



BASHKIA
TIRANË
TERMS OF REFERENCE

PROJECT

“ADRIATIC IDENTITY THROUGH DEVELOPMENT OF ARTS”

ITALME 493 “AIDA”

“External expertise/ Video maker”

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1. BACKGROUND INFORMATION

1.1 Beneficiary Authority

Tirana Cultural Center – Metropol Theatre

1.2 Contracting Authority

Tirana Cultural Center (QKT)

1.3 Relevant background information

AIDA aims to demonstrate that it is possible to consider the entire program area (Italy Albania Montenegro) from a single point of view, highlighting the many points of contact that exist between the citizens and the communities of the different territories involved. AIDA will create an Adriatic Identity Model based on memory awareness of the communities. The model will be developed along two paths: a desk research (with scientific purpose) and a field research (for specific work focusing on art within the community). The project will create local community networks in the cities of Lecce, Campobasso, Tirana and Ulcinj that will later be connected with the aim of creating a cross border network of communities in the Adriatic area. The cities will be “pilot cities” with a perspective to develop and follow-up the project in other cities in order to cover the entire program area. In each city, artistic projects will be carried out that will actively involve the entire community and all stakeholders. These activities will focus on remembering the past of each community and city, through the use of storytelling and performing arts activities. The results from each city will be transformed into a single work of contemporary art: an original theatrical production that will involve artists from all areas. All activities will be closely connected to abandoned and forgotten places which represent the cities and citizens of today. The project will enhance these forgotten places in terms of tourism through specific cultural and environmental actions involving communities and stakeholders. The project will also improve the area by planting trees chosen by various communities; PEOPLE, PLACES AND TREES will be an innovative way of involving artists and the community and increasing audience and tourist development. Tirana Cultural Center – Metropol Theatre will focus their work on the history and the socio-cultural context of the “Kombinati” District in Tirana, Albania.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Overall objective

AIDA clearly wants achieve two general objectives in which are included all the project's sides. The first one is to develop an Adriatic Identity Model based on memory awareness of the community that are involved and that would be raised in the forgotten places. These are chosen for better increase the cooperation of the relevant key actors of the areas. The second is strictly linked to the first one because wants to enhance forgotten places for tourism development. Starting by this clear idea to obtain concrete results it is quite easily to understand that focusing on the research of the Adriatic Identity permits to have a delivery of innovative cultural and creative products that would be the first, unique, multifaceted, interdisciplinary map of this quite peculiar identity that, till now, it is not clearly well known.

This main overall objective is the lighthouse to follow to develop and give a long life at the project. To build an Adriatic Identity model means first of all connect four different area, and going deeper four different cities, and so forth linking people from that areas permitting them to exchange story, life experience, imagines, religion of the forgotten places. This exchange would create, using tools, first a virtual community that will stress which are the peculiar characteristics of Adriatic identity, create as well as curious around a kind of Atlántida that rise from the Adriatic.

So in the meanwhile of the project developing, in which are comprehensive collect materials from research, rewrite it, create a community of artist from all over the areas, realize a new original production, organize and make show case in the four cities and at the end planting trees in the forgotten places, it will be not only increase the cooperation but also create replicable model that would be export to other cities to really do the map of Adriatic identity. Furthermore, all these actions make a tourist demand that would naturally develop the areas during time.

The objective of this assignment is as follow:

The overall objective of this assignment is to create original video tools for spreading purposes of the project's activities.

2.2 Purpose

The purpose of this assignment is to design, promotion action and video productions for spreading purposes regarding AIDA project activities.

2.3. Results to be achieved by the Contractor

Results to be achieved by the Contractor

- Creation and designation of videos regarding the AIDA project.
- Should achieve audience growth.
- Should increase the content reach.
- Promotion of all project activities.
- Add text, digitally improve picture quality, and ensure videos meet certain requirements.

3. ASSUMPTIONS & RISKS

3.1 Assumptions underlying the project

- Continued Government commitment and support IPA CBC Italy-Albania-Montenegro 2014-2020 in Albania.

