

Terms of Reference Request for Services

*Video Production Expert
for the Western Balkans High-Level Ministerial Conference on PAR*

1. Background

The Regional School of Public Administration (ReSPA) is the 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, Montenegro, North Macedonia 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 the membership of the European Union.

The European Commission (EC) provides directly managed funds to support 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 one network – Programme Committee, composed of the representatives of institutions in charge of Public Administration Reform (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.

2. Description of the Assignment

ReSPA, a unique international institution in the Western Balkans, plays a crucial role in the regional networking of all PAR actors at the highest political level.

ReSPA and OECD-SIGMA will jointly organize the Western Balkans High-Level Ministerial Conference (hereinafter the Conference) on PAR on 15 September 2022 in Skopje, North Macedonia. It aims to boost the political commitment at the regional level for PAR as an essential pillar of the EU integration process, along with the rule of law and democratic societies. The Ceremony of the Western Balkans Public Administration Awards 2022 will be an integral part of the Conference.

The Conference will gather EC representatives and Ministries in charge of PAR in the Western Balkans to discuss actual topics related to fostering PAR processes and EU integration in the region. It will also gather senior civil servants dealing with policy-making, better regulation, digitalization and HRMD from the Western Balkans and ReSPA Governing Board members at the Senior-official level as well as representatives of various ReSPA partners institutions.

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

With this document, ReSPA seeks a Video Production Expert **to produce video materials for the Conference and the Ceremony of the PA Awards 2022**. The final products will be subject to approval from ReSPA before the payment is executed.

The Expert will liaise with the ReSPA Communication and Visibility Officer (CVO) in all stages of realization of the contract, taking into consideration comments and suggestions while working on deliverables/producing the outcomes stipulated below:

PREPARATION PHASE – 0,5 Working Day (WD)

- Get basic familiarity with the Creative concept of the Conference and PA Awards 2022 Ceremony: with the Agenda, Tone/Voice of Communication, Communication approach, Key messages, Visual identity of the Conference, ReSPA and EU Visibility standards etc.) as well as with the PA Award 2022 Ceremony <https://respaweb.eu/102/pages/59/about> and its graphical elements / Visibility Guideline. ReSPA CVO will deliver graphic elements in high resolution (ReSPA logo, EU emblem, PA Awards Ceremony logo, Conference Key visual etc.) after signing the contract;
- Zoom meeting with ReSPA CVO to finalize three (3) synopsis for the video production by giving instructions on how to make the videos appealing and discuss technical issues related to Creative concept, Production and Postproduction, Time-line, etc., to assure the smooth realization of activities.

EXECUTION PHASE – Production of the video materials for the Conference:

1. **Video about three (3) PA Awards 2022 Winners** – 8 Working Days (WD)

Up to 4 minutes in length, produced by combining shooting with Cinema Camera, Professional audio recording equipment, Lighting (LED, softbox, etc.) Drone, 2D animation, as well as postproduction and colour correction.

- The video will highlight three (3) success stories of PA Awards Champions and will be shot in Podgorica (Montenegro), Belgrade (Serbia) and Skopje (North Macedonia). Each PA Awards 2022 Winner will explain Why they applied for the PA Awards, How they managed to deliver a particular winning project, and What impact it will have on the better life of the citizens. Each PA Awards Winning team will be shot in one day at a different locations in mentioned cities.
- The video should be produced per the previously prepared synopsis by ReSPA CVO, finalized jointly with the Expert;
- Video will combine animated packshot (made per ReSPA and EU visibility standards) and graphic elements with video shooting.

Note: for the postproduction of the video, ReSPA strongly suggests allocating 3 Working Days (WD) within total number of estimated (8) Working days

2. **PAR Conference video** – 2D animation, up to 4 minutes – 3 WD

- Animated video will encompass achievements in PAR by showcasing statistical results (graphics, data, numbers, pies, trends, etc.). ReSPA CVO will provide inputs (data to be animated);

- ReSPA CVO and Expert will jointly finalize the synopsis for the video;
- Editing, colour grading, Voice-over with native English speaker, packshots and other elements have to be made per ReSPA and EU visibility standards (logo, colours, disclaimers, etc.) and in close collaboration with ReSPA CVO.

