**Terms of Reference**

# Production of a promotional video produced in the framework of the project “Strengthening Integrity for the Improvement of Public Services - SIDA”

**Background**

Institute for Democracy and Mediation (IDM) is currently implemented the project “Serving the democracy and citizens through improved public integrity” since December 2021. The project aims to strengthen institutional integrity management systems, public trust, accountability and increase citizens’ engagement on fighting against corruption and threats to integrity. The ultimate goal is to regain citizens’ trust as a cornerstone and key ally of institutions in their efforts to deliver integrity governance Parliament of Albania, High Prosecutorial Council – HPC, Constitutional Court, IDP Commissioner, Ministry of Health and Social Protection, the Institute for Public Health and the newly established General Directorate of Anticorruption (GDA) at the Ministry of Justice (MoJ) are the main target institutions and direct beneficiaries of the project. During this implemented period the IDM project team worked intensively for the correct implementation of the planned interventions and activities such as: the identification and assessment of institutional risks in the targeted institutions, the preparation of integrity plans and Code of Ethics in the institutions targeted, the development of two trainings for the most official trainers of the GDA and other target institutions of the project. The work continued for the experimental design for testing integrity and anticorruption paradigms/ premises through innovative applied research as well as designing the instrument of civic monitoring for the implementation of the integrity plans in corporation with Transparency International.

*This video is produced in the framework of the of the project "Strengthening Integrity for the Improvement of Public Services," implemented by the Institute for Democracy and Mediation (IDM) with the financial support of the Swedish Embassy in Tirana.*

**TASKS AND RESPONSIBILITIES**

The service provider will be working closely with IDM Project Team in carrying out this assignment. The service providers will have to complete the following tasks:

* Perform short interviews with the participants and stakeholders;
* Prepare and develop interview questions.
* Develop the video concept in consultation with the project team (script writing, videography, editing, audio balancing, sub-titling, format exporting, etc.).
* Include appropriate project branding and crediting for the produced videos.
* Provide regular progress updates to the IDM Project Team.
* Actively seek and incorporate feedback throughout the production process
* The service providers shall use their own HD-quality video camera and professional editing software.

**CORE COMPETENCIES**

* At least five years track record in video production projects and a portfolio of similar works.
* Quality of technical specifications of equipment for producing quality videos.
* Experience in post-production processes (includes editing, assembling, voice over recording, etc).
* Expertise in multimedia production, motion graphics animation.
* Ability to adhere to deadlines and flexibility

**Copyright and Intellectual Property Rights**

The service provider expressly assigns to IDM any copyright arising from the works produced while executing the assignment.

The service provider may not use, reproduce, or otherwise disseminate or authorize others to use, reproduce, or disseminate such works without prior consent from the IDM.

**DURATION OF CONTRACT**

The service providers are expected to deliver 1 (one) promotional video within 4 December 2024.

**REMUNERATION**

The remuneration fee will be in line with the budget forecast for this activity line.

**Criteria for Selection**

IDM will evaluate proposals based on:

* Expert CV and/or company experience – 30%
* Technical specifications – 35%
* Financial proposal-35%

**How to Apply**

Interested bidders should submit their proposals, including technical specifications **Annex 1**, financial offer **Annex 2**, a signed copy of the **IDM code of conduct,** and an expert’s CV and/or company experience to **procurement@idmalbania.org** no later than 25 November 2024.