3.2 Risks

The risks that could affect the successful and timely completion of the project are:

- Low citizen participation;

- Unavailability of places / cultural assets

4. SCOPE OF THE WORK

4.1.General

The External Expertise / Video Maker will be responsible for developing, editing and creating videos of the project activities to raise awareness and to promote AIDA in every city of Albania.

4.1.1 Geographical area to be covered

Albania

4.1.1. Target groups

- Local public authority;
- Interest groups including NGOs;
- Higher education and research;
- General public;
- Education/training centre and school;
- Enterprise, excluding SME;
- Regional public authority;
- National public authority;
- Sectoral agency.

4.2. Specific activities:

- Design and create videos to promote the project's activities.
- Create, curate, and manage all published content (images, video, written and audio/podcast).
- Review shooting script and raw material to create a shot decision list based on scenes' value and contribution to continuity.
- Trim footage segments and put together the sequence of the video.
- Input music, dialogues, graphics and effects.
- Create rough and final cuts.
- Ensure logical sequencing and smooth running.
- Develop and expand community and/or influencer outreach efforts.
- Continuously discover and implement new editing technologies and industry's best practices to maximize efficiency.
- Reviewing the script to better understand the video production requirements.
- Editing raw footage content and cutting video sequences to ensure that concepts are translated effectively.
- Reviewing all edited tapes to identify any issues and recommending changes as required.
- Organising and managing all audio and video assets to ensure a smooth workflow.

4.3 Project management

The Beneficiary for the project is: Tirana Cultural Center. The project management team established within Tirana Cultural Center is responsible for the management of the project.

4.3.1 Responsible body

The Contractor will keep continuous communication with the Director, the Project Manager and the Director of the Tirana Cultural Center.

4.3.2 Facilities to be provided by the Contracting Authority

The Contractor shall ensure quality and meaningful participation, professionalism and deliver scientific research in written form as final presentation of the work.

5. LOGISTICS AND TIMING

5.1 Location

The activities will take place in Metropol Theatre, at Tirana Cultural Center in Tirana.

5.2 Commencement date & Period of implementation

The date for commencing implementation shall be from the signature of the contract by both parties. However, the tentative date for start of the assignment is March 2021.

The period of the execution of the contract is 9 months.

6. REQUIREMENTS

6.1 Staff

These Terms of Reference contain expert profiles and the tenderer shall submit CVs and Declaration for the consultants.

6.2 Key experts

The expert who will implement this contract is referred to as **Video Maker**. The profile of the **Video Maker** for this contract is as follows:

External expertise/ Video maker -
AIDA

Qualifications and skills

- Demonstrable video editing ability with a strong portfolio.
- Thorough knowledge of timing, motivation and continuity.
- Familiarity with special effects, 3D and compositing.
- Creative mind and storytelling skills.
- BS degree in film studies, cinematography or related field.
- Organized and with a high attention to detail

6.1.3 General professional experience

- Proven work experience as a Video Maker at least 3 years.
- Solid experience with digital technology and editing software packages. (e.g. Avid Media Composer, Lightworks, Premiere, After Effects and Final Cut)
- Able to perform simple 2D animation, Motion graphics and VFX.
- Able to deliver high-quality work while meeting tight deadlines.

6.1.4 Specific professional experience

- Displays ability to effectively communicate information and ideas in written, audio and video format.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, etc.) and how each platform can be deployed in different scenarios.
- Practices superior time management.
- Relevant experience in content management and/or copy-writing.
- Experience in similar contract would be an advantage.

6.2 Other experts, support staff & backstopping

No other experts are required for this contract.

6.3 Facilities to be provided by the Contractor

The Contractor is responsible to create, edit and publish videos to promote AIDA project's activities. Also should ensure that videos meet the best requirements of quality.

6.4 Equipment

No equipment is to be purchased on behalf of the Contracting Authority / partner country as part of this service contract or transferred to the Contracting Authority / partner country at the end of this contract. Any equipment related to this contract that is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

7. REPORTS

7.1 Reporting requirements

N/A

Prepared by: