

## TERMS OF REFERENCE

Interreg IPA Cross-border Cooperation Programme  
'Greece-Albania 2014-2020'

**Subsidy Contract No. A4 - 2.1 - 21**

*Prot no.15*

c/o CBS, 'Mustafa Matohiti' Street, No.4, IV Floor,  
Tirana, Albania

Date: 11<sup>th</sup> March 2022

<b>Re:</b>	<b>Content Provider and High-Quality Video Production</b>
<b>Our Ref:</b>	WP 5   D 5.3.2   (External Expertize and Services)
<b>Tender Procedure:</b>	Competitive Negotiated Procedure
<b>Client:</b>	CBS Creative Business Solutions (on behalf of 'AuthentiKK' Project)
<b>Location:</b>	Korca, Albania - Kastoria, Greece
<b>Type:</b>	Service Contract
<b>Expected Duration:</b>	8 months

AuthentiKK is a 2-years EU-funded project in support to cultural heritage preservation and smart tourism development in Korca and Kastoria. The main objective of the project is to preserve and celebrate authentic cultural heritage offered by the regions of Korca and Kastoria through smart and innovative tourism solutions meant to bring the two regions closer together.

We are launching a Competitive Procedure for the appointment of a specialized service provider to Video Content Provider and High-Quality Production. Interested experts are invited to submit **technical and financial proposal** according to the format and content described below in Annex I.

Tenderers/Experts will be evaluated on the basis of best value for money (i.e. the tender offering the best price-quality ratio) as per the evaluation criteria provided under Annex II of this Call. The deadline for submission of tenders is **April 25<sup>th</sup>**, 17:00 hr CET. Proposals submitted after the deadline will not be considered.

## 1. BACKGROUND INFORMATION

### 1.1 Contracting Authority

CBS Creative Business Solutions, Tirana, Albania

### 1.2 AuthentiKK Project

AuthentiKK “Authentic Cultural Heritage Preservation and Smart Tourism Development in Korca and Kastoria” is a two year project awarded by **Interreg IPA Cross-border Cooperation Programme ‘Greece-Albania 2014-2020’**. The programme is co-funded by the European Union and by national funds of Greece and Albania and it is being implemented in Albania and Greece. The implementing partners include Municipality of Korca as lead partner, in partnership with the Creative Business Solutions (CBS) in Tirana, and Kastoria Municipality in Greece.

The key outcomes to be delivered in the framework of AuthentiKK project are the following: 1) Develop a Comprehensive Tourism Management Plan and Sustainability Strategy document for Development of Tourism in Korca and Kastoria; 2) Preserve, rehabilitate and improve four cultural heritage sites across the borders including - National Park ‘Bredhi i Drenoves’, Morava Mountain Paragliding point, Mountain Theater, and the pre-historic settlement 'Limneous Ikismos'; 3) Organize two joint public cross-border activities and events (A Music Festival and a Paragliding Competition); 4) Develop five innovative ICT products (including use of 3d augmented reality tools) and bi-lingual audio-guide solutions; 5) Develop a joint AuthentiKK tourism product and a Comprehensive Promotion and Communications Plan.

## 2. DESCRIPTION OF THE SERVICES REQUIRED & EXPECTED RESULTS

### 2.1 Overview

CBS is now accepting proposals from qualified individual/company to accomplish the intended services of video content and high-quality production for project’ events. Through its visibility products the project aims to raise awareness among the public, communicate project’ values and deliverables, its products through the intervention, as well as to inform the wide public about the cultural and natural heritage and tourism sites of Korca and Kastoria tackled and reconstructed in the frame of the project. They include: Morava Mountain and Bredhi Drenoves hiking path in Korca and historic settlement 'Limneos Ikismos' and 'Mountain Theatre' in Kastoria.

The project is seeking a qualified individual/company to provide concept, content and video development, based on a specific pre-defined requirements and scope. The video spots will be created with the overall objective of raising awareness, promoting the project and conveying strong messages and information to the wider public about various aspects of the project with the main focus on sites tackled by the project. The video spots will be launched during forecasted project’s events including a festival, and the closure event. Additionally, a video for the digital mobile App, will be produced.

The videos will include all the site of cultural and natural heritage inside 'Bredhi Drenoves' park and Kastoria destination tackled by the project. Thus, the tourists will be served with a magnificent video

which will first awaken their curiosity while promoting the sites as a single tourist destination as well. Through the video spot broadcasted during the events, the project will aim to reach and properly inform tourists and visitors about the touristic offer, and raise awareness on the targeted destination. These videos beside dissemination in the project's forecasted public events, will be launched also in social media campaigns and other channels of communication adopted by the project including its official website.

