**Assignment**: Production of Videos on Business Clusters in Georgia

**Contract Period:** 25 June – 12 September 2019

1. **Brief introduction**

The context of the Project “SME Development and DCFTA Georgia” (hereinafter, SME DCFTA GE) is the Association Agreement (AA) between Georgia and the EU and its Member States, which includes implementation process of the DCFTA. SME DCFTA GE is an integral part of the Sector Reform Contract of the EU to assist the Georgian Government in the implementation process of the DCFTA, facilitating Georgia’s integration into the EU market.

SME DCFTA GE is co-financed by the European Union in the framework of the EU4Business Initiative, which helps SMEs to benefit from DCFTA by improving business environment, increasing knowledge and skills of businesses, and by supporting SMEs to get better access to finance.

SME DCFTA GE is implemented by GIZ’s Private Sector Development and TVET South Caucasus Programme, commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ).

1. **Context and current situation in the field of assignment**

International experience illustrates that business clustering is one of the efficient ways in raising the competitiveness of value chains and can successfully address the challenges facing small and medium enterprises (SMEs) in competitive market environments.

Business clusters are the networks of interconnected businesses, characteristics of which are:

* + Operations in the same/across related industries;
  + Pooling of know-how, knowledge and expertise;
  + Sharing of human resources, equipment/assets, infrastructure;
  + Joint efforts for fostering skills development and implementing enterprise standards.

GIZ has pioneered introduction of the business clustering approach in Georgia with Government of Georgia embracing it as a right step on the path of Georgia’s further economic development. First business cluster - the Qvevri wine cluster, was established within the frames of the Private Sector Development South Caucasus Programme in 2014-2017.

GIZ has successfully applied clustering methodology to four other sectors within SME DCFTA GE project. These sectors are apparel, furniture, film production/post-production and ICT. SME DCFTA GE supports Georgian SMEs to develop and become more competitive via clustering and helps business clusters and networks connect with European partners as well as integrate into relevant existing EU networks for enterprise development, investment and trade promotion. With the clustering methodology SME DCFTA GE currently supports up to 100 Georgian SMEs benefiting altogether more than 1,000 employees. Three Business clusters are officially registered - Georgian Furniture Cluster ([www.cluster.ge](http://www.cluster)), Georgian Film Cluster ([www.filmcluster.org](http://www.filmcluster.org))), Georgian ICT Cluster (www.ictcluster.ge).

1. **Conditions of the assignment**

In order to raise awareness about the support of the European Union and German government toward development of business clusters in Georgia, SME DCFTA GE aims to produce videos showcasing selected beneficiaries of the business clustering initiative. The videos will inform about business clusters/networks that have been set up in Georgia with the project support **through the stories of the selected cluster members**.

Target audience includes SMEs and SME support institutions as well as general public.

In total, five videos will be produced within this assignment:

* 1 general video that will highlight achievements of the Georgian business clusters with support of the EU.
* 4 videos on clusters/cluster member companies that benefitted from participation in the project’s clustering initiative.

The videos will be distributed via EU/EU4Business and GIZ events in Georgia and abroad, other PR channels and social media.

* 1. **Scope of work and objective of assignment**

In the framework of the EU co-financed (EU4Business) project “SME Development and DCFTA in Georgia”, **GIZ will contract a full-service communication/creative agency (hereinafter, Contractor) for the production of 5 videos on Business Clusters in Georgia.**

The five videos will tell a story of clustering as a model of economic development and job creation in Georgia and will feature selected project partners/entrepreneurs - members of established business clusters.

Cluster members to be filmed are mostly based in Tbilisi, with one company located in Kutaisi.

**The video scripts shall be produced by a Contractor following the briefing by GIZ after contracting.**

**Note on language: the videos shall be produced in Georgian with English subtitles.**

The videos shall feature:

* An overview of establishing business clusters in Georgia.
* Interviews with beneficiaries/SME representatives – **maximum 10 interviews**.
* Business cluster/member company locations, where appropriate - **minimum 10 locations, mostly in Tbilisi, one in Kutaisi**.

