

Terms of Reference:

Short-term Assignment of consultancy for development of two Animated Videos for the Awareness Raising on Water and Sanitation Issues

Project name:	Regional Capacity Development Network for Water and Sanitation Services (hereafter RCDN) “SHUKOS as CD service provider for PUCs and LGUs in Kosovo”
Title/Purpose:	Short-term Assignment of consultancy for development of two Animated Videos for the Awareness Raising on Water and Sanitation Issues
Duration of Assignment:	09 September 2022 – 09 October 2022
Contracting authority:	SHUKOS Nadire Vitija – Focal Point August 2022

SHUKOS is looking for an expert or a film making agency with experience of creating high quality animation videos

1. Introduction

Water and Wastewater Works Association of Kosovo (SHUKOS) is a non-for-profit organization established by 7 Kosovo's Regional Water Supply and Sewerage Companies (RWCs). The Association operates according to NGO law (No.04 / L-57) has its own bodies, the Assembly and the Board of Directors, which consists of 7 Chief Executive Officers of 7 RWCs plus one representative of Ministry of Economic Development and one representative of Ministry of Environment and Spatial Planning. SHUKOS is a coordinator between the Water Companies and Governmental Institutions, cooperates with the National and International Associations, Local and International Donors and it is a member of the IAWD / IWA and is also a partner association of the Regional Capacity Development Network (RCDN).

As a partner association in frame of the Regional Capacity Development Network we are sharing a joint activity with the Association of Municipalities of Kosovo (AKM) in raising public awareness of how the competencies are divided between the Regional Water Companies and the Municipalities of Kosovo.

2. Scope of Work

The scope and focus of the assignment is the preparation of an awareness – raising campaign including two animated videos, (i) for the awareness of the citizens about the responsibilities of the Regional Water Companies (RWC) regarding the water and sanitation services and (ii) on responsibilities of the Municipalities/ Local Government Units (LGU) regarding water and sanitation services.

The videos will be in Albanian language while subtitles for the videos will be included in latter languages of English and Serbian.

SHUKOS is in charge of developing the awareness raising campaign and the two videos and will be the point of contact for the agency regarding this project. The partners of project are Association of Municipalities of Kosovo (AKM) and Regional Water Companies of Kosovo (RWC) that will be included in the process in giving feedbacks on the storyboard and the videos. Based on the videos concept and animation AKM will later develop promotional materials such as brochures and leaflets

SHUKOS is looking for a film-making agency to produce both videos. The videos will aim at raising the awareness on where should citizens adress their complaints or requests on certain issues regarding water and sanitation services. The animated videos will not be longer then 3 minutes, they will each transmit a powerful and convincing message through a storytelling style.

The video's will have as primary targets:

- Citizens of the Republic of Kosovo who receive water and sanitation services from 7 Regional Water Companies.
- Businesses, civil society, national agencies and some of the central level institutions.

The videos will also have as secondary targets:

- The media and other actors that have an impact on the spreading of information

The animated video will use a non-stigmatising and empowering language and images.

The Contractor is obliged to:

- Develop the concept of each video based on a script discussed with SHUKOS and AKM
- Produce one high-quality storyboard per video
- Edit and finalise the storyboards and the animations as per the feedback provided by SHUKOS and it's project partners
- Produce two animated videos to be delivered in mp4 format and in 1080p resolution, easily sharable on YouTube, Twitter, Facebook, Instagram and SHUKOS website.
- Provide royalty free audio/music track for both videos
- Create the voice-over of both videos
- Include titles, relevant credits and logos and agreed layout style according to SHUKOS and RCDN guidance
- Deliver the rights of ownership of all animation content to SHUKOS and project partners
- The publication of the videos on one of the TV stations in Kosovo
- Liaise with the Association's staff to assess the target audience needs and identify corresponding user interface requirements, workflows, and functionalities;

3. Administrative information

The Contractor is expected to use their own equipment for the requested assignments. All possible expenses are included in the Contractor's honorary fee.

Duration and time frame:

Signature of the Contract	By 9 th of September 2022
Initial discussions and information with SHUKOS and AKM	9 – 13 September 2022
Draft of Concept and script and discussion with SHUKOS	13 – 18 September 2022

Draft of the storyboard and discussion with SHUKOS	19 – 21 September 2022
Feedback from partners of project	22 -26 September 2022
Finalisation of the videos	27 September 2022 – 09 October 2022

4. Qualifications/Selection Criteria

The ideal candidate(s) will have:

- A proven track record of creating high quality animation.
- The ability to create animated videos in Albanian, English and Serbian languages including voice-over and all post-production
- Experience in working with NGOs; an active interest for feminism/gender equality is a plus
- The ability to produce high quality content on tight deadlines
- Excellent planning and organisational skills
- Excellent communication and a concern for transparency
- Knowledge of water and sanitation sector in Kosovo and previous work on the topic is an asset.

5. Application Process

In order to be considered for this assignment, the Applicant must send its proposal in electronic form not later than **06.09.2022**, at e-mail address info@shukos.org with copy (cc) to the Training and Professional Development Manager of SHUKOS Mrs. Nadire Vitija: nadire.vitija@shukos.org with subject: **Application for SHUKOS Animated Videos for the Awareness Raising on Water and Sanitation Issues**

The proposal has to be submitted in English language. All pages of the proposal should be consecutively numbered. The proposal should contain the following sections:

- A draft/proposal or idea about the videos producing including detailed budget and timeline;
- Examples of similar previous work;
- A link to their website or portfolio.