The provider should demonstrate proven track experience, qualification and capabilities to deliver the requested services. The objective is to become a recognized, original and trusted identity to the main target groups and to the areas of intervention. This will create a strong identity amongst stakeholders.

## 2.2 Duties and Responsibilities

The Service provider ensures high quality of video production as well as concept and content. In details, indicative requirements but **not exhaustive** may include as follows:

- Prepare a script and storyboard, with appropriate visualisation, for 3 short videos up to 30-40sec, to allow the project to understand what the proposed production will look like and the basis behind the approach i.e. how the production is going to successfully deliver the project brief;
- Ensure the highest quality of production processes using latest technology and production Equipment;
- On sign-off of script, to undertake production of the media spot (organise suitable locations, props., permits, special effects, filming, lighting, sound, health and safety);
- Undertake post-production tasks (offline editing, voiceover, graphics, music, online edit and mastering in online streaming format);
- The concept of each spot will be developed in collaboration with the project team or as an independent proposal of the company based on the philosophy and the mission of the project;

For the purposes of this procurement, potential service providers are requested to provide a quotation for production style characterised by:

- - Use of archive or stock footage only;
- - Voiceover narration;
- - Production music;
- - Static graphics and straplines;
- - All audio, visual and music rights purchased for use by the project for event broadcasting and online.

Project's events and purposes of each video are indicated below.

- (i) Music Festival. The event will be held in the city of Kastoria, Greece. It will gather under a single joint music event select artists and performers from both countries. The main aim is to increase visibility and promote the unique cultural and natural heritage sites of significant importance across the border. The ultimate goal is to inspire visitors amongst domestic and international travellers. A dedicated video will be produced for this occasion while linking Korca and Kastoria as a single tourism destination and promoting the sites tackled by the project.

- (ii) ‘AuthentiKK’ Project Closing Event. The event be held in the city Korca, Albania. It will focus on communicating project’s overall impact and its results; presentation of project activities; while also serving as a formal public launch platform of the tourism sites reconstructed by and within the framework of the project. A dedicated video will be produced for this occasion tackling both Korca and Kastoria under a joint cross border intervention. The video must show all project interventions, activities conducted throughout the project; infrastructures interventions in four sites of cultural heritage etc.
- (iii) As a welcoming video for the ICT solution /Mobile APP developed for National Park 'Bredhi i Drenoves' area which includes 3D augmented reality (AR) tool and Audio Guide. An inspirational of both content and visuals and informative video for the digital APP should be developed. It may arouse curiosity and interest to visit the site for potential visitors and /or users who download the APP. It may also also will provide information regarding the destination towards Kastoria's "Limneos Ikismos” site as well as shortly provide info for points of interest along the path of Bredhi Drenoves as a tip-off of main points and entertainments options located in close proximity of the area.

The three video productions should be of the highest creative, visual and audio standard. However,

### **1.3 Environmental Standards**

For all materials, productions maximum attention should be paid to usage of materials and actions that have minimum impact on the environment.

## **3. LOCATION AND DURATION**

### **3.1 Location(s) of assignment**

The assignment will be coordinated from Tirana but the videos developed must satisfy and respond to methodological advice in relation key target groups and specific requirements. Productions may vary on the agreed spot concept, therefore several traveling for recording/shooting will be located in Korca and Kastoria. In addition, for the different ‘Location’ depending on the production styles approved, the cost of transport to appropriate sites should be included.

#### **Duration of the Assignment**

The selected professional/ company will be engaged over the period of 8 months, from May 2022 to December 2022. Over this period, the productions will be commissioned.

#### **Management and Reporting**

CBS is responsible for the overall management of this activity. The select company will work closely with AuthentiKK project manager assigned by CBS and project team in general. During the design and concept process, the appointed provider will liaise on a daily and/or weekly basis with the project manager while presenting and updating on progress.

#### 4. TERMS OF PAYMENT

- 4.1 The total amount/ price of the assignment is foreseen to be **6,000Eur**.
- 4.2 Payment(s) will be made after satisfactory completion of the task as follows: 100% payment after satisfactory completion of each video production and acceptance of the said deliverables.

