

# Terms of reference (ToRs) for the procurement of services below the EU threshold

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<b>Video Production for GIZ ECOserve Programme</b>	<b>Project cost center:</b>	<b>number/</b>
	<b>18.2062.0-002.00</b>	

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## **1. List of abbreviations**

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToRs	Terms of reference

## 2. Context

The “Management of natural resources and safeguarding of ecosystem services for sustainable rural development in the South Caucasus” (ECOserve) Environment Programme is part of the wider German support in the priority area “Environmental policy, conservation and sustainable use of natural resources in the South Caucasus”. It is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The objective of ECOserve is to improve the preconditions for the sustainable and biodiversity-friendly management of natural resources (in pastures and grasslands in Armenia), with a particular focus on the energy security of the rural population. ECOserve is implemented by GIZ jointly with the partner Ministry of Territorial Administration and Infrastructure, Ministry of Environment, and Ministry of Economy of the Republic of Armenia.

The “EU4Energy Efficiency and Renewable Energy in Armenian Communities” component is implemented by the ECOserve programme. The objective of the component is to ensure that communities and households have better access to energy efficiency and sustainable energy solutions, thereby contributing to the improved energy security of the rural population and the conservation of natural resources.

## 3. Tasks to be performed by the contractor

The objective of this assignment is to produce up to 7 videos based on the content provided by GIZ (each video minimum 2 and maximum 4 minutes), one of 7 videos should be created by editing and combining the video materials provided by GIZ, and up to 2 animations (each animation should be a minimum of 1.5 and a maximum of 3 minutes) for the closing of the ECOserve Environment Programme and visibility of “EU4Energy Efficiency and Renewable Energy in Armenian Communities” component.

These products will serve as powerful tools to vividly portray the significant impact generated by the Programme (including its “EU4Energy Efficiency and Renewable Energy in Armenian Communities” component), fostering a deeper understanding of environmental issues among viewers, and inspiring them to take proactive steps towards conservation and sustainability. Additionally, the materials will celebrate the accomplishments and milestones achieved throughout the Programme, highlighting the collective efforts of the participants and stakeholders.

The development and production of these materials necessitate meticulous attention to detail to ensure they are visually captivating, emotionally resonant, and adhere to the highest standards of professionalism. By achieving these objectives, the produced materials will effectively engage the audience and stakeholders, leaving a lasting impression that reinforces the Programme’s and project’s mission and values.

The contractor is responsible for the following Tasks:

**Task 1:** Define the objectives and the content strategy for the shooting, editing, and production of up to 7 videos and up to 2 animations for the closing of the ECOserve Programme and visibility of its “EU4Energy Efficiency and Renewable Energy in Armenian Communities” component in coordination with the responsible team members of GIZ.

The duration of each video should be a minimum of 2 and a maximum of 4 minutes. The duration of each animation should be a minimum of 1.5 and a maximum of 3 minutes. All produced materials should include professionally translated subtitles, a voice-over, and visuals (logos, and disclaimers provided by GIZ).

**Task 2:** Develop the Concept and the Script for the shooting, editing, and production of up to 7 videos and up to 2 animations. One of the 7 videos should be a combination of several video materials provided by GIZ.

The duration of each video should be a minimum of 2 and a maximum of 4 minutes. The duration of each animation should be a minimum of 1.5 and a maximum of 3 minutes. All produced materials should include professionally translated subtitles, a voice-over, and visuals (logos, and disclaimers provided by GIZ).

**Task 3:** Develop Storyboarding/Visual Planning for the shooting, editing, and production of up to 7 videos and 2 animations. One of the 7 videos should be a combination of video materials provided by GIZ. The duration of each video should be a minimum of 2 and a maximum of 4 minutes. The duration of each animation should be a minimum of 1.5 and a maximum of 3 minutes. All produced materials should include professionally translated subtitles, a voice-over, and visuals (logos, and disclaimers provided by GIZ).

**Task 4:** Develop a Sequence Planning Plan and a comprehensive shooting, editing, and production schedule for up to 7 videos (one of the 7 videos should be a combination of video materials provided by GIZ with professionally translated subtitles and a voice-over) and 2 animations. The duration of each video should be a minimum of 2 and a maximum of 4 minutes. The duration of each animation should be a minimum of 1.5 and a maximum of 3 minutes. All produced materials should include professionally translated subtitles, a voice-over, and visuals (logos, and disclaimers provided by GIZ).

