

TERMS OF REFERENCE

Kosovo Digital Economy Project (KODE)

Terms of Reference (TOR) for the Consulting Firm for production of video commercials, video infographics and event video footages, b-rolls and photos for the dissemination of Project's activities targeting wide publics.

Ref No: KODE/CS/2.2b.2/2022

I. Background

The Government of Kosovo has secured support from the International Development Association (IDA) (hereinafter 'the Bank') for a Kosovo Digital Economy (KODE) Project in the amount of 20, 7 million EUR. The KODE Project aims to improve access to better quality and high-speed broadband services in project areas and to online knowledge sources, services and labor markets among citizens, and public and academic institutions.

It is foreseen **that the Project will achieve its development objective through two main sets of activities:** (1) expanding access of Kosovars to high-speed and better quality digital infrastructure; and (2) support Kosovars to take advantage of regional and global Digital Economy (DE) opportunities, especially for income generation, usage of services, and learning, thus triggering the growth of a DE in Kosovo.

The Project is structured along three components: 1. Digital Inclusion, 2. Digital Work and Empowerment, and 3. Project Implementation Support. Two substance components of the Project are outlined below.

Component 1: Digital Inclusion component will support digital inclusion through: (1.1) the expansion of digital connectivity through the co-financing of deployment of high-speed broadband connectivity in areas that have been identified as not connected or underserved, and (1.2) improving of the enabling environment for wireless broadband services, through the deployment of the National Spectrum Monitoring System (NSMS).

Component 2: Digital Work and Empowerment will support the Youth Online and Upward (YOU) Program and increased access to knowledge, information and online services through subcomponents: (2.1) Youth Online and Upward (YOU) Program; and (2.2) Increasing Access to Knowledge, Information, and Services, consisting of:

- (a) Provision of support to (i) set up a National Research and Education Network (NREN) to improve access of students, researches and educators of Higher Educational Institutions (HEIs) in Kosovo to knowledge, research networks and (ii) connect NREN to the GÉANT network.
- (b) Provision of support to increase use of online labor market information and services to improve information flows about work opportunities, through targeted awareness raising and information sharing activities in underserved or unconnected areas identified in Subcomponent 1.1 of the Project.

The KODE is being implemented by the Ministry of Economy (ME) that provides strategic direction and technical oversight to the entire Project. ME oversees the Information and Communications Technology (ICT) sector development and executes this mandate through the Department of Post, Telecommunication and Information Technology (the Department), which for the purposes of the Project will act as the lead implementing agency and will carry the primary responsibility for all Components of the Project.

II. Objective of Assignment

This assignment falls under the list of awareness-raising and information-sharing programmed under the Component 3 the KODE Project. This component include communications to raise awareness and acceptance of the different KODE activities and increase the level of engagement around them among target beneficiaries, key stakeholders, and population at-large. Through concentrated communications activities the Project will aim to close feedback loops by garnering citizens' feedback on various Project aspects. Also, these activities aim at fixing existing asymmetries in the access to information between urban and rural populations, which falls under sub-component 2.2 while targeting different groups of the population (individuals and households, and public institutions) in underserved or unconnected areas (villages) identified in sub-component 1.1 of the Project.

The objective of this assignment is to produce media materials including two short video commercials, one video with infographics and production of one event video footages, b-rolls and photos, all to be circulated across various digital media channels.

Following the delivery plan of two video commercials:

Phase 1. Pre-Production Defining project scope and timeline; Design and conceptualization; Creating script; Selecting talents; Location scout

Phase 2. Production Shooting footages; Capturing b-roll

Phase 3. Post-Production Producing the video, Selecting music; Creating graphics; Translation; Recording voiceovers; Editing final draft; Reviewing and revising video

Phase 4. Delivery Delivering mastered video

In addition to that, the firms has to create an info graphics video with the project data provided by PIU. Also, this year the KODE Project will launch the important activity: the last village connected. The firm, addition to above objectives, has to produce for event video footages, b-rolls and photos.

III. Scope of Services

1. **Pre-Production** of the video commercials - Defining project scope and timeline; Design and conceptualization; Creating script; Selecting talents; Location scout
2. **Production of one 3 minutes video commercial on impact of Project activities exerted on beneficiaries' welfare and broadband penetration**

The video will showcase the story of the impact and benefits of the Project on the beneficiaries' welfare (households, schools, healthcare institutions). The Firm should review the zones that

benefitted from the Project and select the case villages to feature in the video. The firm has visually to simulate the broadband penetration works. In addition, statistical and technical data provided by PIU should be incorporated. With this information the producer shall elaborate animations and infographics to provide an overview of the total scope and impact of the KODE Project. Also, the video should highlight the advantages and constructive changes in people's lives in the identified areas thanks to the deployed broadband infrastructure, especially for e-learning purposes and working from home during the COVID-19 lockdown. Related to this, the firm has to interview up to 4 residents of Project areas for above mentioned topics and not limited to. Among other topics, the video should also show the development of other main activities of the Project. The video should illustrate the message in a clear way and should be produced with Albanian voice-over in 2 versions with English and with Serbian subtitles.

3. Production of one 3 minutes video commercial for promotion of Kosovo Research and Education Network (KREN)

Kosovo Research and Education Network was established to serve the education and research community in Kosovo. Initially services will be provided to HEIs in Kosovo to be followed by primary and secondary schools. The video will give detailed information and views of KREN's data center located in ITP Prizren¹, its services, benefits to community and the connection to GEANT. To better show the community benefits, the firm has to interview up to 4 people which may be university professors, students or administrative workers in the university. In addition, PIU will share a detailed document with the consulting firm related to KREN and main points to be emphasized in the video produced. The Firm must be capable of producing high-quality video from the standpoint of content production and curation, messaging, and design. The video must be impactful, i.e., reaching the intended goals of triggering positive behavior/attitude changes by the community. Also, the Firm should be very flexible and quickly react upon PIU's requests and suggestions. The video should illustrate the message in a clear way and should be produced with Albanian voice-over in two versions with English and with Serbian subtitles.