Note: Since the PA Awards 2022 winners are unknown yet, it is not possible to predict if all winners will come from one country or if each winner will be from a different country, and thus it is not possible to predict the shooting place for each winner, except it will be in some of the ReSPA Members.

3. **Two animated logos in 2D to be published on LED screens** provided in several different formats for different usage - 1 WD

To be presented during the Conference and PA Awards 2022 Ceremony on LED screens and social media livestreaming. ReSPA CVO will send both logos/visuals in high res format.

4. **Video “Five good practices of PAR in the Western Balkans.”** – 8 WD

Up to 5 minutes in length, produced by combining shooting with Cinema Camera, Professional audio recording equipment, Lighting (LED, softbox, etc.) Drone, 2D animation, including postproduction.

The video will highlight five (5) success stories in public administration reform processes in the ReSPA Members (Albania, BiH, Montenegro, North Macedonia and Serbia) by showcasing good examples of how public institutions from the region respond to the needs of citizens and businesses. The video will be produced per the previously prepared synopsis, finalized jointly with the Expert. Filming of the video will be done as is stipulated below:

- On behalf of the respective public administration, one civil servant per ReSPA Member will present significant achievements in PAR and how it reflects a better life for citizens. Each civil servant/presenter will elaborate on the main achievements (video statement to be taken). In addition, effects of particular achievements will be also presented by other individuals (citizens). For the filming of each video statement, one working day is dedicated (video shooting will take place in several locations in the capitals of ReSPA Members countries: Tirana, Sarajevo, Podgorica, Skopje and Belgrade and consider shooting of several individuals per working day;
- Video shooting will be done by the highest standards of the video production and in coordination with ReSPA CVO;
- After video shooting, the Expert will work on the video’s postproduction by adding an animated infographic (up to 10 statistics related to presented achievements). ReSPA CVO will provide documents/instructions for the animated postproduction;
- Editing, such as colour grading and Voice-over with native English speakers, also will be part of postproduction.
- Packshots and other elements of the video have to be made per ReSPA and EU Visibility standards (logo, colours, disclaimers, etc.), which will be provided in high resolution by ReSPA CVO;
- After final approval of the video by ReSPA staff, the Expert shall make 5 CUT video versions – shortened versions of the video per success story;
- The photo shooting (and delivering at least two pictures in high resolution per success story) will be done during the video shooting (in total, at least 10 HR pictures to be provided/5 per each successful story).

EXECUTION PHASE – Video production at the Conference

5. Live stream of Conference and PA Awards Ceremony – 1 WD

- A live stream of Conference on the YouTube and ReStream to Facebook and LinkedIn, with 3 Cinema Cameras and broadcast graphics;

6. Application for distribution of pictures and videos files for the media that allows participants to enter digitally by mobile devices via QR code and to drag and share photos throughout social media or other media networks (in real-time during the Conference) – 1 WD

- Branding of application with the logo of the Conference and PA Awards Ceremony
- Running application during the Event
- Providing a report after the Event

7. Taking up to 5 video statements of the Ministries in charge of PAR - 0,5 WD

- Taking video statements of the Ministers about ReSPA and Conference for publishing across the Western Balkans online media and ReSPA Website/social media accounts;
- Finalize the video statements by adding the ReSPA logo and video footage/covers from the Event for publishing on the ReSPA website and social media accounts.

8. Taking 3 video statements of the PA Awards Champions– 0,5 WD

- Taking 3 video statements of PA Awards Champions;
- Preparation of one video statement that will encompass all three video statements and be branded with ReSPA visibility elements (and used on the ReSPA website, SoMe).

9. Video shooting at the Conference and PA Awards Ceremony – 1 WD

- A video capturing of the Conference with 3 Cinema Cameras and broadcast graphics;
- Video postproduction with adding ReSPA logo and finalizing video materials: one video for the Conference, another for the PA Awards 2022 Ceremony to be published on ReSPA Website and Social media networks.