#### 5. INDICATIVE TIMETABLE

	DATE	TIME*
Deadline for requesting clarification from the contracting authority	5 working days before deadline	14:00
Deadline for submitting tenders	April 25 <sup>th</sup> , 2022	17:00
Completion date for evaluating technical offers	April 29 <sup>th</sup> , 2022	17:00
Notification of award	May 5 <sup>th</sup> , 2022	-
Contract signature	May 9 <sup>th</sup> , 2022	-
Start date	May 9 <sup>th</sup> 2022	-

*\*All times are in the time zone of the country of the contracting authority*

*<sup>3</sup>Provisional date*

#### 6. HOW APPLICATIONS MAY BE SUBMITTED

The applications must be submitted in English, exclusively to the Contracting Authority (CBS). The deadline for submission of offers is within **April 25<sup>th</sup>, 2022, by 17.00 hr CET**. **Any proposal submitted after this deadline will not be considered.**

Offers in response to this Competitive Negotiated Procedure must be submitted by courier, hand delivered or postal service to arrive no later than **April 25<sup>th</sup>, 2022, 17.00rd CET**. The delivery address is:

**AuthentiKK Project**

**c/o CBS, 'Mustafa Matohiti' Street, No. 4, IV Floor,  
Tirana, Albania**

A signed and data receipt should be provided for proposals that are hand delivered to the CBS office.

#### 7. QUESTIONS RELATED TO THIS TENDER PROCEDURE

All interested firms shall direct questions to: [info@cbs.al](mailto:info@cbs.al).

The project team reserves the right to disclose the general content of its communications to ensure process fairness and the distribution of useful information.

#### 8. LANGUAGE

Proposals, correspondence and documents relating to the Proposal should be submitted in the official project language which is English.

## **9. ALTERATION OR WITHDRAWAL OF APPLICATIONS**

Candidates may alter or withdraw their applications by written notification prior to the deadline for submission of applications. No application may be altered after the deadline.

## **10. CONFIDENTIALITY**

Proposals and the information contained therein will be considered confidential and will not be shared with the public and/or individuals other than for the purposes of evaluating the various 'Request for Proposal' RFPs and reporting purposes to the Contracting Authority of the project.

## **11. ABOUT CBS ([www.cbs.al](http://www.cbs.al))**

Creative Business Solutions (CBS) is a business consulting and project implementation organization. It implements development projects in Albania with a spill-over effect in the Western Balkans. CBS has established expertise in Agriculture, Access to Finance, Technology, Green Energy and Tourism etc. It employs more than 40 professionals through a head-office in Tirana and four local branches covering all geographic areas of Albania. CBS partners with international donors including EU, USAID, Sweden, and other international partners.

## ANNEX I

### SUBMISSION REQUIREMENTS / PROPOSAL GUIDELINE

A provider shall be a creative professional / agency that has the capability and management capacities of providing a visibility actions through the concept, content and development of video production. The ideal provider should be able to demonstrate solid experience in production of videos as well as have the ability to implement a proposed plan. The potential professional / agency shall submit within the indicated timeframe a complete application and adhere to the following guidelines to be considered:

#### Technical Proposal

##### In case of individual expert:

- Cover Letter;
- CV including relevant experiences, knowledge and Description of previous experience with similar assignments (please include names of projects and references, where possible, demonstrated experience in working with international companies and organizations. Experience with EU funded projects would be considered an advantage)
- A brief concept note including methodology, proposed timeframe, structure and content of the documents (as per tender dossier provided Annex III);

##### In case of company:

- Certificates of business registration at NRC National Registration Center and legal establishment
- Current tax certificate (TIN Tax Identification Number);
- Company Portfolio including relevant experiences and knowledge;
- A brief concept note including methodology, proposed timeframe, structure and content of the documents (as per tender dossier provided Annex III);

#### Financial Proposal

- A cost proposal for the services relevant to scope of work (as per tender dossier provided Annex V);
- The financial proposal should be expressed in EUR;
- The fees should be consistent and broadly accepted/applied to those in the region.

#### Evaluation Criteria

The contract will be awarded to the consultant getting the best technical-economic combination based on the following evaluation criteria and ratio the weights given to **the Technical (T) and Financial (F) Offers are: 80 %, and 20 %**. The selection of the expert will be based upon the below factors.

## ANNEX II

### Evaluation Criteria

The contract will be awarded to the consultant getting the best technical-economic combination based on the following evaluation criteria. The selection of the firm/ provider will be based upon the following factors:

<b>Technical Proposal</b>	
Profile and competencies / qualifications, expertise & previous experience (CV +Cover letter)	45%
Brief Concept Note / Organization and Methodology	35%
<b>Financial Proposal</b>	
Cost structure	20%
<b>Total</b>	<b>100%</b>