**Terms of Reference**

**Request for Services**

**Production of informational videos in the frame of the project: “Enhancing youth cooperation and youth exchange in the Western Balkans 6’’ supported by the EU**

**Ref:** Contract 2018/391-015\_04

**Main beneficiary:** Regional Youth Cooperation Office (RYCO)

**Financing institution:** European Union

**Location:** Tirana, Albania

**1. Context / About RYCO**

The Regional Youth Cooperation Office (RYCO) is a regional organization at the service of youth cooperation in the Western Balkans. It has been set up and bankrolled by the six Western Balkan contracting parties: Albania, Bosnia and Herzegovina, Kosovo[[1]](#footnote-1)\*, Montenegro, North Macedonia, and Serbia. RYCO aims to promote the spirit of reconciliation and cooperation between youth in the region through youth exchange programs and other relevant initiatives. RYCO is genuinely dedicated to contribute to the process of reconciliation, establishment of trust and of mutual understanding between the youth and citizens of the Western Balkans.

RYCO’s main strategic priorities during planning period 2019-2021 are: (SP1) Deliver Programmes: develop regional cooperation, mobility and exchange; (SP2) Build demand: create and promote an enabling environment; and (SP3) Invest in competence: strengthen RYCO institutionally and organizationally. Through programming instruments such as grants schemes and capacity building activities for CSOs and schools in the Western Balkans, RYCO seeks to contribute to improving the availability, accessibility, quality and impact of exchange, mobility and reconciliation efforts conducted with and for young people and those that work directly with them. RYCO will operate with the youth, social, civic, education, culture and sport sectors, and their intersections focusing on the quality and sustainability of its programming outcomes.

**2. Background of the Assignment**

This Call for Applications is published in the framework of the project **Enhancing youth cooperation and youth exchange in the Western Balkans**, financed by the European Union and implemented by RYCO. One of the aims of the project is to support RYCO in the implementation of its Strategic Plan 2019-2021 through grouping its efforts to promote and achieve opportunities for young people to engage in regional activities that build mutual understanding and reconciliation in the civic, social, educational, cultural and sport sectors.

To ensure that actions that are funded by the European Union (EU) incorporate information and communication activities designed to raise the awareness of specific or general audiences of the reasons for the action and the EU support for the action in the Western Balkans, as well as the results and the impact of this support, RYCO will undertake a series of activities to ensure the visibility of the project including: posting regular updates on the progress of the project on its website, awareness raising campaigns, organizing info sessions across the Western Balkans, workshops, trainings, meetings, closure events and using social media. RYCO will acknowledge the EU support in all workshops, seminars, and trainings through the EU logo and explicitly stating the source of funding for this project.

In order to reach a wider audience, as part of the **Enhancing youth cooperation and youth exchange in the Western Balkans project**, **3 videos will be produced**. One video will serve as promotional video for the RYCO 4th Open Call co-funded by the EU and RYCO. Two remaining videos will feature the impact of youth exchanges on the participants, highlighting their regional mobility experiences. The videos will be filmed in different locations to ensure diversity of young people represented in the videos and coming from all Western Balkans six (WB6) Contracting Parties.

**3. Purpose of videos**

* To promote the RYCO 4th Open Call;
* To build awareness about the project activities and the project achievements among target audience, mainly young people in the WB6;
* To build awareness of youth mobility experiences and opportunities among the target group;
* To strengthen RYCO’s image and promote its partnership with the EU;
* To ensure compliance with the EU visibility requirements.
* To ensure that partners/beneficiaries and the target group are aware of EU support to the project and the exchanges.

**4. Required services:**

RYCO is seeking the services of individual consultants, teams of consultants or legal entities providing consultancy services to develop and produce informational videos for the above mentioned project. RYCO expects to receive creative, innovative proposals for informational videos which thematically fit to the RYCO's scope of work.

