

## TERMS OF REFERENCE: PRODUCTION OF A VIDEO

<b>Title:</b>	<b>Video Production House/Video Production Team</b>
<b>Starting Date:</b>	15 September 2016 (indicative)
<b>Reporting to:</b>	NALAS
<b>Duration:</b>	<b>September - December 2016</b>
<b>Application Deadline:</b>	5 September 2016

### I BACKGROUND

#### Purpose

The purpose of the consultancy is to assist in the implementation of the SEE 2020 – Jobs and Prosperity in European perspective (hereinafter: “SEE 2020” or “Strategy”), particularly in the area of Effective public services under the Governance for Growth pillar of the Strategy. The main expected output is production of a video for the process of development of South Eastern Europe Decentralisation Observatory as described in the Chapter II of these Terms of Reference.

#### Background Information

The Regional Cooperation Council (RCC) Secretariat, working upon the request of the countries of the Southeast Europe Cooperation Process (SEEC) as well as the European Commission (EC), coordinated the development of a regional growth strategy titled “SEE 2020 – Jobs and Prosperity in European Perspective”. The main goal of the Strategy is to help boost competitiveness and job creation, and to underscore the European perspective of the region’s future. The success of the SEE 2020 depends on achieving high and sustained economic growth as well as making progress in catching up with the EU. In this respect, by 2020 the region plans on achieving 11 ambitious headline targets in the five main growth pillars of the Strategy – integrated, smart, sustainable and inclusive growth, underpinned by good governance. The target guiding the activities under the Governance for Growth pillar envisions increasing government effectiveness by 20% by 2020, as measured by the World Bank Institute’s governance indicators.

NALAS ([www.nalas.eu](http://www.nalas.eu)) was established in 2001 under the auspices of the Stability Pact and the Council of Europe. Today, it represents 15 national or regional local government associations who represent more than 8000 local governments directly elected by around 80 million people. NALAS builds partnerships in order to contribute to the reconciliation and stabilisation process in the region and henceforth contributes to the process of the European integration of the whole region, as well as regional development. NALAS has been undertaking regional monitoring of various aspects of decentralisation and public service delivery at local level across relevant international and regional standards and the European Charter for Local Self-Governments and the findings have been discussed at many regional conferences, consultations, communications, etc. The idea of the Decentralisation Observatory is a follow up of those discussions, and expressed will of the network members to have a systematised, holistic and bottom up approach in monitoring the trends and design of policy agenda in accordance with evidence-based findings. There is a need to improve the application of the Subsidiary Principle in delivery of public services in SEE, in compliance with the standards stated in the European Charter of Local Self-Government. This becomes essential while monitoring the progress in adapting the national legal system to EU acquis and introducing relevant measures for improvement of investment climate through changes in the national regulatory frameworks that, far from passive adoption, require policy choices tailored to each country’s economy. It will enable conditions for informed decision-making towards establishing a RDO in SEE. By addressing this need, the stakeholders from the SEE region will in overall move towards a better evidence-based decision environment and their mutual

interaction ties will strengthen which will set the priorities and will indicate major actions towards establishing regional for South Eastern Europe knowledge facility that provides relevant, regular and reliable data on decentralisation. NALAS project will result in a feasibility study Concept and Methodology for Establishing South Eastern Europe Decentralisation Observatory that will provide vision for enhancing the design and coordination of activities under the SEE2020 pillar Governance for Growth Dimension Effective Public Services and indicate new and innovative ways for steering policy cycle at regional, national and local level of governance. The Concept and Methodology will identify the extent and scope, as well as methodology for establishing the SEE RDO in complex multi-stakeholder multi-layer governance environment. The Concept and Methodology will also identify and present a number of possible strategic and operational solutions for establishment of the Regional Decentralisation Observatory.

## II DESCRIPTION OF RESPONSIBILITIES

### Objectives and scope of the assignment

The main objective of the assignment is to produce a video article which in a clear visual and audio methods would explain the idea of the SEE Decentralisation Observatory, the pros and cons for establishing the Observatory and how each group of stakeholders would be involved and affected by its establishment.

### Deliverables

- Scenario for a 5 minutes video
- Video

Both deliverables should reflect NALAS' mission and objectives, as well as the idea of the SEE2020 Strategy. The video should include statements from all relevant stakeholders involved in the process of development of the Concept and Methodology for South Eastern Europe Decentralisation Observatory.

### Timeframe

The engagement starts on the date of signing the contract on NALAS part and must end not later than 31 December 2016.

## III COMPETENCIES

<b>Education:</b>	<ul style="list-style-type: none"> <li>▪ University or advanced degree in journalism, communication studies, video/film production, drama arts, social sciences</li> </ul>
<b>Experience:</b>	<p>Qualifications Required</p> <ul style="list-style-type: none"> <li>▪ Proven record of production of documentary or promotional video products;</li> <li>▪ Minimum of 10 years of relevant experience;</li> <li>▪ Demonstrable writing skills;</li> <li>▪ Knowledge and understanding of the local government context and the process of decentralisation;</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Experience in working with the civil society sector and the international community;</li> <li>▪ Regional (SEE) experience is an asset;</li> <li>▪ Proven communication and presentation skills and ability to work in an environment requiring liaison and collaboration with multiple actors including government representatives, businesses, international organizations, civil society institutions and other stakeholders.</li> </ul>
<b>Language requirements:</b>	<ul style="list-style-type: none"> <li>▪ Fluency in English, as the official language of NALAS and language for exchange within this assignment;</li> </ul>

#### Core competencies

- Demonstrates professional competence to meet responsibilities and post requirements and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- Results-Orientation: produces quality results to meet established goals, contributes to innovative and practical solutions related to the assignment;
- Communication: Excellent communication skills, including the ability to convey complex concepts and recommendations in a clear and persuasive style tailored to match different audiences;
- Team work: Ability to interact, establish and maintain effective working relations with a culturally diverse team; and
- Client orientation: Ability to establish and maintain productive partnerships with regional and national partners and stakeholders and pro-activeness in identifying the needs of beneficiaries and partners, as well as matching them to appropriate solutions.

#### Core values

- Demonstrates integrity and fairness by modelling NALAS values and ethical standards;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

#### IV APPLICATION INFORMATION

**Applicants (companies or individuals) are required to submit an application to [garthley@nalas.eu](mailto:garthley@nalas.eu) no later than 5 September 2016 that includes:**

- Detailed CV(s) of the professional or the team that will take the assignment, including relevant education, knowledge and experience
- List and description of three similar assignments
- Three references (with contact details) of clients for similar assignments
- A brief (maximum 1 page) concept for the content and scenario of the video
- Financial offer.