
Project: Good Governance for Local Development Programme in the South Caucasus
PN: 19.2204.6-008.00
Activity: Video production on TARA and citizen participation
Period: 01.07.2020-27.11.2020

1. Background

The Good Governance for Local Development Programme in the South Caucasus advises and supports respective partner-organizations at national, regional (sub-national) and local levels in Armenia, Georgia and Azerbaijan in the implementation of cooperation initiatives towards improved local governance. It supports the improvement of frame conditions, addresses regional (sub-national) governance issues and works towards the improvement of municipal services and citizens' participation at municipal level. In the context of the German international cooperation approach, the Programme's objectives are oriented within the framework of the Caucasus Initiative; thus the improved professional exchange among the countries of the South Caucasus and their increasing cooperation are also objectives at regional South Caucasus level.

The Programme is implemented on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and in Armenia co-financed by Swiss Agency for Development and Cooperation (SDC). It is carried out in close cooperation with the Ministry of Territorial Administration and Infrastructure (MTAI) as the main political partner.

Back in 2015 the number of municipalities in Armenia was 915 that varied greatly in size of population and capacities; and the municipal landscape of Armenia was highly fragmented. Many municipalities were too small to fulfil their functions effectively. In order to address these challenges, the Government of the Republic of Armenia has launched a large-scale structural change process, the Territorial and Administrative Reform (TARA), the overall goal of which is to reduce the number of municipalities in order to create territorial entities of manageable size, thus more viable and functional local self-government bodies that would be able to provide more effective services to their citizens, make efficient use of their financial resources and support sustainable socio-economic development. As of January 2020, 465 former municipalities have been merged into 52 consolidated municipalities.

The purpose of the assignment is to gather evidence and information on the benefits of the reform after the consolidation of the municipalities – improved service delivery, better infrastructure, effective and efficient democratic systems and processes. With this assignment the Programme intends to focus on real changes from the perspective of the local population.

2. Objectives and Tasks

Overall, with this assignment the Programme aims to produce:

- a) 5 short videos (3-5 minutes) on the implementation of the Territorial and Administrative Reform in Armenia, its results and advantages. The films should be of a reportage and storytelling nature reflecting the opinions of local population and LSG representatives as well as the impacts of the developing projects implemented in the municipalities.

- b) Up to 5 social advertisements/animations (up to 45 seconds) on citizen participation. The animation clips should focus on the importance of citizens' engagement in local decision-making process based on different local governance processes (municipal planning, budgeting, local economic development planning...) and/or levels of participation: information to citizens, consultation with citizens, cooperation with citizens, co-decision.

The assignment comprises of the following component:

For the fulfilment of the short films, the Consultant is required to travel to Armenia's municipalities – five to seven municipalities, including their settlements (hence incl. overnight stay) and provide visual material:

- a) edited short video features with quotes, highlighting the inputs of the reform and the results achieved;
- b) photos from the municipalities and people interviewed. The municipalities will be identified when contracted.

The objective of the assignment is to:

- a) Prepare 5 videos (reportages) showcasing the results and best practices of the Territorial and Administrative Reform in Armenia, through the eyes of the local population and beneficiaries.
- b) Produce social advertisements that would highlight the importance of citizen participation in decision-making process at local level.

3. Tasks and Deliverables

The tasks expected on implementation of the Assignment will include:

I. Short films

1. In close consultation with GIZ develop a creative concept for presenting the objective of the video from an interesting angle;
2. Together with GIZ have meetings with the representatives of the Government and LSG experts to visualise the idea for the concept and gather the main messages to be introduced in the concept/script and later in the films;
3. Prepare a questionnaire with long-end questions, which will envisage and embrace all the possible answers citizens might give in order to properly guide them through the interviews;
4. Travel to Armenia's municipalities for implementing video and photo shootings;
5. Provide high quality short videos featuring local population, municipal staff, the visual results achieved in the reform process. The main focus should be on:
 - Impact,
 - Emotions,
 - Engagement of people,
 - Positive results,
 - Positive change,

- Short quotes;
- 6. In the municipalities interview local population, heads/deputy heads of local administration, staff members of the municipality, other beneficiaries;
- 7. Consult the GIZ YouTube Channel GIZonlineTV (<https://www.youtube.com/user/GIZonlineTV>) to have the idea on the technical and creative requirements of the videos;
- 8. Capture close-ups and cover shots;
- 9. Integrate the title and name of the person interviewed as a subtitle in the video;
- 10. The text should be with the Armenian voice over;
- 11. Landmarks of the municipalities;
- 12. Final videos as a file;
- 13. Provide photographs from the municipalities and the people interviewed;

II. Social advertisement on citizen participation

- 14. In close consultation with GIZ develop a creative concept for producing a series of social advertisements (2D animation) on citizen participation. This assignment may include either one powerful advertisement or a series of up to 5 social advertisements on citizen participation.

The Consultant is responsible for providing the signed declaration of consent of individuals who are video recorded or photographed (to be provided upon signing the contract). The Transfer of Copyrights and the rights of use to GIZ is attached to the Contract.

