

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

Production of video clips for border control agencies in Central Asia

**Project number/
cost centre:**

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Contents

0. List of abbreviations	2
1. Context.....	2
2. Tasks to be performed by the contractor	3
Expected results:.....	3
Technical specifications of video clips:	3
Main topic for all 7 video clips: Border agency cooperation	4
2.1 Results and milestones.....	7
3. Professional qualifications and its key personnel.....	8
4. Annexes	10

0. List of abbreviations

BCP	Border Control Post
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
HQ	Headquarters
RMS	Risk Management System
RS	Revenue Service of the Ministry of Finance of Georgia
TFCA	Trade Facilitation in Central Asia GIZ project
TOR	Terms of Reference

1. Context

The regional GIZ TFCA project is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented in four Central Asian countries: Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan. The main objective of the project is to improve implementation of trade facilitation measures in the region by providing technical assistance on how to make border crossing and transit faster, more efficient and transparent. The project is implemented in cooperation with national ministries responsible for trade policy, customs authorities and border control agencies, as well as business associations.

One of the project's main intervention areas is border agency cooperation and risk management. Supporting project's partners in establishing efficient border and risk management systems will enable them to perform their functions more efficiently, thus simplifying and facilitating trade in the region. Participating in study tours is one of the ways for our partners to gain practical knowledge from the countries which proved to be successful in border agency cooperation and risk management. However, in the current times of global pandemic, it is not possible to organize a physical study tour. Given this limitation and the fact that GIZ and TFCA are committed to exploring innovative approaches in doing our work, it was decided to conduct a digital study tour for partners from Kazakhstan Kyrgyzstan, Tajikistan and Uzbekistan.

In this virtual study tour, the actual site visits will be replaced with pre-recorded video material, to be produced by the contractor in close cooperation with TFCA and the project partners. The objective of the video clips is to demonstrate the characteristics of successful border cooperation and best practices on simplification of border procedures, to gain relevant knowledge and understanding of role of different border control agencies in trade facilitation. The study tour is also aimed at providing networking opportunities for partners.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

The contractor, in close coordination with TFCA, will develop the scripts and subsequently produce six video clips with animation graphics elements, each about seven to nine minutes in length, according to the specifications in this chapter. The contractor will provide the necessary equipment and software for the production and editing of the video.

Quantity of video clips: 7 video clips with animation graphics elements

Length of video clips: 7-9 min each of the video clips

Target audience for videoclips: border control agencies of Central Asian countries.

Use of the video: Participants from all countries and agencies will participate in the study tour online at the same time. Participants from one country will gather in one location, viewing the videos on a large screen.

Expected results:

Partners will gain practical knowledge on following topics:

- successful and efficient border agency cooperation
- efficient risk management system at the border
- information and database sharing and benefits from it
- simplified export/import/transit procedures

Partners will revise their attitude regarding:

- their understanding of the importance of their role as trade facilitators and not only as controllers
- the importance of customer-oriented public services

Technical specifications of video clips:

- Resolution: Full HD/ 4K
- Video frame rate: at least 25 frames per second (Frame Rate (fps)).
- Video image pixel size - 1.0 (Pixel Aspect Ratio)
- Code: H.264 mov / mp4
- Bitrate 15-20 Mbit / 1280 x 720 (ratio 16: 9)
- Color system: PAL/Color
- Video frame aspect ratio: 16:9 (Widescreen)
- Audio Quality: 16 bit/48000 Hz
- Format: MP4 or MOV
- Timekeeping: 120 seconds max.
- Size: max. 4 GB *
- Language of the video clip: each video in two versions in Russian and in English
- Subtitles: in Russian and in English

Data protection:

- Fulfil GIZ data protection requirements;
- Follow GIZ rules for video production (quality of video; title; displaying GIZ logo, displaying text, end credits; etc.) as indicated in the annex.
- The videos will pass to the exclusive ownership of GIZ, including all use and distribution.

Main topic for all 7 video clips: Border agency cooperation

Video #1: Inter-service cooperation (on the example of the Revenue Service of the Ministry of Finance of Georgia)

Main topic:

In the video, it is necessary to animate

- (a) information on nature and structure of the RS (semi-Independent entity, service provider, control function, no-law enforcement powers; DG is appointed by PM; Financing- budget/self-income from services);
- (b) Legislation, including inter-agency power distribution, RS and inter- agency strategies;
- (c) Personnel and customs department structure;
- (d) infrastructure- central office, BCPs and Clearance Zones;
- (e) information flow between RS HQ and BCPs and what are the roles of the HQ and the BCP.
- (g) the existing IT infrastructure.

