

Terms of Reference

Request for Services

Expert in the production of video tutorials for better usage of GOV.ME portal in Montenegro

1. Background

The Regional School of Public Administration (ReSPA) is an inter-governmental organization for enhancing regional cooperation, promoting shared learning and supporting the development of public administration in the Western Balkans. ReSPA Members are Albania, Bosnia and Herzegovina, Macedonia, Montenegro and Serbia, while Kosovo*¹ is a beneficiary. ReSPA's purpose is to help governments in the region develop better public administration, public services and overall governance systems for their citizens and businesses and prepare for membership in the European Union.

ReSPA establishes close cooperation with ministers, senior public servants and heads of function in Member countries. ReSPA also works in partnership with the European Union, specifically Directorate General for Neighbourhood and Enlargement Negotiations (DG NEAR), other regional players such as OECD/SIGMA and Regional Cooperation Council (RCC), as well as agencies and civil society organizations. Since its inception, ReSPA, as an international organisation and a key regional endeavour in Public Administration Reform, has contributed to capacity-building and networking activities through in-country support mechanisms, peering and the production of regional research material.

The European Commission (EC) provides directly managed funds for the support of the ReSPA activities (research, training and networking programmes) in line with the EU accession process.

ReSPA works primarily through regional networks which operate at three levels: Ministerial, Senior Officials, and networks/working groups of experts and senior practitioners. There is a Programme Committee composed of the representatives of institutions in charge of PAR, Public Financial Management (PFM) and government policy planning and the European Integration (EI) coordination process and five Working groups: (1) Centre-of-Government Institutions; 2) Better Regulation; 3) Human Resource Management and Development; 4) E-Governance; and 5) Quality Management.

The "in-country support mechanism" is ReSPA's instrument that enables ReSPA Members to apply for and receive external expertise support. In the framework of the latter-mentioned type of instrument, ReSPA is looking for an expert for the production of video tutorials for better usage of GOV.ME portal in Montenegro.

2. Description of the Assignment

Digital transformation is a necessary precondition for the further development of Montenegro in all areas of public administration and society and the backbone of economic growth. The

¹ * This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and ICJ Advisory opinion on the Kosovo Declaration of independence

fundamental commitment of the Government of Montenegro of providing conditions for digital transformation is reflected in the adopted *Strategy of Digital Transformation 2022-2026* and *Strategy for Public Administration Reform 2022-2026 (PAR Strategy)* in December 2021.

The Ministry of Public Administration (Ministry) has developed a new Government portal **GOV.ME Portal** in May 2021, in line with the best practices of the world's leading digital platforms of government institutions (UK, EU, etc.). The portal provides information on the work of the Government of Montenegro and its organizational units, information on projects, basic data on services provided by administrative bodies and contains guides for access to information, review of strategic documents, legislative framework, etc. It serves Montenegrin citizens, businesses, and people from other countries who visit, live or start a business in Montenegro. The portal puts the needs of citizens at the forefront, with an emphasis on reorganizing key content and implementing quality platform-wide navigation and search. The portal clearly highlights the electronic services that state administration bodies provide to citizens at the other portal www.euprava.me. For the first time, the full application of the accessibility standards recommended by the Law on Electronic Government has been ensured, as well as the possibility of reading the content. The portal meets the requirements of e-accessibility and a special menu for improved accessibility of content with control of contrast, font size, text spacing, animation, then a visual guide for easier reading, highlighting links, compatibility with screen readers through page structure, and a special font that makes reading easier for people with dyslexia.

After one year of using the portal, it was noticed that there are certain segments that need to be further improved. First of all, further improvements are needed in regard to specific capacity building of the editor/administrator of the portal, both on the use of CMS (content management system) and on the preparation of the content. Namely, in addition to the fact that the content is technically well prepared, it is necessary to be user-oriented, written in simple and clear language acceptable to users, regardless of all their competencies/limitations. Furthermore, after 10 years of use of the old portal that had different logic and different approach to content search, the main functionalities and logic behind the new portal need to be better developed. This especially refers to the main users from public administration, who are well acquainted with the organization of public administration and who sought the content knowing already the competencies of institutions.

The Digital Transformation Strategy recognized all previous activities regarding the development of the GOV.ME Portal, as well as the need for further expansion and improvement, especially in the field of document accessibility and user experience. By expanding the portal to state administration bodies, the number of sites that are harmonized with the Law on Electronic Government and the Rulebook on Accessibility Standards will increase. The strategy also recognized the need to conduct continuous training of public administration officials regarding the development and exchange of documents in an electronically readable format. Within PAR Strategy training are envisaged on the new portal (Activity 3.2 23).

The Ministry has the objective of increasing the quality of the content on the portal GOV.ME, and introducing tools at the portal for portal users that would make them find information in the most efficient manner.

To reach this objective Ministry has the intention to organize workshops for employees who are working on developing/maintenance of the portal and for a group of disabled people,

users of the portal. Both workshops will, besides their educational role, provide the materials for the production of video tutorials for employees and for video/audio informative material for disabled people.