4. Creation of Video Infographics

The video should include graphic elements showing the statistics related to sub component 1.1, 2.1 and 2.2, including basic various text on screen, charts, and infographics, to visualize the data and information, based on the script and the available visuals. PIU will prepare and provide the data to the Firm, which then should be creatively transformed into graphic or animated infographics. A graphic template may be considered as an option to effectively visualize deliver the objectives. The firm should pay attention to the design, which should flawlessly present the message and also make the most powerful voiceover. Contribute their professional and creative talents to develop high quality materials to achieve the key objectives of the assignment, which includes, but not limited to, designing, storytelling, selecting music, and selection of qualified voiceover.

5. Production of event b-rolls and photos, including priority sessions, VIP participants, interviews, event b-roll and imagery for each event

Event: Connecting the last unconnected village in Kosovo by KODE project (exact day will be shared after selection)

¹ Address: St. Uke Bytyqi, 20000 Prizren

The Firm will provide on-location, indoor and outdoor videography services and photography. The Firm is required to attend two events and provide (1) film context video footages, (2) shoot selected key participant/attendee testimonies, and (3) take a range of photos of the aforementioned. The Firm should establish a library of digital assets for all content captured and/or created during events. All raw video footages and photos should be delivered immediately following the event. PIU will manage the testimonies/interviews, including preparation and implementation of questions. The Firm will work closely with to advance the established vision for the social media and public awareness campaign through the creation of high-quality visuals. For each event, the Firm will deliver:

- 1) Video documentation of each event, consisting of:
 - 6 edited testimony videos from youth and selected key participant/speaker testimonies with 30-seconds duration per video
 - A 1-minute edited video that captures the highlights of the event
 - A 2-minute edited video that captures the highlights of the event and features testimonies from youth and key participants/speakers. This video is expected to be delivered within 28 days from the event
- 2) Photo documentation of each event, consisting of:
 - At least 3 high-res, edited photos per key participants/speakers
 - At least 3 high-res, edited photos of attendees who provided testimonies and/or were interviewed
 - At least 30 hi-res, edited photos of the event. The edited photographs are expected to be delivered within 14 days from the event
- 3) The video footages shall be repurposed by the Firm as a 20-30 second video clip in suitable dimensions and resolution for social media (MP4) and television (HD, 4k, 5k, etc.). The photos will also be utilized on social media, newspaper and television and edited accordingly by the Firm, as requested.

The Consulting Firm will be responsible for the timely production of the videos following the previously agreed project timeline with PIU clearance at each step. All materials will be produced, in close coordination and collaboration with the Project Implementation Unit (PIU).

IV. Required Qualifications

1. Demonstrated experience in Communications/PR and production of informational videos; (i. General qualifications of the company to REOI).
2. Experience working with government or international donors; (i. General qualifications of the company to REOI)
3. Demonstrated experience in video production with site views from different cities/villages; (ii. Relevant experience with similar assignments)
4. Demonstrated experience in producing event video footages, b-rolls and photos; (ii. Relevant experience with similar assignments)
5. Demonstrated experience in producing video info graphics; (ii. Relevant experience with similar assignments);
6. A consulting firm must provide the list of experts who have the appropriate skills and credentials to perform the work under this assignment, including relevant knowledge, creativity, and efficiency to

be able to manage the assigned tasks. Please note that only for the selected consulting firm will be invited to present CVs of the key staff. (iii. Availability of qualified staff).

7. Excellent command of English of key project management staff (iii. Availability of qualified staff).

The evaluation and shortlisting criteria are:

- (i) General qualifications of the company to REOI (30%),
- (ii) Relevant experience with similar assignments (50%) and
- (iii) Availability of qualified staff (20%).

A consultant will be selected in accordance with the Consultants Qualification -based Selection (CQS) set out in the Procurement Regulation for IFP Borrowers, July 2016.

Consultant may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

V. Reporting Obligations

The company will report to and work under the direction of the PIU within the Department. In seeking to attain the objectives envisioned by this assignment, the Company shall carry out the work as specified under the scope of work and shall carry out any additional work it deems necessary to meet the objectives of the assignment. The Company shall also ensure regular interactions with the PIU and Ministry report on the project implementation as well as to transfer the knowledge of the work process and methodology.

VI. Length of contract

The consultancy will span a period of 4 months after signing the contract including coordination communications and exchanges, as needed, with PIU at the Ministry of Economy.

The consultant will need to travel to the selected locations. The total contract price would include all direct and indirect costs and other necessary expenses, including travel and subsistence, to be agreed with PIU.

Level of effort for the assignment is 105 man days.

VII. Deliverables and Payment Schedule

	Deliverables	Output	Deadline after contract signing	Payment
1	Pre-Production - Defining project scope and timeline; Design and conceptualization; Creating script; Selecting talents; Location scout	Report in word and pdf formats with detailed description. Reports shall be submitted in English and Albanian language.	2 weeks	20%
2	Production of one 3 minutes video on impact of Project activities exerted on beneficiaries' welfare and broadband penetration	Video documentation in two versions, with English and Serbian subtitles.	3 months	30%
3	Production of one 3 minutes video for promotion of Kosovo Research and Education Network	Video documentation in two versions, with English and Serbian subtitles.	4 months	25%
4	Production of event b-rolls and photos, including priority sessions, VIP participants, interviews, event b-roll and imagery	Video and photo documentation of an event; The video footages repurposed by the Firm as a 20-30 second video clip	3 months	25%