

TERMS OF REFERENCE (ToR)

Service: Designing/producing visibility and communication tools/materials

Project: CBCEcoKid

Location: Kosovo and North Macedonia

Expected Duration of Assignment: September 2022 – April 2023

BACKGROUND

Cross-Border Cooperation Programme Kosovo - The Republic of North Macedonia under IPA II 2017 and 2018 supports cross-border cooperation to promote good neighbourly relations and socio-economic development as well as fostering the European Union accession.

In line with the Grant Contract, with its number 2021/430-770, signed by the European Union, represented by the European Commission (the Contracting Authority) of the one part and Municipality of Ferizaj (the Coordinator) and Municipality of Çair (partner), BSCK (partner), the CBCEcoKid Project is looking for an experienced filming/production company to ensure that the visibility actions are awarded and implemented according to the project activity plan in order to ensure qualified offerors are selected without bias and that the best price-quality ratio or the best price is obtained, with the full transparency appropriate to the use of public funds.

Position Summary: Under the supervision of the Project Steering Committee and in coordination and direct management of the Project Manager, the company will be responsible for the specific activities required for project implementation.

The project activities include preparation of the procurement procedures for supply and installation of photovoltaic panels into 4 (four) public education institutions in Ferizaj, and 4 (four) public education institutions in Çair Municipality, Replacement/placement of highly efficient spots as well as the purchase and installation of two "smart trees" in accordance with the given technical description.

The working place will be based in both Ferizaj and Çair municipality in the Republic of North Macedonia, where the project implementation is taking place.

SPECIFIC TASKS:

1. Video Production of mini documentary (2-3 min)

- Shooting days: 5
- Location: 2 (Ferizaj - RKS, Çair – NMK)
- Technical Specification: • Shooting format – 2160p • 4K resolution • Audio recording on set • Drone-recording capabilities • Postproduction • Professional Software • Computer Graphics Animation / VFX • Voiceover audio • The music used should be licensed (should not infringe copyrights).
- Video product: • Should be submitted in the Albanian and/or Serbian and Macedonian narration/voice-over with English subtitles (all translations and script writing will be provided by the CBCEcoKid Project) • Separate subtitle (.SRT) files for each language used in the video • No longer than 3 minutes long • High quality data file • Products should be delivered in .mp4 or similar formats to be used for TV broadcasting, YouTube and social media • Files should be submitted electronically via web-link and in a USB drive.
- Responsibilities of the Service Provider: • Ensure adequate branding and visibility compliance in the final video products as instructed by the Project • Consult with the Project team to provide guidance in setting up the overall concept of video products using story boards

- Perform appropriate video filming and shoot interviews with the selected participants as provided by the Project
- Consult with the Project team for each stage of the draft version of the video product for comments and review prior to finalization.

2. 2 Roll-Up Banners

- Design and Printing.

3. 8 Wall sign + 4 distancers

- Design printing and placement in entrance of 8 public education institutions involved in project (4 in Ferizaj and 4 in Çair).

4. 8 Pano Signs

- Design printing and placement in schools yards of 8 public education institutions involved in project (4 in Ferizaj and 4 in Çair).

Important NOTE: All the visibility and communication materials must be approved before printing-making public by the European Union Office in Kosovo (Contracting Authority). Video material must include an disclaimer note as per the Manual for Communication and Visibility Guidelines.

REQUIRED SKILLS AND EXPERIENCE

- Minimum three (3) years relevant working experience in graphic design and filming/media production sector;
- Proven ability to work and interact with people from diverse, professional, social and cultural backgrounds;
- Preferably experience with EU funded projects,
- CV-s of the staff/experts to be involved
- Fluency in written and spoken English.

SELECTION PROCESS:

- Experienced and qualified offerors will be selected under the provisions of European Union external action PRAG.

EVALUATION CRITERIA:

- General qualification - 20 points;
- Specific experience related to assignment – 30 points.
- Methodology - 20 points.
- Financial Offer - 30 points

The required documents should be submitted to the below stated address latest by 5th of October 2022.

CBCEcoKid Project Team

E-mail: info@bsckosovo.org