

Award by Invitation

Video Maker and Graphic Design Service

<i>Place</i>	Tirana based with possible travel to Berat, Vlore, Elbasan, Lezhe and Shkoder
<i>Type of the contract</i>	Service contract (output-based)
<i>Reference number</i>	21-15-S4J
<i>Subject</i>	<p>Through this Award by Invitation will be procured two different LOTS as follows:</p> <ul style="list-style-type: none"> ➤ LOT 1: Video maker service ➤ LOT 2: Graphic designer service <p>Interested candidates may apply for one or more LOTS.</p>
<i>Issue date of the call</i>	29 September 2021
<i>Deadline for submitting questions</i>	8 October 2021, 17:00 at: info.al@swisscontact.org
<i>Deadline for answering questions</i>	11 October 2021, 17:00
<i>Application deadline</i>	18 October 2021, 16:00
<i>Number of potential successful offerors</i>	1 (one) per each LOT
<i>Language of proposal</i>	English or Albanian
<i>Estimated Starting date</i>	November 2021
<i>Estimated timeframe for delivering services</i>	November 2021 – June 2023 (with possible extension of 6 months upon delivery satisfaction)
<i>Where to send applications</i>	All applications will be submitted in hard-copy, sealed in a covering envelope, to the Swisscontact Albania office: Rr. Skenderbej, Vila 49, Tiranë or by email (signed and sealed) to al.info@swisscontact.org , by the deadline above mentioned.

1. Background

'Skills for Jobs' (S4J) is a project of the [Swiss Agency for Development and Cooperation \(SDC\)](#), implemented by [Swisscontact Albania](#). It is part of the Economic Development Domain of the Swiss Cooperation Strategy for Albania (2018-2021), with specific focus on promotion of employment opportunities and skills development.

The project focuses on 4 economy sectors with potential for growth and job creation in Albania: Tourism and Hospitality, Information and Communication Technology (ICT), Textile and Construction (with a focus on energy efficiency buildings). During the second phase the project will extend its support to other economy sectors with potential for growth and jobs.

The project is in its second phase, which started in May 2019 and will last until June 2023. During this phase, the project aims at supporting 10,000 students and 6,000 trainees.

'Skills for Jobs' (S4J) is designed with the aim to tackle major Vocational Education and Training (VET) system challenges, such as: low quality and status, insufficient financing, weak labour market orientation, poor private sector engagement and poor performance of graduates in the labour market. The project addresses these challenges by focusing on ensuring systemic change, capacity development and empowerment of key actors. Based on this approach, S4J Phase II supports partner VET providers in Albania in terms of:

- Employers' and partners relations,
- Diversification of VET offer,
- New Ways of Inclusive Learning,
- Work-Based Learning in cooperation with employers, and
- Organizational Development.

Work-based learning, the use of technology in the classroom, blended and individualized learning, making the VET offer relevant for students, trainings on industry standards and the application of a business mindset in the management of VET institutions are at the core of 'Skills for Jobs' (S4J) implementation.

Seven providers in the five selected regions benefit from the project: [the Vocational 'Hamdi Bushati' school in Shkodra](#), the [Vocational 'Kolin Gjoka' school in Lezha](#), the [Vocational 'Ali Myftiu' school](#) and the [Vocational 'Salih Ceka' school](#) in Elbasan, the [Electro-technical 'Gjerqj Canco' school and Technical-Economic School](#) in Tirana, the [Vocational 'Kristo Isak' school in Berat](#) and the [Commercial school, the industrial 'Pavarësia' school](#) and the [Vocational Training Centre in Vlora](#).

Four other VET providers will join project during the second phase. More public providers will benefit from the initiatives that the project has piloted in partner schools during the first phase.

2. Rationale

At 'Skills for Jobs' (S4J), we practice communication for development (C4D), aiming at raising awareness, encouraging dialogue and changing the mindset of our audiences. For this reason, high-quality visual communication and the preparation of multimedia materials is a crucial part of our communications strategy. In the frame of project implementation, various interventions require the integration of visual communication and multimedia materials. These may include producing and editing videos featuring teachers, students, businesses etc., and designing S4J publications (which may include manuals, reports, etc.), leaflets, brochures, infographics, etc. In this regard, vide maker and graphic designer service provider a consultant providing video production, able to grasp the vision of the project and transmit it through visual communication are needed to work together with the project team.

