

CALL

for the production of 3 video spots with focus on EU4BCC Project achievements

Terms of References

The Chamber of Commerce and Industry of the Republic of Moldova is seeking to contract a company that displays the human, ethical and technical capacities to design and produce a high quality 3 video spots about the results and achievements of the EU4BCC Project.

TERMS OF REFERENCE

Video production on the achievements of the EU4BCC project

05.12. 2022

Chisinau, Moldova Republic

Background

The Wine Conference will be organized in the framework of EU4Business: Connecting Companies (EU4BCC). EU4BCC is a project managed by Eurochambres and funded under the EU4Business initiative of the European Union. The EU4BCC project is being developed in the framework of the Eastern Partnership (EaP), which was launched in 2009 in order to deepen and strengthen relations between the European Union (EU), its Member States and its Eastern neighbours (Armenia, Azerbaijan, Georgia, Moldova and Ukraine). EU4Business is an umbrella initiative that covers all EU activities supporting small and medium-sized enterprises (SMEs) in the EaP countries. **The EU4BCC project aims to support sustainable economic development and job creation in the EaP countries by helping SMEs to grow – especially by promoting increased trade, encouraging inward investment and fostering business links with companies in the EU.**

The project is supporting a wide range of activities for Business Support Organisations, including local and regional Chambers, and businesses in the EaP countries & EU Member States – such as B2B Matching, Twinning and Study Visits. 5 Sectorial Consortia have been selected through a call for proposals. The Consortia are composed of EU and EaP Chambers that have proven expertise in the 5 selected sectors and aim at piloting the implementation of the long-term strategy and the policy recommendations developed by Board of Experts towards improving the competitiveness of the sector covered. The Leader of the Wine Consortium is the Chamber of Commerce of Pordenone -Udine, the Wine Consortium partners are the Chamber Commerce, Industry, Services and Navigation of Spain and the Chamber of Commerce and Industry of the Republic of Moldova.

The project also envisages raising public awareness about the Wine Sectorial Conference that will give Project beneficiaries an unique chance to present the best results and achievements of its projects. This event is designed as an exceptional meeting venue where business community and Sectorial BSOs interested in realistic, scalable, sustainable and long-term business opportunities can connect with experts and all stakeholders.

The awareness plan also includes production of various video products. Ethical norms and standards should be observed during the production process.

Purpose of the service

The CCI is seeking video production companies to be engaged in production/post-production of a video spot max 3 minutes long on the EU4BCC Project results and achievements.

Methodology

The company will be recruited to work closely with the CCI Project Staff to develop 3 video spots as outlined above. The video spots will be used to raise awareness of the public at large on the recognition and reporting of promoting the EU4BCC Project results. The company shall work closely with the CCI Project Team in preparing the outline and the final production covered by this TOR. Before commencing the development of the video spots, an initial meeting between the company and the CCI Project Team will

be held and thereafter the two parties will meet on fortnight basis to assess the progress and challenges of the process.

Specific activities / tasks

- a) 3 three min videos about the achievements of the EU4BCC project, each focusing on certain direction (e.g., one on the Projects goals and Consortium activities, one on B2B Projects, one on SVs Projects) in English and in Romanian.
 - To develop the concept scenarios for each 3 min videos based on the creative brief enclosed with the TOR and after more detailed information from CCI provided later on;
 - After finalization of the scenarios to develop shortlists and the relevant scripts in consultation with CCI;
 - After approval of scripts to undertake necessary filming for the video in pre-defined spots;
 - To do necessary editing and dubbing in Romanian and in English;
 - To provide the final video with 3 three min videos on DVD to the CCI based on the technical specifications as described below.
- b) One 3 min English language video (with Romanian transcripts, if necessary) about the achievements of the project for the CCI/ Wine Consortium members/ Eurochambers/EU websites and for international distribution.
 - To develop a concept scenario for 3 min video based on the creative brief enclosed with the TOR and after more detailed information from the CCI provided later on;
 - After finalization of the scenario to develop a shortlist and the relevant script in English;
 - To undertake necessary filming for the video in pre-defined spots;
 - To do necessary editing and dubbing;
 - To provide the final video to the CCI based on the technical specifications as described below.

The company will be responsible for the entire process of video production such as:

1. Present innovative and creative concept for the video to make best use of data, images and information presented by the CCI Project Team to transmit the message to the public.
2. Develop a script for the video based on the information provided by the CC Project Team.
3. Produce the video using different techniques upon approval.
4. The company shall be responsible for the overall coordination, logistics and equipment needed during the video production process.
5. Present the draft video to the CCI Project Team. Based on received feedback, the company will be responsible for further revision and adjustment of the video. Provide all post-production supports, editing, mixing, transitions, titles, disclaimer, effects, including:
 - Using specialized software and equipment for editing
 - Ensure English subtitles
6. The video must include logos of the Project donor and Project partners, such as Wine Consortium members. Logos will be provided by the CCI Project Team.
7. Final video spots should be approved by the CCI Project Team. Videos should be playable on all major desktop and mobile platforms -> Windows, iOS, Android. The company should provide all the appropriate formats and sizes of the videos for social media channels, websites, radio and TV stations. MP4 format and Full HD resolution, including other appropriate formats for broadcasting on the relevant communication gateways (social media, radio, TV, website)

Expected outputs/deliverables:

- three 3 min videos (dubbed in Romanian and in English) on DVD in broadcast format;
- Submit web-versions of all the video products (three 3 min video spots).

Deliverables and Timeframe

- During the implementation of this assignment, the company shall be responsible for delivering of the following outputs:

No	Deliverables	Tentative timeframe for accomplishment of task
1.	Presenting the concept and the draft script	Within 1 week from the assignment date
3.	Presenting draft video for feedback	Within 3 weeks
4.	Presenting the final video based on feedback received	Within 1 week

Technical instructions

Technical requirements for video

Video:mp4

Format: H.264

Compressor Type: AVC (Advanced Video Codec) Main@L4.1

Frame size: 1920x1080

Display aspect ratio: 16:9

Frame Rate: 25 frames per second

Scan type: Progressive

Bit Rate: 15 Mbps

Audio:

Format: AAC (Advanced Audio Codec)

Channels: Stereo

Rate: 48.0 kHz.

Sample Size: 16 bit

Max. Sound Level: -12 dB

Performance indicators

Company's performance will be evaluated against the following criteria: timeliness, responsibility, initiative, communication, and quality of the products delivered.

Unsatisfactory performance

In case of unsatisfactory performance the contract will be terminated by notification letter sent 5 days prior to the termination date. In the meantime, CCI will initiate another selection in order to identify appropriate candidate.

Supervision arrangements

The work will be supervised by the CCI Project Team, who will complete the evaluation report concerning the completed work.

Communicate with the CCI Project Team on any support needed from the CCI and keep CCI informed of general developments or any obstacles encountered.

Proposed period and duration of consultancy:

December 2022 – January 2023

Method of payment

CCI pays by results. The fee will be paid by the CCI at the end of the video production period upon satisfactory completion of the work arrangements specified in TOR. No advance payment can be made under CCI contractual regulations.

Submission

In this initial phase of selecting an outside resource to develop the material, we are requesting interested companies to provide us with a proposal including:

- Brief presentation of the organization (address, contact person, experience, partners);
- Proposal with the relevant budget;

Contacts

CCI Project Team

The deadline for submitting the proposal is **15.12.2022**.