**Task 5:** Produce up to 7 draft videos (one of the 7 videos should be a combination of video materials provided by GIZ with professionally translated subtitles and a voice-over) and 2 animations according to the storyboard, script, and production schedule. One of the 7 videos should be a combination of several video materials provided by GIZ. The duration of each video should be a minimum of 2 and a maximum of 4 minutes. The duration of each animation should

be a minimum of 1.5 and a maximum of 3 minutes. All produced materials should include professionally translated subtitles, a voice-over, and visuals (logos, and disclaimers provided by GIZ).

Monitor the audio and visual quality during the filming to identify and address any technical issues or discrepancies, review playback and provide feedback to the crew to maintain production standards and artistic integrity, and make necessary adjustments to performances, camera angles, or set elements based on directorial vision and production requirements.

**Task 6:** Provide post-production edits based on the feedback received from GIZ (up to 10 changes and adjustments can be proposed by GIZ). All produced materials should include professionally translated subtitles, a voice-over, and visuals (logos, and disclaimers provided by GIZ). Maintain open communication with GIZ throughout the review process to ensure alignment and consensus, share the rough cut or the video drafts with GIZ for feedback and inputs, collaborate with GIZ to address feedback/inputs, and incorporate revisions that align with Programme goals and objectives. Consider the inputs from GIZ and strive for continuous improvement and refinement until the final video meets expectations and standards. Optimize metadata, keywords, and promotional assets to maximize visibility and engagement.

**Task 7:** Produce, deliver, and distribute the final 7 videos and 2 animations. All produced materials should include professionally translated subtitles, a voice-over, and visuals (logos, and disclaimers provided by GIZ). Obtain necessary approvals and clearances for the final videos from GIZ. Ensure compliance with intellectual property rights, licensing agreements, and content regulations.

High standards/quality professional video shooting equipment should be used for the shooting, editing, and production of up to 7 videos (one of the 7 videos should be a combination of video materials provided by GIZ with professionally translated subtitles and a voice-over) and up to 2 animations. All produced materials should include professionally translated subtitles, a voice-over, and visuals (logos, and disclaimers provided by GIZ). The duration of each video should be a minimum of 2 and a maximum of 4 minutes. The duration of each animation should be a minimum of 1.5 and a maximum of 3 minutes. The contractor manages costs and expenditures, accounting processes, and invoicing in line with the requirements of GIZ. The contractor reports regularly to GIZ according to GIZ rules and regulations.

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones/process steps/partial services	Deadline/place/person responsible	
Period of assignment: from <b>05.05.2024</b> until <b>20.10.2024</b> .		
Milestones/partial works	Deadline/place/person responsible	Criteria for acceptance
Defining the objectives and the content strategy for the shooting, editing, and production of up to 7 videos and up to 2 animations for the closing of the ECOserve Programme and visibility of its "EU4Energy Efficiency and Renewable Energy in Armenian Communities" component in coordination with the responsible team members of GIZ.	10.05.2024 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader	<p><b>Defined Objectives</b></p> <p>Defined objectives for video production should encompass specific objectives aiming to achieve through their video content. These objectives should serve as guiding principles throughout the production process and help ensure that the final product effectively serves its intended purpose.</p> <p><b>Content Strategy</b></p> <p>A comprehensive content strategy is developed aligning with identified objectives and audience preferences, determining a tone, style, and messaging that resonates with the target audience, while also identifying key themes or topics that effectively address their interests and pain points.</p>
Developing the Concept and the Script for the shooting, editing, and production of up to 7 videos and up to 2 animations. One of the 7 videos should be a combination of several video materials provided by GIZ.	14.05.2024/Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader	<p><b>Concept and Script</b></p> <p>A compelling script is meticulously developed and produced to outline the storyline, characters, dialogue, and key messages, structured to maintain audience engagement and effectively deliver information, while incorporating storytelling elements that evoke emotions and</p>