3. Context and scope of work

LOT 1: Video maker service

To intensify its C4D efforts, S4J is engaging a consultant with video production and editing background who will assist the PR & Communication Officer.

The consultant shall work in close cooperation with the Communications Expert to prepare video materials which will be used to communicate the interventions of 'Skills for Jobs' project and its partner VET providers.

The foreseen communication material and respective amount needed to be processed and edited by the consultant are as follows:

#	Materials	The foreseen amount (every 6 months)
1	Video production for S4J podcast series (video and audio; recording/editing; subtitles) (50-60 min / video)	6 videos
2	Video production (recording/editing /animation/subtitles) (5-6 min / video)	2 videos
3	Video production (recording/editing /animation/subtitles) (2-3 min / video)	5 videos
4	Video production (recording/editing /animation/subtitles) (1 min / video)	6 videos
5	Video production (recording/editing /subtitles) (5-6 min / video)	6 videos
6	Video production (recording/editing /subtitles) (2-3 min / video)	6 videos
7	Video production (recording/editing /subtitles) (1 min / video)	6 videos
8	Removing audio from videos	20 videos
9	Voiceover on video	10 videos
10	Subtitles on video	20 videos

The service provider should deliver the products as per project requirements/needs.

LOT 2: Graphic designer service

To intensify its C4D efforts, S4J is engaging a graphic designer consultant who will assist the PR & Communication Officer.

The consultant shall work in close cooperation with the Communications Expert to design publications and promotional materials which will be used to communicate the interventions of 'Skills for Jobs' project and its partner VET providers.

The foreseen communication materials designed by the consultant are as follows:

#	Materials	The foreseen amount (every 3 months)
1	Publication	6
2	English version of the publication	6
3	Brochures	3
4	Leaflets	3
5	Infographics for social media	15
6	Posters	3

The service provider should deliver the products as per project requirements/needs.

4. Profile of the service provider

This call is opened for individual or registered entities/companies. In order to be eligible for the service, the provider must satisfy the following obligatory requirements:

LOT 1: Video maker service

- More than 3 years of experience as a multimedia producer;
- Good proficiency in editing software;
- Proven experience in video production;
- Good proven reporting skills in English language.

LOT 2: Graphic designer service

- More than 3 years of experience as designer/editor;
- Good proficiency of graphic design software, preferably Adobe package, including creative cloud;
- Good proficiency in editing software;
- Proven technical experience in print and digital;
- Good proven reporting skills in English language.

5. Documents to be submitted

LOT 1: Video maker service

- Technical Proposal:
 - CV or Company profile;
 - QKB extract for companies;
 - Previous experience/portfolio:
 - Short bio shortly describing previous experience related to this call. Companies are required to submit CVs/short bio of the expert that will be engaged;
 - Track record of previous experience in video production (referees contact should be provided also).
- Financial Offer: The financial proposal should be provided in ALL, as per table in Annex 1 of this call and please indicate if VAT and/or other taxes are included.

LOT 1: Video maker service

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 - Short bio shortly describing previous experience related to this call. Companies are required to submit CVs/short bio of the expert that will be engaged;
 - Track record of previous experience in video production (referees contact should be provided also).
- Financial Offer: The financial proposal should be provided in ALL, as per table in Annex 2 of this call and please indicate if VAT and/or other taxes are included.

Interested candidates may apply for one or both LOTS.

6. Evaluation process

An evaluation panel, consisting of no less than 3 (three) members, will evaluate the applications as per the criteria informed in this tender document. Swisscontact Albania will evaluate the applications received within the two months after the deadline of application.

Proposals that meet the requirements, as stated above, will be evaluated with the following criteria:

- | | |
|---------------------------------|------------|
| ● Technical proposal: | 70% |
| ○ CV or Company profile | 30% |
| ○ Previous experience/portfolio | 40% |
| ● Financial Proposal: | 30% |

Swisscontact reserves the right to cancel a bidding process, accept or reject bids without notifying the reasons to the bidders. It also has the right to ask one or more of the bidding organizations for clarifications regarding the bid.

7. Submission instruction:

The deadline of submission is **18 October 2021, 16:00**. Please note that in case your offer will be sent later than the deadline for submission, Swisscontact may decide to disqualify your submission and not consider this eligible for further phases of evaluation.