The video must be filmed in two locations: HQ (in Tbilisi) and one BCP (to be identified). The video should clearly show how the interaction between the HQ and the BCP takes place, including the information flow within the Revenue Service.

Videos #2, 3: Inter-Agency cooperation: import, export and transit procedures

. Video #2

Main topic: general information on Inter-Agency cooperation

The video must be filmed in the Border control post Red Bridge- border with Azerbaijan with animation and infographics elements

In the video it is necessary to animate a story about:

- what is the legal basis for border control cooperation;
- what is risk based control and how it works,
- how information is exchanged between agencies, including information exchange with patrol police and State security service;

- how is joint control done;
- how the equipment and infrastructure are shared between agencies;
- SPS division structure (central and regional units and Border Inspection Posts).

Video #3 Inter-Agency cooperation (between Revenue service, Border Guard)

Main topic: import procedures

The video must be filmed in the Border control post Red Bridge- border with Azerbaijan with animation and infographics elements

It should be sequential video that would show all the processes and document flow at the border from the moment the truck enters the BCP until the moment it leaves. Video should simulate the movement of the truck in order to clearly show how the interaction between different services occurs during import of goods and should be in the form of a story about:

- what happens at each stage, including:
 - passport control, delegated power from Ministry of Interiors
 - customs control: declaration options, advance declaration, customs clearance (for import/export) and control procedures- sealing, weighting, scanning, K9, interview etc;
 - the sanitary pyto-sanitary border control, delegated power from Ministry of Agriculture;
- what is the distribution of responsibilities between control agencies.

Video #4 Inter-Agency cooperation (between Revenue service, Border Guard)

Main topic: export and transit procedures

The video must be filmed in the Border control post Red Bridge- border with Azerbaijan with animation and infographics elements

It should be sequential video that show all the processes and document flow at the border from the moment the truck enters the BCP until the moment it leaves and consist of two parts: one for transit and another for export. Video should simulate the movement of the truck in order to clearly show how the interaction between different services occurs during export and transit of goods and should be in the form of a story about:

- what happens at each stage, including:
 - passport control, delegated power from Ministry of Interiors
 - customs control: declaration options, advance declaration, customs clearance (for import/export) and control procedures- sealing, weighting, scanning, K9, interview etc;
- what is the distribution of responsibilities between control agencies.

For transit procedure following information should be also covered by video:

- on Simplified transit procedures: eTIR, NCTS,
- parking lots, preferential treatment for perishable and other special use goods.

Video #5. **International cooperation** (Cross-border cooperation on border of Georgia and Azerbaijan (to be clarified))

The video must be filmed in two locations: neighboring BCPs in 2 countries (to be identified).

It should be a sequential video showing all the processes and document flow at the border, from the moment the truck enters the BCP in one country until the moment it leaves the BCP in another country. The video should simulate the movement of the truck to clearly show how the interaction between different services occurs during transit, import and export of goods.

The video should be accompanied by a sound sequence, which will be composed in the form of a story about:

- Joint border control and inspection
- Data exchange with Azerbaijan, Turkey and Ukraine (data elements and their usage for control and risk management purposes)
- Mutual recognition of control results
- Synchronized working hours
- Legal basis
- Shared equipment and infrastructure
- Silk Road -Planned Joint Border Control Post with Azerbaijan, first in Caucasus region;
- Future plans, ongoing projects.

Video #6. Main topics for video: Risk management system of SR

The video must be filmed in one location: HQ of the SR

It should be a graphic explainer with animated elements on the interrelation and interaction of RMS elements.

The video must clearly reflect how and most importantly who collects and processes information, identifies and analyzes risks, design and implements risk management measures, summarizes the results of measures taken and prepares proposals.

The voiceover of the video should also include a story about:

- risk based Customs control approach,
- Structure of RM: Council, risk analysts, risk owner,
- Risks (national/local, border/clearance) IT infrastructure,
- the sources of information for the RMS, including internal and external sources,
- data shared with other agencies,
- the levels of access to information systems/databases for different users, including from other agencies,
- Inter –agency cooperation including Container Control Groups,
- the usage of the Prearrival information for the purposes of the RMS,
- results of RMS.

