



TERMS OF REFERENCE (TORs) for FRAMEWORK CONTRACT

Production of testimonial videos on HAP interventions

BACKGROUND

Health for All Project (HAP) is a project of the Swiss Agency for Development and Cooperation (SDC). Its overall goal is that the Albanian population, benefit from better health due to improved primary health care services. As of 1 April 2019, HAP entered the second phase implemented by Swiss Tropical and Public Health Institute (Swiss TPH) through HAP Centre.

During the first two years of the second phase, HAP has provided outstanding support for primary healthcare teams in Tirana, Dibra and Fier region thus enhancing their capacities in offering a quality care to the respective communities. As part of its support, HAP has worked with the Albanian partners in drafting new models for home-based care for chronic patients who cannot visit healthcare premises and has equipped family nurses with a set of medical instruments for head-to-toe examination of patients. Additionally, in response to COVID-19 pandemic, HAP supported PHCs in the three regions in coping with COVID-19, by equipping them with personal protective equipment and medical instruments and publishing training materials.

OVERALL OBJECTIVE

HAP is seeking the services of a media production company to develop 1-5 short testimonial videos on HAP's interventions toward the improvement of primary healthcare services. The videos will be communication tools that HAP will use to effectively communicate the impact of the support for the beneficiaries, namely PHC professionals (family doctors and nurses) and respective patients' communities in Tirana, Fier and Dibra region.

As such, the videos should provide comprehensive information on initial challenges/needs of beneficiaries, patterns of support and respective impact.

A framework contract will be signed with the selected provider, for the production of testimonial videos. For the specific service to be covered by the framework contract, the selected provider will receive a written request from HAP, specifying the details for the service.

DELIVERABLES

The media production company is expected to produce the video as per contractual terms by:

- Proposing the storyboard
- Video-shooting and editing (including graphics)
- Ensuring voice over narration in Albanian from a professional voiceover

TECHNICAL ASPECTS:

- Videos should be submitted both in 4K quality and in the optimal format for online use (website, social media channels)
- Videos should be in Albanian with subtitles in English.
- Full usage rights for music (or music for which copyright has been granted)
- The length of the fully-produced video should be no longer than 3 minutes

HAP will support with the storyboard/narratives and shall identify the characters and shooting location. HAP will be in charge in receiving the consent form from all characters. The narrative for subtitles in English will be provided by HAP.



As per the above, the company should submit a final report describing the work delivered and ensuring to HAP all the copyrights applied.

LOCATION:

Optional shooting places are rehabilitated health centers in Tirana, Dibra and Fier and patients house in Dibra and Fier region. The transportation to the shooting places will be provided by the consultant.

MANAGEMENT AND REPORTING

For the duration of the contract, the consultant will be assigned the Communication Officer (CO) and/or Monitoring & Evaluation & Operational Research Officer (M&E), for reporting and accountability.

The CO and/or M&E will accompany the video-shooting team (with HAP car) during the shooting as per the calendar agreed between HAP and the company.

DEADLINE

Service will be required for the period from July 2021 to March 2022.

COPYRIGHT

All materials produced under this consultancy are intellectual property of HAP. The company might use parts of the videos for their professional resume only.

THE INTERESTED EXPERT SHOULD SEND THE FOLLOWING DOCUMENTS:

The companies interested in submitting offers must address and provide the following items.

- One storyboard proposal
- Work proposal-concept of technical proposal including workload, expressing the number of working days.
- Company Profile including portfolio of similar works carried out by the company and respective list of references;
- Company's registration documents
- A Document certifying that (your subject):
 - has met its fiscal obligations;
 - has paid all social insurance obligations, issued by the Tax Administration.
 - certification by the Tax Administration which indicates the annual turnover for the last 3 years
- Financial offer for one story board in ALL, VAT/ tax included
- Financial offer for one day of shooting service (including photo-shooting), in ALL, VAT/tax included
- Financial offer for one professional photo-shooting day, in ALL, VAT/tax included
- Financial offer for one day of post-production service, in All VAT/ Tax included
- Financial offer for transport cost in ALL /Km, tax included

Deadline for application

The offers must be delivered by **13th of July 2021, with clearly marked “Production of short testimonial videos”** to the address below. The financial offer and technical offer (with technical specifications and



company portfolio) should be in separate envelopes, and both inside one sealed envelope. Partial offers will not be taken in consideration.

Qendra HAP
Rruga "Themistokli Gërmenji", Pallati Helios, Kati II,
Tirana

For any technical question, you can write at the email address: info@hap.org.al, until **8th of Ju 2021**.