As part of this assignment, under the direct supervision of GIZ’s SME DCFTA GE project, the Contractor will be tasked to:

* Handle the organisational, artistic and practical implementation of the production. This includes, among other things:
  + Drawing up the shooting schedule, obtaining a commitment from everyone involved in production, procuring all items of equipment required for production (e.g. props, etc.) and carrying out administrative tasks such as accounting, correct payment of tax, reporting on the production schedule.
* Present visual concepts of the videos, script and visualized storyboard.
* Present minimum 2 character & 2 voice samples for recording voiceover (Georgian) for a general video (if voiceover is needed).
* Present minimum 2 samples of the soundtrack music suitable for publishing online or in other media without copyright infringements (**NOTE: Contractor shall offer a high quality, not overused, royalty free tracks of appropriate genre that can be downloaded/purchased from reliable royalty free music libraries).**
* Start filming only after the approval of the visual concepts, scripts, storyboards, is granted by GIZ.
* Present rough cut of videos to GIZ for approval. The video shall be developed in line with EU/GIZ guidelines (**to be provided by GIZ upon contracting**).
* Incorporate comments/revisions into the video;
* Produce final videos and obtain acceptance from GIZ.
* The Contractor shall keep GIZ continuously informed about the course and status of production.
  + 1. **General video**

It will present an overview of the business clustering in Georgia and the benefits it brings to member companies. To include a compilation of the four featured cluster stories.

**Duration:**

* **Long version: Maximum 5 mins**
* **Short version: Up to 60 sec**
  + 1. **Four videos on clusters/networks:**

4 video stories shall showcase business clusters/networks established with support of EU-GIZ project and communicate on an impact of business clustering for SMEs in Georgia. Current clusters/networks are:

* Georgian Furniture Cluster
* Georgian Film Cluster
* Georgian ICT Cluster
* Georgian Apparel Producers Network

The four videos shall each feature 2-3 members of respective clusters to showcase the benefit/results/success stories.

**Duration:**

* **Long version: Maximum 2 mins (1.5 min recommended)**
* **Short version: Up to 60 sec**
  + 1. **Basic technical specifications for production of a video and for the video quality are as follows:**
* Full HD Camera 4K (Lens 14m, 24m, 35m, 50m, 85m, 135m.);
* Drone 4K;
* Camera Rail Slider;
* Lighting for indoor shooting (LED, DEDOLIGHT 150w);
* 3D Graphics;
* Professional sound recording at 48 kHz (Stereo 48000 Hz ,16 or 24bit kbps);
* 1920/1080 HD QuickTime 422 ProRes or Tiff Sequence video files Full HD;
* 1920/1080 25.fps (Frame per second);
* DVD and H264 format for web (720p,1080p);
* \*.WAV, mix audio and separate audio voiceover music (licensed);
* Video shall comply with TV and all digital/internet broadcasting standards (in order to broadcast through social media channels and internet television channels).

Videos shall be delivered in the following formats:

* **GIZ website:** .mp4 Video, mp4 codec: H264; Advanced Audio Codec (AAC), Recommended maximum file size: 250 MB, Preview image: 460 pixels wide (72 dpi) with the same aspect ratio as the video. The image must be saved as a ‘progressive’ JPEG, with sRGB colour profile and a quality level of approximately 70. The colour profile is not embedded.
* **Facebook**: MP4 Video. 1280 x 720 pixels (recommended from Facebook) but it supports 16:9 (horizontal) or 1:1 (square) aspect ratios also.
* **Instagram:** MP4 video. Square video 600 x 600 pixels (minimum resolution). Landscape video 600 x 315 pixels. Max video length for all formats is 60 seconds.
* **Twitter:** MP4 or MOV video formats up to 512MB (max duration: 2 minutes and 20 sec).
* **YouTube:** MP4 video. At least 1280x720 pixels.
  1. **Deliverables and Timeline**