Video #7. Single Window

The video must be filmed in one location: HQ of the SR with animation and infographics elements telling about:

- Single taxpayers account;
- e-Declaration and submission/ processing of all relevant customs related documents (licenses, permits, certificates)

2.1 Results and milestones

Work Results	Timeframe
<ol style="list-style-type: none"> 1. Drafting the project implementation plan and its approval with TFCA 2. Development of the contents of videoclips and approval with TFCA covers but not limited to the following: <u>Drafting the detailed script of videoclip (MS Word format) using the Concept note prepared by TFCA</u> <ul style="list-style-type: none"> • The script should be in line with objectives of each videoclip • The script should be a detailed storyboard (description of what is happening in each frame, camera movement, rotation of general and close-ups, task for video designer, terms of reference for a specialist in 3D graphics, infographics). • Writing the speaker's text. Text should be fully in line with the script and concept of video. 	10 working days
<ol style="list-style-type: none"> 3. Production of 7 video clips with animation graphics elements Length: 7-9 minutes in the form of dynamic videos. <ul style="list-style-type: none"> • Shooting for the video clips at the locations approved by the parties in Task 1. • Installation, processing, visual design of the video, selection of music, creation of animation and other necessary work with the video according to the script. • Presentation of the first working version of the videoclips to TFCA 	30 working days
<ol style="list-style-type: none"> 4. Editing of video clips considering the comments made by the TFCA, further fine-tuning, processing and other works. 5. Providing a ready-made version of the video clip, as well as the original video material in an editable format in cloud storage or data transfer equipment. 	5 working days

6. Submission of a report on the work performed in hard copy.	
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Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations:

Milestone	Deadline/place/person responsible
Implementation plan approved	02.10.2021
Script approved	10.10.2021
Videos taken	30.10.2021
First version of videos presented	10.11.2021
Final edited version presented	01.12.2021

Task implementation timeframe: October 1 – December 1, 2021.

The tasks are performed in Tbilisi, Georgia: Border control post Red Bridge- border with Azerbaijan

All copyrights to the created materials belong to the customer of the service.

In case of use of video, photo and other material of non-proprietary production, the Contractor shall ensure full observance of copyright, patent and other rights of the author or other right holder of the corresponding material.

The services must meet the requirements of the ToR and the script, as well as comply with the legislation of the country in which the video clip is produced.

3. Professional qualifications and its key personnel

Qualifications of the company

- Years of experience: a minimum of 3 years of working experience in videography/video editing, photography.
- Demonstrated experience of conception, production and editing of mini video documentaries.
- Experience covering trade, economy, social and development subjects will be an asset.
- Experience with international and government agencies will be an asset.

Competencies:

- Filming broadcast quality video and audio: HD 1920x1080 or better
- Final Cut Pro editing skills (or other professional editing software)
- Ownership or possession of a high-resolution state of the art digital camera/equipment is a must.
- Knowledge of international standards in terms of video production, photography, infographics is desirable;
- Expertise in conducting innovative, creative and quality graphic design and copywriting.

Key personnel

Required qualification for Project Coordinator

1. Pre-production, filming and post-production managing, planning and organising production schedules. She/he will supervise all staff during the process. Direct experience in managing similar projects;
2. Knowledge of Russian and English languages.
3. Experience in implementing projects related to public services in trade, transport and logistics is desirable;
4. Experience in implementation of similar projects for international organizations and state bodies is an asset.

Required qualifications for the pool of experts (2-4 people)

General experience:

1. Successful experience of documentary or/and education short films or/and video clips
2. Successful experience of creating video clips with elements of animation and infographics (reference to previous works);
3. At least 3 years of experience in video production;
4. Professional base of sound actors with all copywrite procedures provided by production company (contractor)
5. Knowledge of Russian language, English language is a strong asset.
6. Progressive experience in production of the quality video and audio for development, humanitarian related agencies and projects.

The CVs of the personnel proposed must be submitted.

Specific experience:

1. An editor: responsible to cut out all of the mistakes in order for a smooth production, creating and editing the scripts for each video.
2. Experienced cameraman: minimum 3 years' experience in media production and filming quality video, ownership or possession of a high-resolution state of the art digital camera/equipment;
3. Experienced graphic designer: experience in media infographics and graphic design.
4. Experienced journalist will be an asset: ability to summarise technical and trade/economic data for a mass audience in concise prose

Core Competencies:

Integrity and professionalism: demonstrated expertise in area of specialty and ability to apply good judgment; high degree of autonomy, personal initiative and ability to take ownership; ability to manage information objectively, accurately and confidentially; responsive and client-oriented.

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4. Annexes

GIZ rules for video production