Deliverables:

- 1. Provide a creative concept/script for each short film,
- 2. Provide five short videos (3-5 minutes) on the results and impact of the reform. Videos might include tables and analyses, requiring graphical inputs,
- 3. The videos should be in Armenian and include all the technical requirements of GIZ for subtitling and graphics (the requirements will be provided upon contracting),
- 4. Photos,
- 5. Up to five social advertisements on citizen participation.

	Deliverables	Approximate dates	Dates for submitting
1.	Creative concept/script for each video (in Armenian and English)		By mid-July (to be discussed and approved by GIZ)
2.	Shootings in 5 municipalities of Armenia, including some of their settlements	1-2-day shootings* (might require overnight stay) in 5 municipalities of Armenia in July-October	First draft of each video should be submitted in a week-time after shooting/interviewing

3.	Final videos	The drafts of the videos should be ready for the approval before the final submission	After the draft is approved, in a 5-day time
4.	Photos after each visit to the respective municipality with the names of the people, short text. municipality/settlement and the declaration of consent		After shooting
5.	Social advertisements on citizen participation - creative concept - icons for animation	Each segment should be agreed upon and approved by GIZ. Each clip to be submitted after ready to be published	End of July- November
6.	Final animation clips		End of November

* The trip to the municipalities may require an overnight stay

After the completion of the assignment, the Consultant will be required to submit the final films to GIZ.

4. Steering and Reporting

The entire process will be steered by GIZ Good Governance for Local Development Programme in the South Caucasus (Armenia). The Consultant will keep close liaison with GIZ advisers. Approval from GIZ at each stage is mandatory before moving onto the next level. The Consultant will provide all the material (including raw material) to GIZ.

5. Level of efforts

For this assignment it is intended to travel to municipalities and do video shootings. The number of expert days for script writing, translation, shooting (visits to municipalities), editing, voiceover and subtitles will be up to 100 days.

	Tasks/Deliverables	Expert days (up to)	Technical costs	Experts involved
1.	Creative concept/script writing for each video clip including meetings with the respective experts, and post-shooting script development	Up to 20		Concept writer and/or professional journalist/media analyst
2.	Shootings in municipalities	Up to 20	Rent of equipment (camera, lights,	DoP, film director, journalist, 2 nd DoP/photographer

TOR for Short Term Service Delivery Assignment



			microphone)	
3.	Montage of 5 videos including correction, subtitling, graphic design and postproduction	Up to 15	Equipment Background music Subtitles and voiceover Montage/editing	Film director Editor/graphic designer Voiceover specialist
4.	Photos/portraits of interviewees and landscapes	Up to 20 (from each municipality)		Photographer
5.	A series of social advertisements (creative concept writer, 2D animation specialist)	Up to 25 days		Concept writer Film director 2D animation specialist Cameraman (if needed) Editor/graphic designer Voiceover specialist (if needed)
	Total	Up to 100		

GIZ will support the Consultant with the provision of transportation for travelling to municipalities, accommodation and other logistics. Travel costs (transportation, overnight stay) will be covered by GIZ. Per diems should be included in the financial offer.

Professional Requirements

- Creativity/creative concept writing,
- Proven experience in video production and 2D animation,
- Proven experience in production of social advertisements,
- Proven technical video-shooting and editing skills,
- Proven experience in production of similar projects related to local governance,
- Samples of previous works/videos to be submitted (by a USB stick or through e-mail).

-
- Pool of experts: CVs of key experts attached to the project would be an asset. The Consultant should submit CVs of several prominent journalists with the knowledge of the local governance system or political background,
 - Team working skills,
 - Availability to travel to different municipalities of Armenia (with the possibility of an overnight stay),
 - Strong networking skills,
 - Good knowledge of Armenian. Knowledge of English would be an advantage,
 - Previous projects implemented for international partners would be an asset;
 - Knowledge of local government system in Armenia would be a plus.

6. Time Frame

The assignment is planned to commence on July 1, 2020 and finish by November 27, 2020. An earlier submission of the assignment is possible. The exact dates of travels will be communicated by the Programme. The Consultant is obliged to perform the assignment based on this TOR while ensuring close contact with GIZ throughout the implementation of the assignment. The Consultant in most of the cases will be accompanied by GIZ advisers.

7. Selection Criteria

1. Demonstrated experience of producing short video clips on local self-governance (e.g. for awareness-raising purposes); samples to be submitted;
2. Demonstrated knowledge and practical experience in writing effective script/concept/reportage synopsis on local self-governance (previous samples to be attached) and interviewing skills – GIZ might conduct interviews with the journalists/script writers, whose CVs are attached to the offer;
3. Proven existence of experienced and knowledgeable staff to accomplish the tasks and assignments (CVs of the main experts to be attached – namely film director/coordinator, journalist/script writer, DoP (cameraman), editor (montage), graphic designer), 2D animation specialist. The role of a professional journalist (with the good skills of interviewing and political analyses) is crucial.
4. Proven experience of creative graphic design for informative purposes (samples to be shared) and photography (some works presented would be an asset).
5. Proven experience of producing powerful social advertisements (previous works to be submitted).

All the required samples of previous works should be submitted either on a USB stick or be sent by an e-mail.

NOTE: The Consultant shall provide a Technical and Financial Proposal