The contract period for this assignment is expected to be between the **estimated dates of 25 June - 12 September, 2019.**

The structure of **tasks/deliverables** and **due dates** is suggested as follows **(note: due dates are indicative to be confirmed in the contract)**:

|  |  |
| --- | --- |
| **Task/Deliverable** | **Due Date** |
| 1. **Pre-production**  * Elaborate and agree upon the visual concept of the videos, character and voice selection, music background. * Develop scripts/visual storyboards and get them approved.   + **NOTE: EU/GIZ guidelines for video production will be provided by GIZ in advance.** * Develop video production plan that will include filming locations (Tbilisi, Kutaisi), list of interviews with selected stakeholders and shooting schedule.   + **NOTE: GIZ will provide the list of cluster members and stakeholders to be filmed.** | 8 July |
| 1. **Production**  * Film locations and scenes - most locations are in Tbilisi; one cluster member is to be filmed in Kutaisi (min. 10 locations).   + **Note: The Contractor is responsible for complying with local filming permits and for meeting all other conditions.** * Film interviews of cluster members (up to 10 interviews)   + **NOTE: Prior written consents to interviews will be obtained by GIZ.** * Develop 3D graphics, if required   + **NOTE: Relevant data will be provided by GIZ.** * All visual and audio content: interviews are shot, all footage captured. | 29 July |
| 1. **Post-production / 1**  * Rough cuts of the general video and 4 cluster videos presented to GIZ for comments. * Revisions introduced.   + **NOTE: Soundtrack music for the videos shall be suitable for publishing online or in other media without copyright infringements.** | 9 August |
| 1. **Post-production / 2**  * English subtitles developed and integrated into the videos. * Visual/audio effects, soundtrack finalised. * All videos submitted to GIZ for approval. | 16 August |
| 1. **Closeout and reporting**  * All final videos produced w/ agreed modifications approved by GIZ and accepted by EU Delegation to Georgia. * Handover of 2 master copies of all versions as outlined in assignment description to GIZ as well as all original/raw footage. * Final report and invoice submitted to GIZ. | 12 September |

* 1. **EU visibility**

Production of videos in the framework of this assignment is funded by the EU and must be approved by the EU Delegation to Georgia.

**2.4 Submission requirements and payment terms and conditions**

The Contractor shall submit technical and financial proposals to comply with the following requirements:

2.4.1. The technical proposal shall contain:

* **Information about the Contractor** demonstrating its strong record in the area of the video production.
* **Assignment relevant portfolio – links to similar past work that demonstrate ability of the Contractor to produce creative, high quality video products.**
* **A concept/vision for the videos.**
* **A work plan to include implementation schedule and tasks to be performed by suggested professional(s) for completion of this assignment.**
* Proposed **professional(s) to be involved** in implementation of this assignment (include CVs).

**NOTE: Submission of the evidence of professional awards/diplomas for previous production works and peer acknowledgements will be considered a strong asset.**

Technical Proposal will be assessed based on the following criteria:

* Interpretation of objectives;
* Assignment-relevant experience and portfolio;
* Professional credentials and qualifications of proposed staff;
* Relevance of the proposed technical offer to current assignment and expectation of the project.

**For assessment details please refer to the “Evaluation Scheme for Technical Assessment of Offers” file attached to the tender announcement.**

2.4.2. The financial proposal shall clearly state (i) all types of costs to be charged to the project for implementation of this assignment as per cost item (i.e. honorarium, English subtitles development cost, transportation costs, ancillary costs, fee for purchase of royalty free music, etc.), excluding VAT and (ii) terms and mode of payment.

2.4.3 For a final payment (and for any interim payment if such a payment is agreed in the contract) to realize a final (and an interim) contract implementation report shall be submitted by the Contractor along with the documentary evidence of costs incurred to implement tasks during the reporting period.

2.4.4. Final payment shall be made upon the completion of the implementation of this assignment and the acceptance of all deliverables by GIZ.