptian project entitled " *Enhancing of the Open-Air Museum of the Temples of Karnak* " was therefore drawn up. This project also includes the reconstruction of a monumental complex of Amenhotep I's monuments.

The revitalization of the museum is also part of a broader program to raise awareness among the Egyptian public, through the establishment of an educational area for young people, in order to introduce them to the issues of archaeology and the challenges of heritage preservation.

Innovative educational projects will also be implemented in the network of French-speaking bilingual schools with an extension to French partner schools, and educational resources will be produced. The project also provides for the visit of 100 students from the French-speaking bilingual network to the site.

The partners involved in the development and implementation of the project are the **Egyptian Ministry of Tourism and Antiquities, the CNRS, the CFEETK, and the French Embassy in Egypt**.

2.2Project objectives and characteristics

The objective of the project is to expand, enrich and redevelop the Karnak Open-Air Museum in order to increase the tourist offer, while ensuring the sustainable preservation of exceptional remains, within the framework of a modern and educational development, a showcase of recognized French know-how and scientific research.

The project includes three areas of focus:

1. The redevelopment of the Open-Air Museum and its museography to improve tourists experience on the site;
2. The presentation and sustainable conservation of the monumental complex of Amenhotep I through its reassembly (anastylosis) in the Open-Air Museum;
3. Sustain and multiply the project's achievements through promotion of results.

This project is implemented by the UAR 3172 of the CNRS, CFEETK at the Karnak Temples Open Air Museum, for a period of 2 years

II. Purpose and implementation of the provision of services

1. Objectives

The aim is to develop and implement a communication strategy in order to promote the project "*Enhancing of the Karnak Temples Open Air Museum*". This strategy must meet the following objectives:

- Raise awareness among the local and French-speaking Egyptian public (school groups, French-speaking schools, tourist audiences) on the issues and professions of heritage and archaeology, with an emphasis on the role of women;
- Promote joint action by France and Egypt for the conservation and restoration of this heritage;
- Highlight the actions of transmission to a school audience carried out as part of the FEF project.

2. Expected delivery and deliverables

2.1 Main services

1. Drafting of a communication and dissemination strategy for the deliverables concerned by the provision of services in order to promote the project, and the detailed program for filming and distribution of the deliverables detailed *below*.

2. Design and production of a **promotional video for the project, in French, English and Arabic**

- Format: Vertical (Social Media Reel Format, 30 seconds)
- Broadcast platforms: Instagram, LinkedIn, Facebook, YouTube

3. Design and production of at least 3 **videos on heritage professions** (organized by thematic groups), lasting about 5 minutes, in French, English and Arabic:

- Format: Vertical ("Real" format for social media, 30 seconds)
- Broadcast platforms: Instagram, LinkedIn, Facebook, YouTube

4. Design and production **of a long-format documentary video, lasting at least 15 minutes** on the history of the project, as well as on a visit to the site by schoolchildren to be held in early February 2026.

- Aspect ratio: horizontal 16:9
- Broadcasting platforms: Instagram, LinkedIn, Facebook, YouTube, CanalU (a French university platform)

This design will include:

- The creation (storyboarding) and presentation of at least 2 different creative tracks, and 3 creative tracks at most;
- the finalization of the creative path chosen by the Client, including the various back and forth needed for the final validation of the creation;
- the execution and delivery of the visual identity in its variations, as well as in several file formats (maximum 5);
- Delivery of all items as a native or source file.

These services include all the costs necessary for the pre-production of the videos, including third-party rights, all the costs necessary for the post-production of the various contents, and the delivery of the finalized films by physical and dematerialized means in the relevant format.

The content produced must follow the graphic charter of the French Embassy in Egypt, which will be transmitted prior to the project. The logo of the Egyptian Ministry of Tourism and Antiquities and the CNRS will also have to systematically appear on the deliverables.

CFEETK has numerous archives that can be provided to the service provider within the **restrictive and exclusive framework** of the production of deliverables.

2.2 Ancillary services

Translation

The service includes the production of deliverables in French and Egyptian Arabic. Visual deliverables must be made accessible to French, Arabic and English-speaking audiences through translations in the form of subtitles.

Animations

The service includes one or more of the following two services:
- The production of a new introductory credits and outro, specific to the videos made
- If necessary, the original creation of animations to support the subject of the video (2D or 3D)

Audio Production

In the event that an audio credits - soundtrack, music, or other sound object - must be created for the videos and their post-production editing, the service provider undertakes to deliver a copyright-free work or to grant the rights of its creation to the client in the context of the distribution of the videos.

Assignment of rights to deliverables and rushes

The service includes the production and delivery of the finalized films, but also that of the rushes that will have been shot on the site of the Karnak temples and in the premises of the CFEETK. The rights to all the images will be transferred by the service provider and may be used in the context of subsequent projects by the CFEETK, subject to mentioning the authors of the images.

2.3 Optional service

Creation of a **specific visual identity** for the Karnak Open Air Museum including:

- The creation of a logo;
- The declination of the logo into a visual identity (fonts, colour palette).

The amount of this benefit will be to be isolated in the final financial proposal.

III. Award criteria

The most economically advantageous offer assessed according to the criteria set out below with their weighting

30%: Relevance and quality of the technical offer

30%: Relevance and attractiveness of videos already made by the candidate

40%: Price

Submission of tenders by **4 January 2026** at the latest to the address **cfeetk@cnrs.fr**

Languages that may be used in the offer or application: French (and English).

Currency unit used ___Euros/EGP__