		drive action among viewers, ensuring accuracy in reflecting the organization's goals and values.
Developing Storyboarding/Visual Planning for the shooting, editing, and production of up to 7 videos and 2 animations. One of the 7 videos should be a combination of video materials provided by GIZ.	17.05.2024 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader	<p><b>Storyboarding/Visual Planning</b></p> <p>A comprehensive storyboard involving visualization of each scene and shot in the video, establishing the pacing, composition, and flow of the narrative, incorporating annotations and notes to guide the production process and communicate creative vision effectively, while also including program disclaimers and logos provided by GIZ is developed and produced.</p>
Developing a Sequence Planning Plan and a comprehensive shooting, editing, and production schedule for up to 7 videos (one of the 7 videos should be a combination of video materials provided by GIZ with professionally translated subtitles and a voice-over) and 2 animations.	21.06.2024 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader	<p><b>Sequence Planning Plan</b></p> <p>The sequence of scenes and transitions for coherence and continuity in storytelling, determining optimal visual techniques and camera movements to enhance engagement, and iterating on the storyboard with feedback and revisions to refine the visual narrative further are planned.</p> <p><b>A Comprehensive Filming Schedule</b></p> <p>A comprehensive filming schedule involving outlining dates, times, and locations for each scene, allocating ample time for setup, rehearsals, filming, and potential contingencies, coordinating schedules with the cast and crew to minimize conflicts and maximize efficiency, and anticipating and addressing any logistical challenges or requirements specific to the filming locations or production environment is developed and presented to GIZ for approval.</p>
<p>Production up to 7 draft videos (one of the 7 videos should be a combination of video materials provided by GIZ with professionally translated subtitles and a voice-over) and 2 animations according to the storyboard, script, and production schedule. One of the 7 videos should be a combination of several video materials provided by GIZ.</p> <p>Monitor the audio and visual quality during the filming to identify and address any technical issues or discrepancies, review playback and provide feedback to the crew to maintain production standards and artistic integrity, and make necessary adjustments to performances, camera angles, or set elements based on directorial vision and production requirements.</p>	22.06.2024 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader	<p><b>High standards professional video shooting equipment</b></p> <ul style="list-style-type: none"> <li>• Appropriate filming equipment, technology, and gear needed to achieve high-quality production standards are determined, and all technical requirements are met for smooth operation and coordination during filming considering factors such as camera specifications, lighting setups, audio recording equipment, and post-production tools.</li> <li>• Clear communication channels and protocols to facilitate coordination among crew members and GIZ are established.</li> <li>• All videos should include voice-over and translated subtitles (Armenian and English).</li> </ul> <p><b>Production of up to 7 draft videos</b></p> <p>Up to draft videos for the closing/final event (each video minimum of 2 and a maximum of 4 minutes)</p>

		<p>are produced according to the storyboard, script, and production schedule, ensuring consistent performances and adherence to the creative vision, and capturing high-quality footage with meticulous attention to composition, lighting, sound, and camera movement.</p> <p>Monitor the audio and video quality during the filming to identify and address any technical issues or discrepancies, review playback and provide feedback to the crew to maintain production standards and artistic integrity, and make necessary adjustments to performances, camera angles, or set elements based on directorial vision and production requirements.</p>
<p>Providing post-production edits based on the feedback received from GIZ (up to 10 changes and adjustments can be proposed by GIZ). All produced materials should include professionally translated subtitles, a voice-over, and visuals (logos, and disclaimers provided by GIZ). Maintain open communication with GIZ throughout the review process to ensure alignment and consensus, share the rough cut or the video drafts with GIZ for feedback and inputs, collaborate with GIZ to address feedback/inputs, and incorporate revisions that align with Programme goals and objectives. Consider the inputs from GIZ and strive for continuous improvement and refinement until the final video meets expectations and standards. Optimize metadata, keywords, and promotional assets to maximize visibility and engagement. visibility and engagement.</p>	<p>01.07.2028 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader</p>	<p><b>Postproduction edits to ensure high quality</b></p> <p>Maintain inputs and communication with GIZ throughout the review process to ensure alignment and consensus, share the rough cut or the video drafts with GIZ for feedback and inputs, collaborate with GIZ to address feedback/inputs, and incorporate revisions that align with Programme goals and objectives. Consider the inputs from GIZ and strive for continuous improvement and refinement until the final video meets expectations and standards. Optimize metadata, keywords, and promotional assets to maximize visibility and engagement.</p>
<p>Production, delivery, and distribution of the final 7 videos and 2 animations.</p>	<p>20.08.2024 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader</p>	<p><b>Up to 7 high-quality videos for the closing/final event and the visibility of the ECOserve (each video minimum of 2 and a maximum of 4 minutes).</b></p> <ul style="list-style-type: none"> <li>• The final version of the videos/animations in the resolution minimum of 4K (3840x2160) Ultra High Definition (UHD) for distribution is produced.</li> <li>• Compatibility with various playback devices, platforms, and screen sizes to reach the widest audience is ensured.</li> <li>• Any last-minute issues or discrepancies identified during the quality assurance process are addressed.</li> <li>• Approval and clearances are received and implemented.</li> </ul>

Period of assignment: from **05.05.2024** until **20.10.2024**.