10. Photo shooting during the Conference and PA Awards 2022 Ceremony – 0,5 WD

- Family photo of the Ministers;
- Family photo of the PA Awards Ceremony and attendees of the Conference;
- Photo shooting during the Event (at least 50 HR photos);
- Delivering all photos in real-time (for the media representatives) and posting them in the application for media) and providing all of them after the Event.

11. Coordinating technical realization of the Conference – 1 WD

The total number of days (preparation and execution) is up to twenty-six (26) working days.

NOTE:

- The Expert shall ensure that all the outputs produced under this assignment (including designs, sounds, music, photos, videos, etc.) are free of copyright limitations. ReSPA will have no responsibility vis-à-vis third parties if all or some of the outputs delivered by the Expert violate copyright matters. The Expert shall be the sole responsible for this violation.
- Expert is obliged to provide technical equipment specifications (Camera with accessories, Lenses, Dolly, Sound equipment, lighting, etc.) before shooting, and it has to be in line with the proposed equipment specified in the offer;
- The Expert shall include within the financial offer all expenses of the filming crew if needed (producer, production manager, sound engineer, etc.), as well as travel costs, having in mind that ReSPA will approve no additional charges after signing the contract;

4. Necessary Qualifications

The Expert shall possess the following profile:

General professional experience:

- At least ten (10) years of relevant experience in the field of TV media;
- At least five (5) years of experience in video production for corporative events, institutional affairs, etc. The Expert is obliged to provide links with produced videos or other relevant materials;
- Vast experience in organizing such types of Conferences at the regional level. The Expert is obliged to provide a portfolio with a contact for each presented project;
- Previous experience in working with international institutions or governmental structures across the Western Balkans on similar projects will be considered a vital asset (The Expert is obliged to provide a detailed presentation of performed activities with a contact list)

Specific professional experience:

- Minimum ten (10) years of experience working in production/postproduction;
- Experience in video-producing: at least five high-production videos (Expert is obliged to provide video links to the videos);
- Experience in live streaming of events with broadcast graphics (Expert is obliged to provide links with materials);
- Experience in coordinating video production on grand projects like this Conference is, with LED screens, live streaming, video shooting, etc. (Expert is obliged to provide any photo, link or other relevant material with a contact list);
- Experience in photo shooting;

Skills:

- Teamwork;
- Excellent written and oral communication skills in English;
- Ability to work with people of different nationalities, religions and cultural backgrounds.

5. Timing and Location

The assignment foresees work from home, video shooting in the capital of the ReSPA Member countries and during the Conference. Postproduction of the video materials and finalization of deliverables will be undertaken following the ReSPA needs. The assignment will be realized from July - November 2022.

6. Remunerations

The assignment foresees up to twenty-six (26) working days for the Expert for the video production. The payment will be made in three instalments:

- First instalment will be made upon completion the Preparation Phase and Deliverables 1-3 within Execution Phase – Production of the video materials for the Conference (in total: 9,5 WD);
- Second instalment will be made upon completion the Execution Phase – Video production at the Conference (Deliverables 5-11, in total: 5,5 Working Days);
- Third instalment will be made upon completion the video “Five good practices of PAR in the Western Balkans” (8 Working Days).

Note: No other costs will be covered apart from the expert cost per day. The expert cost per day comprises the Expert’s fee per day and a lump sum for covering related costs, including travel, accommodation, local transport, meals, and other incidentals.

ReSPA reserves the right to change the timing and volume of the assignment and will timely inform assigned Expert if such changes occur.

7. Reporting and Final Documentation

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

Outputs

- A video Five good practices of PAR in the Western Balkans (with CUT versions)
- Photos related to Five good practices (at least 10 HR)
- Two animated logos of Ceremony and PA Awards2022
- An animated video PAR Conference
- A video about PA Awards 2022 Champions
- Live stream of the Conference and PA Awards 2022 Ceremony with an application for media
- Video statements (5) from the Ministries in charge of PAR
- Video statements (3) of PA Awards 2022 Champions
- Video from the Conference and PA Awards 2022 Ceremony (with captured the most important parts)
- Photos from the Conference and PA Awards 2022 Ceremony

Documents required for payment

- Invoices (original and signed);
- Timesheets (original and signed);
- Report