In regards to the production of video tutorials and informative material for disabled people expected results are:

- One-day interactive workshop for editors/administrators of GOV.ME on preparing and publishing content which is more acceptable and easier accessible for users. This interactive workshop will be prepared and conducted jointly by the Ministry and the senior expert in charge of the production of the video and informative materials.
- One video tutorial for editors/administrators on standardized content preparation, posting and material publishing in an accessible manner for different user groups of the portal,
- One video tutorial for a general group of users that will entail a step-by-step approach on how to use Portal and all its functions, including how to use navigation/advanced search on the portal, option for reading content, etc.,
- -One informative video/audio material for users with disabilities that will contain functions for easier access of the disabled persons to the portal.

Both video tutorials for editors/administrators and for a general group of users as well as the informative video/audio material for disabled people would explain the benefits and usage of the platform in detail, in a visual and user-friendly way for the targeted groups.

In order to make the process of improving the GOV.ME portal is inclusive and comprehensive; the other workshop for the group of disabled people will be conducted and will provide inputs for the production of video and informative materials for disabled people. This workshop will be prepared and conducted by another expert in charge, i.e. *Senior expert for conducting the workshops for better usage of GOV.ME portal by disabled people.*

The Ministry of Public Administration needs additional expertise and technical assistance for the activities that will contribute to increasing the usage of the GOV.ME portal, therefore ReSPA is seeking an **Expert for the production of video tutorials for better usage of the e-GOV portal in Montenegro.**

3. Tasks and responsibilities

In order to perform this task, the **Expert** will cooperate and coordinate the tasks with the *Expert for conducting the workshops for better usage of GOV.ME portal by disabled people in Montenegro* as well as with the employees from the Ministry responsible for the GOV.ME portal and communications.

Senior Expert will perform the following tasks:

- Define the concept of video tutorials for editors/administrators in cooperation with the portal administratr, (up to 1 working day)
- Contribute to preparations of the Workshop for editors/administrators of GOV.co-deliver silver the Workshop and record segments as per the agreed on the concept of the video tutorials (up to 1 working day)

- Prepare and present to employees of the Ministry and upon their comments, produce the video tutorial for editors/administrators related to standardized content preparation, posting and material publishing in an accessible manner for different user groups of the portal (up to 4 working days)
- Prepare and present to employees of the Ministry and upon their comments produce an Informative video tutorial for all users on how to use efficiently GOV.ME portal (up to 4 working days)
- Attend the workshop for persons with disabilities and record segments as per inputs of Ministry officials and disabled people themselves (up to 1 working day)
- Based on the inputs from the Workshop with disabled people prepare, present to employees of the Ministry and upon their comments produce informative video/audio material for people with disabilities (up to 3 working days)
- Develop the Final report for the Ministry of the lessons learned and recommendations for future maintenance or use of the produced tutorials/videos (up to 0,5 working days)
- Draft the final report in English on the implementation of the assignment for ReSPA indicating key challenges, lessons learnt and relevant recommendations for future work of ReSPA and beneficiary institutions in this area (up to 0,5 working day).

The expert shall closely cooperate with the *expert in conducting the workshops for better usage of GOV.ME portal by disabled people in Montenegro* and responsible officials in the Ministry.

The engaged expert shall also liaise with the ReSPA Programme Manager in charge of the assignment and will take into consideration the instructions received beforehand.

The assignment foresees up to fifteen working days (15) for preparations, attending the envisaged workshops and production of the video materials.

4. Necessary Qualifications

Senior Expert shall possess the following profile:

Qualifications and skills:

- At least a University degree in IT and Computer Sciences

General professional experience:

- At least 10 years of professional experience working in the area of information technologies
- At least 5 years of professional experience working in the area of implementation and maintenance of development of information systems with special emphasis on the quality of delivered service and monitoring of usage

Specific professional experience

- At least 5 years of proven professional experience in the area of recording, editing, streaming and broadcasting all types of video content
- Excellent knowledge of the English language (written and spoken). Knowledge of the Montenegrin language shall be considered an asset

Skills:

- Excellent written and oral communication skills
- Ability to work in a team
- Training and moderation skills
- Proficient in Microsoft Office package and the programmes needed for video production
- Ability to work with people of different nationalities, religions and vulnerable groups of people
- High presentation skills

5. Timing and Location

The assignment foresees work from home/office and on the site for meetings in Podgorica, Montenegro. The assignment will be performed tentatively from **5 - 20 December 2022**.

6. Remunerations

The assignment foresees **up to fifteen (15) working days**.

The payment will be done in one instalment upon completion of the assignment. The final product will be subject to approval from the Ministry of Public Administration as the beneficiary institution and ReSPA before the execution of the payment.

Note: No other costs will be covered apart from the expert cost per day. The expert cost per day comprises of expert's fee per day and (if needed) a lump sum for covering related costs which include travel, accommodation, local transport, meals and other incidentals. ReSPA and the expert/s shall agree before the signature of the Service Contract on the rate of the daily fee.

7. Reporting and Final Documentation

The expert will be requested to deliver the following documents before the payment is conducted:

Outputs:

- Final report for the Ministry of the lessons learned and recommendations for future maintenance or use of the produced tutorials/videos, approved by the Ministry,
- A final report in English on the implementation of the assignment indicating key challenges, lessons learnt and relevant recommendations for future work of ReSPA and beneficiary institutions in this area.
- All produced outputs, i.e. the video tutorials, audio materials, etc.

Documents required for payment:

- Invoice (original and signed);

- Timesheets (original and signed);
- The final report in English not later than 10 working days after the completion of the Assignment. The report will be subject to approval by ReSPA as the contracting authority.