#### 4. Concept (how to implement)

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept).

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

### Technical-methodological concept (3.1)

**Strategy:** The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed).

The tenderer is required to present the actors relevant to the services for which it is responsible and describe the **cooperation** with them.

The tenderer is required to describe the key **processes** for the service for which it is responsible and create an **operational plan** or schedule that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed).

### Project management of the contractor

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert months) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

## 5. Personnel concept (3.2)

The tenderer is required to provide personnel who are suited to filling the positions described, based on their CVs (see Chapter 6), the range of tasks involved, and the required qualifications.

The below-specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

### Qualifications of proposed staff

#### Team leader

##### Tasks of the team leader

- Develop a comprehensive plan for the video shoot, including scheduling, location scouting, equipment needs, and required personnel.
- Coordinate with stakeholders, such as beneficiaries, donors, and program implementers, to schedule interviews and obtain necessary permissions.
- Ensure clarity among team members regarding their roles and responsibilities during the shoot.
- Arrange transportation, accommodation, and catering if needed for the team.
- Procure or rent necessary filming equipment, such as cameras, microphones, and lighting.
- Secure permits and permissions for filming at various locations, ensuring compliance with local regulations.
- Supervise the video production team, including camera operators, sound technicians, and assistants, to ensure smooth operations.
- Provide guidance and support to team members, addressing any challenges or issues that arise.
- Promote a positive and collaborative work environment to enhance productivity and creativity.
- Serve as the main point of contact for communication between the production team and GIZ keeping all parties informed of progress and any changes to the plan.
- Monitor the quality of footage and audio recordings, offering feedback to maintain high standards.
- Conduct periodic reviews to assess progress and make necessary adjustments to the plan.
- Address unforeseen challenges promptly, such as weather disruptions or equipment malfunctions.
- Ensure adherence to safety protocols to safeguard the well-being of the team and others involved.
- Adhere to legal and ethical guidelines, including obtaining consent from individuals appearing in the video and respecting privacy rights.
- Regular reporting in accordance with deadlines.

#### Qualifications of the team leader

- Education/training: university degree in video development, video direction, and shooting or in a related field.
- Specific professional experience: 7 years of professional experience in video shooting and production.
- Leadership/management experience: 5 years of management/leadership experience as a project team leader of a video shooting team.

#### **Key expert 1**

##### Tasks of key expert 1

##### Camera Operator/Filmmaker

- Operating the camera to capture footage according to the director's vision and the requirements of the script.
- Utilizing composition, lighting, camera movement, and framing techniques to create visually compelling and aesthetically pleasing shots.
- Ensuring that camera equipment, including cameras, lenses, tripods, and other accessories, are properly set up, maintained, and used throughout the production.
- Collaborating with the director, cinematographer, and other crew members to understand and execute the creative vision for the project.
- Participating in shot planning sessions to determine the best angles, framing, and camera movements for each scene.
- Maintaining proper focus and exposure settings while shooting to ensure that footage is sharp, clear, and properly exposed.
- Operating the camera to achieve smooth and fluid movements, such as pans, tilts, dollies, and tracks, to enhance the visual storytelling.
- Identifying and addressing technical issues or challenges that arise during filming, such as lighting problems, equipment malfunctions, or unexpected changes in weather conditions.
- Paying close attention to detail to ensure continuity between shots, consistency in lighting and framing, and adherence to the overall visual style of the project.
- Ensuring the safety of the crew and equipment while operating the camera, especially when working in challenging or hazardous environments.

##### Qualifications of Key Expert 1

- A strong understanding of camera equipment, including different types of cameras, lenses, lighting equipment, and accessories, and proficiency in operating them effectively.
- Knowledge of cinematography principles, including composition, framing, lighting, and camera movement, to create visually compelling and engaging shots.
- A creative eye and imagination to conceptualize and execute unique and innovative visual ideas that contribute to the storytelling process.
- The ability to understand and interpret scripts, storyboards, and directorial visions, and translate them into visually captivating sequences that enhance the narrative.
- Strong collaboration and communication skills to work effectively with directors, cinematographers, production designers, and other crew members to achieve the desired creative vision.
- The capacity to quickly identify and address technical challenges, such as lighting issues, equipment malfunctions, or unexpected changes in shooting conditions, to ensure smooth production workflows.
- Keen attention to detail to maintain consistency in visual elements, such as framing, lighting, and continuity, throughout the filming process.
- Effective time management skills to prioritize tasks, meet deadlines, and efficiently utilize production resources while maintaining high-quality standards.
- Flexibility and adaptability to adjust to changing production requirements, environments, and creative directions, while remaining focused on achieving the project's goals.
- A formal education in film production, cinematography, or a related field can provide a solid foundation, but practical experience through internships, workshops, and on-set training is also invaluable for developing filmmaking skills.

