

Terms of Reference

Request for Services

Expert for the video production - ReSPA's 10th Anniversary video

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 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 one network – 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.

ReSPA Target audience:

A primary audience composed of stakeholders relevant for the ReSPA, identified and grouped as follows:

- The main direct beneficiaries of ReSPA's activities (senior and mid-level managers working within the ministries and governmental agencies responsible for PAR and EUI, and in the Centre of Government institutions, relevant line ministries in the ReSPA Members and Kosovo*, depending on the area and the type of activities);
- High-ranking officials of partner ministries of ReSPA Members and Kosovo*, as key regional decision-makers;
- Organizations that ReSPA collaborates with, in assisting the Governments of the Western Balkans to introduce and support PAR;
- European Commission (DG NEAR), Delegations of the EU;
- Change agents committed to the social/political change and reform for development: the stakeholders in Europe and globally, international agencies connected with PAR, or the agencies within the countries that recently experienced the EU Accession;

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

- Promoters of the effective PAR and regional cooperation (business community leaders, chambers of commerce);
- National/regional and international media;
- Think tanks / CSOs working in the ReSPA subject areas.

Secondary audience: Public-at-large as the end-users of public services.

2. Description of the Assignment

ReSPA is celebrating the 10th Anniversary which is a good opportunity to raise brand awareness of ReSPA as a proven regional Public Administration Reform partner for the Western Balkans governments on the journey to the European Union and building a Balkans region that is prosperous for citizens and businesses. ReSPA 10th Anniversary video is recognized as an important tool for promoting ReSPA among the target audience.

Video aims to present ReSPA achievements by combining video production and animation. The duration of the video is estimated at up to 4 minutes.

Video production will encompass up to 3 shooting days in up to 6 location in ReSPA premises and Podgorica to shoot individuals (ReSPA staff) with a close-up of ReSPA staff in ReSPA premises. Video animation shall present graphically the important achievements of ReSPA over the last ten years.

Both, video production and animation have to be well incorporated in one video that will have a kind of festive atmosphere, due to the importance of the topic.

In addition, this is an opportunity to present ReSPA as a people-oriented institution that nurtures the wellbeing of its team directly involved in the effective realisation of the programme activities. Thus, video production shall encompass up to 10 short video statements of the ReSPA employees (up to 2 minutes each) that will be presented across social media.

At long last, within video production, it is important to provide photo shooting of ReSPA Staff, following the ReSPA needs.

With this document, ReSPA is seeking an Expert to produce the video that will promote ReSPA's achievements over the last decade as is stipulated below:

Preparation phase (up to 1,5 day):

- Get basic familiarity with the screenplay for the ReSPA 10th Anniversary video, finalizing it/preparing recording book jointly with ReSPA Communication and Visibility Officer (CVO);
- Setting up all shooting location in ReSPA premises and Podgorica, visiting all locations for the filming jointly with ReSPA CVO accordingly to the recording book;
- Setting up the structure of video animation by using innovative approaches (pack-shot, presentation of ReSPA achievements, etc.) following ReSPA's CVO instructions

A video production of ReSPA Staff (up to 4 days):

- Video recording of all actors in the video (up to 8 people) in pre-defined (up to 6) locations in ReSPA premises and Podgorica;

- Video recording of ReSPA staff in ReSPA premises (a close-up);
- Recording of short video statements of the ReSPA staff (up to 2 minutes per each / up to 10 people)

Production of the animation designated to promote the main facts about ReSPA as well as its main achievements over the last 10 years (up to 3 working days):

- Animation to promote the main facts about ReSPA (up to 2 min);
- Animation to promote the main ReSPA achievements (up to 2 min);
- Animation of the pack-shot

Postproduction and finalization of the ReSPA 10th Anniversary video (up to 2 days):

- Incorporating the video produced material and animation into one video;
- 2D/3D animations, graphical editing, audio soundtrack with secured usage rights, video mastering Audio, Video, Color-correction

Photo shooting of ReSPA staff and ReSPA family photo (up to 0.5 day):

- To allocate at least 4 working hours for the taking the photos of ReSPA Staff (16 people) and ReSPA Family photo

The total number of days is up to eleven (11) working days. The video shall be produced and approved by ReSPA by 4 September 2021.

The Expert shall take into considerations the comments and suggestions received from ReSPA CVO. The engaged Expert will liaise directly with ReSPA and take into consideration the instructions received beforehand.

The final products will be subject to approval from ReSPA before the payment is executed.

NOTE:

The expert shall make sure that all the outputs produced under this assignment (including designs, sounds, music, photos, videos, etc.) are free of any copyright limitation. 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.

3. Necessary Qualifications

The Expert shall possess the following profile:

General professional experience:

- At least 10 years of relevant experience in the field of TV media.

Specific professional experience:

- Minimum 10 years of experience working in production/post-production
- Experience of working in production/post-production of minimum 2 feature-length movies

Specific professional skills:

- Adobe Premiere, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Sound Forge, Corel Draw,
- Audio-Video editing,
- Macromedia Flash,
- Graphic imagining,

- 2D / 3D animation.

Skills:

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

4. Timing and Location

The assignment foresees work from home, including online consultations. The assignment will be realized during June-September 2020.

5. Remunerations

The assignment foresees up to eleven (11) working days for the Expert for the video production of ReSPA's 10 Anniversary video as it is stipulated in 2. Description of the Assignment.

The payment will be done in one instalment, after the realization of the assignment.

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 a lump sum for covering related costs which include, 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 the assigned Expert if such changes occur.

6. Reporting and Final Documentation

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

Outputs

- ReSPA's 10th Anniversary video
- Short video statements of ReSPA Staff (up to 10)
- Photos of ReSPA staff

Documents required for payment

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