All applications will be submitted in hard-copy, sealed in a covering envelope, to the Swisscontact Albania office: Rr. Skenderbej, Vila 49, Tiranë or by email (signed and sealed) to al.info@swisscontact.org, by the deadline above mentioned. Please specify outside the envelope or in email subject, the Award by Invitation reference number and the title of applied LOT/LOTS. All documents should be duly filled, signed and stamped.

The application **MUST** contain all required documentation, otherwise may be automatically eliminated by Swisscontact without a further request for clarification and/or completion.

8. Communication with the bidders:

Any communication between SC-ALB and the bidders that might compromise the transparency and fairness of the bidding process must be avoided. Communication has to be documented in writing. The interested applicants can send their questions to al.info@swisscontact.org by *08 October 2021, 17:00*. The deadline for submitting responses will be *11 October 2021, 17:00*. Responses to requests for clarification by one bidder must be shared with all bidders in BCC mode of email or the response to be uploaded in the website.

Annex 1: Financial Offer template – LOT 1: Video maker service

The financial offer should be provided as per following table:

#	Materials	Unit	Price per unit *
1	Video recording	Min	
2	Video editing	Min	
3	Video subtitles	Min	
4	Video animation	Min	
5	Removing audio from videos	Min	
6	Voiceover on video	Min	

* Please indicate if VAT and/or other taxes are included or not

Name of Bidder: _____

Authorized signature: _____

Functional Title: _____

Email and telephone number: _____

Date: _____

For companies: Duly authorized to sign the for and on behalf of _____

[Company Name]

Company seal

Annex 2: Financial Offer template – LOT 2: Graphic designer service

#	Materials	Unit	Price per unit *
1	Publication	Page	
2	English version of the publication	Page	
3	Brochures	Page	
4	Leaflets	Page	
5	Infographics for social media	Page	
6	Posters	Page	

* Please indicate if VAT and/or other taxes are included or not

Name of Bidder: _____

Authorized signature: _____

Functional Title: _____

Email and telephone number: _____

Date: _____

For companies: Duly authorized to sign the for and on behalf of _____

[Company Name]

Company seal

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Questions and Answers for Bidders

The following questions have been received from applicants indicating an intent to bid on Award by Invitation: Video maker and graphic designer service. Through this web page, these questions and the S4J project answers are made available to all bidders.

Question 1

Will travel expenses (transport, accommodation, food) be covered by the project or should we include them in the financial part?

Answer 1

Please provide your provisions in km and/or other units as you may deem.

Question 2

Is there any quality standard that should be followed for the materials? (The quality reference indicates the price directly. This way, we can decide how many cameras, microphones, lights are there needed?)

Answer 2

“Quality standard” should be seen in the context of our needs, we produce promotional videos and short documentaries for our partners, that will require on location shooting and interviews where the interviewer my or may not be part of the video. Pls feel free to provide us with different option in production.

Question 3

Can we add other rows on the financial table for services that can include different alternatives (Ex. Animation)?

Answer 3

Yes, you can add other rows as per your needs.

Question 4

Is there any specific animation style you are requiring? Is it 2D or 3D? Or maybe just Motion Graphics?

Answer 4

Animations will be 2d and Motions graphics. 3d is an advantage.

Question 5

How is the payment part going to work? Is it a monthly payment? Is it done every six months? Or all of it at the end of the project?

Answer 5

The payment will be proceed in several instalments, as they will be discussed and decided before contracting.

Question 6

Does *PAGE* in the graphic design lot stand for one or two sides of a paper sheet?

Answer 6

“Page” stands for one side.

Question 7

Do you require a specific CV format?

Answer 7

No, you can prepare in your preferred format.

Question 8

In the financial offer: The proposal should contain a daily rate fee in ALL. Is this daily fee going to be written separately from the tables?

Answer 8

There is no Daily rate in this case. Please refer only to the financial template provided in Annexes of the call.

Question 9

The application is required to give the price of filming per minute but I do not know the exact number of cameras that will film, e.g. podcasts will be filmed with one or two cameras. Do I have to specify the price per number of cameras per minute?

Answer 9

Filming will be done with 1 camera.-

Question 10

Are the animations required 2D or 3D? Ex. logo and text animation, or 3-dimensional object animation?

Answer 10

The animations we use are usually 2D.

Question 11

Will the text to be written be ready, edited and translated by someone or do I have to do the whitening and translation of the conversation?

Answer 11

The text will be ready, prepared by the script.