##### Qualifications of the team leader

- Education/training: university degree in video development, video direction, and shooting or in a related field.
- Specific professional experience: 7 years of professional experience in video shooting and production.
- Leadership/management experience: 5 years of management/leadership experience as a project team leader of a video shooting team.

## Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

## Key expert 2

### Tasks of key expert 2

Camera Operator/Film maker

- Operating the camera to capture footage according to the director's vision and the requirements of the script.
- Utilizing composition, lighting, camera movement, and framing techniques to create visually compelling and aesthetically pleasing shots.
- Ensuring that camera equipment, including cameras, lenses, tripods, and other accessories, are properly set up, maintained, and used throughout the production.
- Collaborating with the director, cinematographer, and other crew members to understand and execute the creative vision for the project.
- Participating in shot planning sessions to determine the best angles, framing, and camera movements for each scene.
- Maintaining proper focus and exposure settings while shooting to ensure that footage is sharp, clear, and properly exposed.
- Operating the camera to achieve smooth and fluid movements, such as pans, tilts, dollies, and tracks, to enhance the visual storytelling.
- Identifying and addressing technical issues or challenges that arise during filming, such as lighting problems, equipment malfunctions, or unexpected changes in weather conditions.
- Paying close attention to detail to ensure continuity between shots, consistency in lighting and framing, and adherence to the overall visual style of the project.
- Ensuring the safety of the crew and equipment while operating the camera, especially when working in challenging or hazardous environments.

### Qualifications of Key Expert 2

- University degree in video development, video direction, and shooting or in a related field.
- 7 years of professional experience in video shooting and production.
- A strong understanding of camera equipment, including different types of cameras, lenses, lighting equipment, and accessories, and proficiency in operating them effectively.
- Knowledge of cinematography principles, including composition, framing, lighting, and camera movement, to create visually compelling and engaging shots.
- A creative eye and imagination to conceptualize and execute unique and innovative visual ideas that contribute to the storytelling process.
- The ability to understand and interpret scripts, storyboards, and directorial visions, and translate them into visually captivating sequences that enhance the narrative.
- Strong collaboration and communication skills to work effectively with directors, cinematographers, production designers, and other crew members to achieve the desired creative vision.
- The capacity to quickly identify and address technical challenges, such as lighting issues, equipment malfunctions, or unexpected changes in shooting conditions, to ensure smooth production workflows.
- Keen attention to detail to maintain consistency in visual elements, such as framing, lighting, and continuity, throughout the filming process.
- Effective time management skills to prioritize tasks, meet deadlines, and efficiently utilize production resources while maintaining high-quality standards.
- Flexibility and adaptability to adjust to changing production requirements, environments, and creative directions, while remaining focused on achieving the project's goals.
- A formal education in film production, cinematography, or a related field can provide a solid foundation, but practical experience through internships, workshops, and on-set training is also invaluable for developing filmmaking skills.

### **Soft skills of team members**

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

### **Key expert 3**

#### Tasks of Key Expert 3

##### **Animator/Graphic designer**

- Working with GIZ and a professional team (writers, directors) to understand the concept and develop storyboards that outline the sequence of events in the animation.
- Creating and designing characters that will be featured in the animation. This involves developing their appearance, personality, and any unique characteristics.
- Using specialized software to create movement for characters, objects, and environments according to the storyboard. This includes designing and implementing keyframes, poses, and transitions to bring the animation to life.
- Synchronizing character movements with dialogue or sound effects, ensuring that lip movements match the spoken words.
- Working closely with motion capture data, cleaning up and refining the captured movements to achieve the desired result.
- Preparing characters for animation by setting up skeletal structures (rigs) and controls that allow animators to manipulate their movements realistically.
- Applying textures and shading to characters, objects, and environments to add depth, detail, and realism.
- Lighting: Setting up lighting environments to create mood, atmosphere, and visual interest in the animation.
- Processing the animation frames into a final sequence, which involves optimizing settings for resolution, frame rate, and quality.
- Closely collaborating with directors, clients, or team members to incorporate feedback and make revisions to the animation as needed.

