Request for Proposals

Media Content Production
Mars One Astronaut Selection Round Three

12 January 2017
**Brief Project Overview**

Mars One aims to establish a permanent human settlement on Mars. Mars is the only planet we know of that can currently feasibly support human life and will be humankind’s first step to become a multiplanetary species. Several unmanned missions will be completed to prepare a habitable settlement, before carefully selected and trained crews will depart to Mars. The Mars One crews will go to Mars not to simply visit, but to live, explore, and create a second home for humanity. The first men and women to go to Mars are going there to stay and additional teams follow every two years.

Mars One is looking for a production company / TV studio to develop media content around Mars One’s astronaut selection round three. This round is designed to trim down the remaining 100 astronaut candidates to 40 through a series of team challenges. It will be the first time all candidates will meet in person and demonstrate their capabilities as a team.

**Mars One Astronaut Selection Round Three**

The candidates will face several team challenges over the course of five days. Candidates will start the team challenges in 10 groups of 10, which they will compose themselves. All groups have to adhere to certain criteria, such as a gender ratio of 50/50, as well as maintaining age and nationality diversity. The self-selection placement has already started. The groups will change continuously throughout round three. 40 candidates will be selected to continue to the fourth round of the selection process.

The majority of the challenges Mars One plans to conduct were previously used in studies by NASA in order to determine:

- The best crew / crew combination
- The best selection tools
- The best training method for long duration space flights

Indoor and outdoor group challenges will, amongst other things, test the candidates’ ability to work in a team within limited conditions, interdependency, trust, their problem-solving and creativity skills, their thoroughness and precision, and their clarity and relevance of communication.

The candidates will also be tested for their knowledge of provided study materials, which will be essential to be successful in the challenges. Candidates will be ranked based on their behavior both inside and outside the group challenges, which will be reviewed by the selection committee. At the end of each day, a sociogram will be used to explore the candidates’ preferences with whom they would like to work and live, and this will be taken into consideration by the selection committee when deciding whom to select out.

The selection procedure will provide insights into group dynamics. How did the candidates organize themselves into teams? How well did they solve problems as a team? How did...
each candidate handle the conflicts that inevitably emerge when facing a challenge together?

The current 100 Mars One round three astronaut candidates come from all over the world.

Mars One selection committee members Norbert Kraft, M.D., Prof. Raye Kass, PhD, and James Kass, PhD possess understanding of different cultures as well as many years of experience working with extreme environments, and, of utmost importance, isolated habitats. They have professional experience in the field of human spaceflight (group dynamics / long duration spaceflight / medicine / psychology / psycho-physiology) and extensive work with astronauts from JAXA, NASA, CSA, ESA, and RFSA.

Project Goals & Target Audience
Content proposals should find the right balance between being inspiring, informative, educational, and entertaining. The content should become available to an international audience as Mars One aims to grow a global community and generate as much attention as possible for its mission to Mars and astronaut selection process. The show / series should be available in as many countries as possible, either through television or online.

Content Conditions
The following conditions apply:

- The goal is to assess teamwork, honesty, knowledge, and integrity. Inappropriate behavior by candidates (e.g. verbal abuse or discrimination) will significantly reduce their odds of making it to the next round;
- Since healthy and effective team-work is essential for the first Mars settlers, the challenges will always be addressed to the team – the team as a whole wins or loses each challenge;
- The challenges will include drama, personal conflicts and generally will have educational value for the viewers. Essentially, all challenges are designed to reveal the candidates’ ability to settle on Mars;
- Teams are made up of an equal number of females and males with a wide age range, e.g. 21-55+. Moreover, the teams will comprise an international mix of candidates;
- Candidates will not be coached in what to say or how to behave and scenes will not be staged or re-staged for the cameras;
- The Mars One selection committee will make all selection decisions.

While the challenge rules and goals are decided upon by the selection committee, producers are invited to make suggestions that improve viewer experience.

Proposal Requirements
Please include the following aspects in your proposal:

- Content outline - A summary of the content you’d like to create;
• Treatment - Details on content structure, duration, theme, style, format, voice, and point-of-view;
• Episodes / formats - If the project is a series, please provide a summary of the content of each episode; If the project consists of different formats, e.g. long form for TV and short form for internet, please elaborate;
• Audience - Please describe the intended audience;
• Distribution - Please explain where and how it will air, and if applicable, please provide information on what broadcaster(s) or distributor(s) are potentially involved;
• Audience interaction - If applicable, please explain if and how you’d like to incorporate interactive elements in the project. For example through the use of social media, a project website, etc.;
• Budget - Please include an itemized list of project costs, for example production team salaries, (post-)production expenses, outreach, equipment, insurance, etc. Also provide an overview of costs that are not included in the presented budget. Additionally, please include your billing and payment terms;
• Funders and contributions - If applicable, please include an overview of any funds and in-kind support available for this project, as well as a list of potential funders you are planning to contact;
• Production team - Please describe the production team and roles that are necessary. If possible, please include a brief resume/bio for the key crewmembers;
• Previous experience - Please provide information on your previous work that is relevant in style to the current project.

Project timing
The five-day selection round three will take place between August and December 2017.

Project location
Mars One is currently investigating several potential locations for this project. Some requirements are:
• Beautiful environment, Mars-like if possible;
• Accommodation for 100 astronaut candidates (preferably 10 shared rooms / tents for the 10 teams), additional accommodation for Mars One’s selection team and additional staff (30 individuals), and accommodation for the production team.

Production companies can influence or even suggest the choice for the location.

Awarding Procedure
The closing date for submissions is February 1st, 2017 - 9 AM CET. Submitted proposals are judged on many criteria, including but not limited to the international reach of the project, style and format, interactive elements, credentials of the production team, and budget. After an initial review by Mars One, a first selection of proposals will be made that will be taken into consideration. During this review, Mars One may ask for additional information. We will contact you within 4 weeks after the submission deadline. Please note that Mars One may not offer feedback on proposals that were not selected.
Selected projects will be evaluated by a cross-disciplinary Mars One team that will further discuss the proposals, identify any outstanding questions and/or aspects, and decide which production company should move forward. The producer will be notified shortly thereafter.

**Principal Point of Contact**
Please contact Suzanne Flinkenflögel via press@mars-one.com for more information and to submit proposals.