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## TERMS OF REFERENCE

**Short Term video-designexpert in the framework of the preparation of two videos on awareness raising and informative targeted for public at large with regard to the concept of production and usage of Alternative Fuels from Urban Waste.**

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Contract-no: 81257332  
Project processing number: 12.1003.8-024.39  
Project name/country: Waste to Energy in Western Balkans Cement Industry, Albania

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**Employer:** **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH**  
  
Dag-Hammarskjöld-Weg 1 - 5 65760 Eschborn Federal Republic of Germany

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**Contractor :** **Co-PLAN Institute for Habitat Development**  
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**Contract duration** From: Nov. 25<sup>th</sup>, 2022 To: Dec. 12<sup>th</sup>, 2022

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**Application deadline** November 25<sup>th</sup>, 2022

*The project "Waste to Energy for Western Balkans Cement Industry" is funded by the Federal Ministry of Economic Cooperation and Development of Germany (BMZ) and the companies Titan Antea Cement (Albania), Titan Cementarnica Usje (North Macedonia) and Titan Cementara Kosjeric (Serbia), within the develoPPP.de programme.*

*Implementing partners of the project are Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and private cement factories (Antea Cement, Cementarnica Usje and Cementara Kosjeric), in cooperation with the Co-PLAN Institute for Habitat Development, Albanian Manufacture Union (AMU), Regional Environment Center North Macedonia (REC) and Regional Development Agency Zlatibor (RDA).*

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## **1. Project Description and objectives**

The main objective of the project “Waste to Energy for Western Balkans Cement Industry” is to set the preconditions for the use of household waste, industrial waste and waste tyres for the cement production in three countries of the Western Balkan: Albania, North Macedonia and Serbia in the local cement industry.

This overall objective is defined by the following benchmarks:

- Market research on the quantity and quality of municipal waste and potential for production of RDF/SRF (Evaluating the potential of production and use of RDF/SRF in the cement industry);
- Improving framework conditions for co-processing of waste as alternative fuel on local and national level;
- Raise awareness among the public on benefits of waste as alternative fuel;
- Analysis on establishing and utilizing the collection network for different waste streams.

In order to achieve this objective, among other activities are foreseen the preparation of feasibility studies for co-processing of waste as alternative fuel and as part of this process analyzing the needs for local infrastructure for co-processing of municipal waste.

## **2. Scope of the assignment**

The objective of this assignment is to design and produce a total of 2 videos that are informative for public at large with regard to waste management processes and alternative fuel production and usage in Western Balkans.

As such this assignment will specifically contribute to one of the main activities of the project, awareness raising for the recovery of urban waste among public at large and stakeholders in Albania, Serbia and North Macedonia.

## **3. Requested services**

The expert will work and coordinate closely with the project team, mainly with the project manager and will contribute to the following activities:

- 1) Conceptualize authentic visual information on Waste to Energy processes
- 2) Design and produce 2D graphical video explaining Waste Management process
  - Video lengthen 120-160 seconds
  - Video with dynamic animations, narrative and subtitles
- 3) Design a 2D graphical video explaining Alternative Fuel production and its usage;
  - Video lengthen 120-160 seconds
  - Video with dynamic animations, narrative and subtitles
- 4) Support the finalization of videos with direct input from Project Team on awareness raising for co-processing of municipal waste
- 5) Videos to be formatted for usage on Social Media (Facebook, Instagram, Linked-in)
- 6) Both videos will be on English Language with subtitles on Albanian, Macedonian and Serbian

#### **4. Required Outputs / Deliverables**

The required outputs as mentioned hereinafter shall be delivered in close cooperation and contribution of other experts in the team and will be reviewed by the project manager.

- 1) Preparation of the first video animation on Waste Management as per the details presented on article 3 with a total length of 120-150 seconds, all in English language  
**5 working days**
- 2) Preparation of the first video animation on Alternative Fuel as per the details presented on article 3 with a total length of 120-150 seconds, all in English language  
**5 working days**
- 3) Consultation of the draft products with project team to receive suggestions and comments  
**2 working days**

#### **5. Location and duration of the assignment**

The activities will be implemented in Albania, in Tirana and depending on the necessary information and specific requests, the consultant should anticipate possible intermediate consultation with project team.

Time input requested: **up to 12 working days, from 25 November to 12 December**

#### **6. Reporting**

The expert shall report to the Project Manager and coordinate with him the detailed timeline for the assignment. The expert will provide all the agreed deliverables/outputs in English, in electronic form.

#### **7. QUALIFICATION CRITERIA FOR THE CANDIDATES**

*Individual consultants will be evaluated based on the following methodology:*

The award of the contract shall be made to the individual consultant (technical expert) or consulting company whose offer will be evaluated based on technical criteria and submitted financial offer.

Technical Criteria for Evaluation

- A minimum University degree in Design, IT or any other university degree relevant to the assignment.
- A minimum of 5 (five) years of professional experience in the field relevant to the assignment;
- Extensive expertise and knowledge in video and related design products.
- Extensive expertise, knowledge, and experience in producing communication materials similar to video animations.
- Ability to facilitate consultative meetings with project team-members of WtE
- Excellent written and oral communication skills in English.

The Financial Offer should be provided in lump sum (brut).

The technical approach and methodology must initially cover all field of interest as provided on article number 3. The consultant is free to elaborate the document based on his/her judgment.

## 8. DOCUMENTATION REQUIRED FOR THE APPLICATION

Interested individual consultants or consulting companies must submit the following documents/information to demonstrate their qualifications:

- An Curriculum Vitae indicating with highlights relevant past experience from similar projects.
- Technical proposal i.e. Methodology on how they will approach and complete the assignment.
- Financial proposal, price expressed in EUR.

Applications should be submitted to the following email address:

[co-plan@co-plan.org](mailto:co-plan@co-plan.org) [rodion\\_gjoka@co-plan.org](mailto:rodion_gjoka@co-plan.org); and [ogerta\\_gjknuri@co-plan.org](mailto:ogerta_gjknuri@co-plan.org)

Incomplete proposals will not be considered.

## 9. EVALUATION OF THE PROPOSALS:

Co-PLAN shall enable it internal set of procedures and human resources to evaluate the proposals aiming to conduct an independent, objective and professional evaluation with regard to each proposal received within the deadline.

The evaluation shall consist on following 4 main steps:

- a. Opening and protocol of received documents
- b. Administrative control
- c. Full evaluation
- d. Interview and Contract Signature

Administrative criteria are to be assessed by the evaluation committee with a pass/fail principle. Herby the administrative criteria comprise the fulfilment of:

- Full set of documents (CV, Motivation Letter, Technical Proposal, Financial Offer)
- Language of the documents and submission within the deadline.
- Minimum required experience.
- Technical proposal.

Content related evaluation criteria are to be assessed by the evaluation committee with a scoring principle. Herby the content related criteria consist on the following:

No.	Criteria	Score
1	CV and Relevant Experience	40
2	Financial Offer	30
3	Technical Approach and Methodology	30
TOTAL:		100 points