#### Qualifications of Key Expert 3

- University degree in animation, fine arts, graphic design, or related fields.
- 5 years of professional experience in the production of animations.
- A strong foundation in traditional art skills, including drawing, sketching, and understanding principles of design such as composition, color theory, and perspective.
- Proficiency in animation techniques such as keyframe animation, motion capture, stop motion, 3D modeling, rigging, and character animation is essential. Familiarity with industry-standard animation software such as Autodesk Maya, Blender, Adobe Animate, or Toon Boom Harmony is often required.
- Ability to create storyboards that visually communicate the sequence of events, camera angles, and character actions in a narrative. Storyboarding skills help in planning and pre-visualizing animations before production begins.
- Understanding of computer graphics and digital production pipelines is crucial. Knowledge of software for modeling, texturing, lighting, rendering, and compositing is often necessary for producing high-quality animations.
- Having a creative mindset and the ability to think outside the box to come up with innovative ideas and solutions for animation projects.
- Having the ability to manage time effectively and work efficiently to meet project deadlines is crucial in the fast-paced animation industry.

### **Soft skills of team members**

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

The tenderer must provide a clear overview of all proposed short-term experts and their individual qualifications.

## 6. Costing requirements

The following basic calculations for the contract for works are a reference value based on the acceptance criteria for each partial work/milestone specified in Chapter 2 (Tasks to be performed by the contractor).

Since the contract to be concluded is a contract for works, we would ask you to offer your services at a lump sum price. Therefore, please divide the lump sum price into the milestones described below. The price per milestone must contain all relevant costs (fees, travel expenses etc.).

In addition, the assessment of the financial bid is also based on the underlying daily rate. Please also provide the underlying daily rate. A breakdown of days is not required.

Milestones/partial works	Estimated expert days for orientation. (In total 40 days)	Deadline/place/person responsible
Defining the objectives and the content strategy for the shooting, editing, and production of up to 7 videos and up to 2 animations for the closing of the ECOserve Programme and visibility of its "EU4Energy Efficiency and Renewable Energy in Armenian Communities" component in coordination with the responsible team members of GIZ.	5	10.05.2024 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader
Developing the Concept and the Script for the shooting, editing, and production of up to 7 videos and up to 2 animations. One of the 7 videos should be a combination of several video materials provided by GIZ.	5	14.05.2024 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader
Developing Storyboarding/Visual Planning for the shooting, editing, and production of up to 7 videos and 2 animations. One of the 7 videos should be a combination of video materials provided by GIZ.	5	17.05.2024 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader
Developing a Sequence Planning Plan and a comprehensive shooting, editing, and production schedule for up to 7 videos (one of the 7 videos should be a combination of video materials provided by GIZ with professionally translated subtitles and a voice-over) and 2 animations.	5	21.06.2024 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader
Production up to 7 draft videos (one of the 7 videos should be a combination of video materials provided by GIZ with professionally translated subtitles and a voice-over) and 2 animations according to the storyboard, script, and production schedule. One of the 7 videos should be a combination of several video materials provided by GIZ. Monitor the audio and visual quality during the filming to identify and address any technical issues or discrepancies, review playback and provide feedback to the crew to maintain production standards and artistic integrity, and make necessary adjustments to performances, camera angles, or set elements based on directorial vision and production requirements.	8	22.06.2024 /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader

<p>Providing post-production edits based on the feedback received from GIZ (up to 10 changes and adjustments can be proposed by GIZ). All produced materials should include professionally translated subtitles, a voice-over, and visuals (logos, and disclaimers provided by GIZ). Maintain open communication with GIZ throughout the review process to ensure alignment and consensus, share the rough cut or the video drafts with GIZ for feedback and inputs, collaborate with GIZ to address feedback/inputs, and incorporate revisions that align with Programme goals and objectives. Consider the inputs from GIZ and strive for continuous improvement and refinement until the final video meets expectations and standards. Optimize metadata, keywords, and promotional assets to maximize visibility and engagement. visibility and engagement.</p>	<p>4</p>	<p>01.07.2028  /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader</p>
<p>Production, delivery, and distribution of the final 7 videos and 2 animations.</p>	<p>8</p>	<p>20.08.2024  /Yerevan/ Key Expert 1/Key Expert 2/Key Expert 3/Team Leader</p>

## 7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) should be organized in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English (language).

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in Armenian (language).

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative Requirements. The contractor is not contractually entitled to use up the days, trips, workshops, or budgets in full. The number of days, trips, and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.