The contractor (winning applicant) will be requested to provide the following:

* Production of promotional video or animation and informational videos (script writing, videography, editing, audio balancing, sub-titling, format exporting, archiving raw and edited work etc.). All produced materials must be of the highest quality to adequately represent RYCO. All materials, including materials shot, should be in 16:9, HD 1080;
* The promotional video or animation (1) should promote the 4th Open Call and RYCO supporting the youth exchange in the WB6. The video will be in English language;
* The informational videos (2) must include young people who experienced regional mobility as part of the project Enhancing youth cooperation and youth exchange in the Western Balkans. The youth exchange beneficiaries’ statements will be in local languages and/or English, remaining part of the videos will be in English;
* Shoot the informational videos in different locations across the WB6;
* The contractors shall use their own HD quality video camera and professional editing software;
* Edit all videos in line with the script agreed and approved by the RYCO Communication and Visibility Officer and produce a professional quality package;
* Embed English sub-titles in all videos;
* Audio balance the final products, convert it in formats for use on TV and web;
* Clearly identify location, name and age of interviewees, quotes and any relevant details;
* Include appropriate RYCO and the EU branding and crediting of RYCO ownership for the produced videos, as per the project and the RYCO Communication and Visibility Officer instructions;
* Archive all the videos in DVD format along.

**5. Deliverables and delivery dates:**

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| Nr. | Deliverables | Deadlines and Delivery dates |
| 1. | Production of promotional video or animation, 30 seconds to 1-minute long.  The production will involve but will not be limited to:  Creation of the general script;  Development of the detailed scenario;  Coordination and approval of the scenario and EU/RYCO visibility requirements with RYCO;  Video or animation production;  English subtitles;  Post-production (assembly, sound, processing, etc.);  Delivery of the final video or animation in formats for TV and web | 30 days from the placement of the order date, between August 2020 – December 2020.  **The exact timeline to deliver the video or animation will be further agreed with the selected applicant. By entering in the contract with RYCO the contractor commits its availability to produce the required videos per RYCO request during the aforementioned period.** |
| 2 | Production of 2 videos, 1 minute up to 2 minutes long. The production will involve but will not be limited to:  Creation of the general scripts;  Development of the detailed scenarios;  Coordination and approval of the scenarios and EU/RYCO visibility requirements with RYCO;  Video production;  English subtitles;  Post-production (assembly, sound, processing, etc.);  Delivery of the final videos in formats for TV and web. | 30 days from the placement of the order date, between March 2021 – November 2021.  **The exact timeline to deliver the videos will be further agreed with the selected applicant. By entering in the contract with RYCO the contractor commits its availability to produce the required videos per RYCO request during the aforementioned period** |
| 3 | The total cumulative duration of all videos should be between 4 and 5 minutes. |  |

**6. Reporting requirements**

The contractor (winning applicant) will report to the RYCO Communication and Visibility Officer, who will regularly communicate with the contractors and provide feedback and guidance on their performance and all other necessary support so to achieve objectives of the assignments, as well as remain aware of any upcoming issues related to contractor’s performance and quality of work.

All activities and deliverables undertaken by the contractors shall be discussed and planned in consultation with RYCO.

**7. Payment**

The contractor (winning applicant) will be invited to sign a service contract with RYCO. The Contract will be realized in EUR and the Payment will be conducted in one installment upon successful delivery of all informational videos. Payment will be done within 30 days from submission of invoices.

RYCO reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work is incomplete, or not delivered within deadline.

**8. Description of official travel involved:**

The assignment will involve travel within the Western Balkans region. The contractors are expected to cover costs, arrange and schedule such visits, including transportation. The contractor should envisage such costs in the overall price estimation for the contract.

**9. Copyrights**

The copyrights of all video materials produced taken during the assignment shall remain the property of RYCO. The contractor will obtain the relevant consent for video usage from people in the videos.

**10. Required Qualifications and Experience of the applicant**

* (1) More than 5 years proven experience in video production.
* (2) Demonstrated technical capacities to produce Full High Definition videos to ensure quality production. To demonstrate the technical capacities, the applicant should provide samples of previously produced relevant videos when applying.
* (3) Legal entities, must be duly registered under the local legislation of the tenderer for this kind of activity.
* (4) Additional experience in regional video production and youth related topics will be an asset.

**11. Evaluation and Selection**

The best price-quality ratio is established by weighing technical quality against price on an 80/20 basis having regard of the following evaluation greed:

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| --- | --- |
| 1 Organization and methodology, including draft concept for the videos | Maximum points 40 |
| 2. Qualifications and professional experience, including samples of previously produced relevant videos | Maximum points 40 |
| 3. Financial offer | Maximum points 20 |

1. This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence [↑](#footnote-ref-1)