

REPUBLIC OF KOSOVA

**MINISTRY OF ECONOMY, EMPLOYMENT, TRADE, INDUSTRY,
ENTREPRENEURSHIP AND STRATEGIC INVESTMENTS (MEETIESI)
KOSOVO ENERGY EFFICIENCY AGENCY (KEEA)
KOSOVO ENERGY EFFICIENCY & RENEWABLE ENERGY PROJECT (KEEREP)**

**REQUEST FOR EXPRESSIONS OF INTEREST FOR:
Production of a 3-minute video for the dissemination of the results
of KEEREP and support communication to promote energy
efficiency.**

Project no ID **P143055**

Ref. No. **KEEREP/2B4/2019**

DATE: APRIL 15, 2020

INTRODUCTION

The Republic of Kosovo has received the financing from the World Bank toward the cost of the Kosovo Energy Efficiency Agency (KEEA) and it intends to apply part of the proceeds to payments for Consulting Services. The consulting services include Production of a 3-minute video for the dissemination of the results of KEEREP and support communication to promote energy efficiency.

The Ministry of Economy, Employment, Trade, Industry, Entrepreneurship and Strategic Investments (MEETIESI), Kosovo Energy Efficiency Agency (KEEA), Kosovo Energy Efficiency Agency (KEEA), now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the services. Interested consultants must provide information indicating that they have the required qualifications and relevant experience to perform the services.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers, January 2011 (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

DESCRIPTION OF THE ASSIGNMENT

This assignment comes under Component Two, Subcomponent 2B of the Kosovo Energy Efficiency & Renewable Energy Project.

Under the project, the World Bank will provide financing through KEEA for implementation of the project.

The objective of the consultancy is to (i) design, produce, and disseminate a 3-minute video on the impacts of the energy efficiency renovations in public buildings under KEEREP; (ii) upgrade the KEEA web page and prepare content for the web page; and (iii) support preparation and distribution of press releases.

The 3-minute video will show the benefits and impact of the Project on the beneficiaries (e.g. hospital director, dormitory director, etc.), as well as on the lives of the end-user of the buildings (students, peoples, children, doctors, nurses, etc.) in an informative, innovative, lively and easily accessible manner.

ACTIVITIES TO BE UNDERTAKEN

(i) Design, produce, and disseminate a 3-minute video

- Prepare a proposal for the video, including its content and a work plan with a schedule including the visits to the target areas in Kosovo. The Project Implementation Unit (PIU) will approve this proposal before the consultant proceeds.

- Prepare a script, consistent with the proposal, which will be approved by the PIU.
- Film interviews on-site with key stakeholders involved in three to four examples as described in the next section. If possible, the PIU Coordinator would participate in the site visits. The PIU team will provide a list of names and will send a letter informing all the relevant parties about the video.
- Review the materials of the different building renovations, including existing pictures and videos that the PIU may have, to provide a summary overview of the overall scope and impacts of KEEREP. Interview (i) government officials from the Ministry of Economy, Employment, Trade, Industry, Entrepreneurship and Strategic Investments (MEETIESI), (ii) the PIU Coordinator, (iii) any other relevant stakeholders.
- Provide all services for post-production, animation and soundtrack.
- Produce a draft video, including the info-graphics and animations, with Albanian soundtrack (with subtitles in English), as well as a second version with English soundtracks and Albanian subtitles, satisfactory to the PIU. The translation should be checked and approved by the PIU before working on the soundtrack.
- Participate in meetings with the PIU to discuss and approve work plan, script, and draft video.
- Produce and deliver the final video, and disseminate the video through different communication channels including social media.

(ii) Upgrade the KEEA web page and prepare content

- Upgrade the existing KEEA web page re-functionalization of the KEEA website, setting up the activities of the KEEREP leader, reactivation of the EE calculator on household websites and training of an KEEA official for the maintenance of the KEEA website
- Prepare articles and educational/informational texts including figures and illustrations to promote KEEREP, Kosovo Energy Efficiency Fund, other energy efficiency initiatives in Kosovo, and energy efficiency in general as requested by KEEA, (up to 30 articles/texts)

(iii) Support preparation and distribution of press releases

- Support the preparation and the distribution of press releases (up to 5 press releases).

Interested Consultants should offer a team composed with the following expertise:

The Consultant should be a consulting firm with relevant project experience. The work should be undertaken by a consulting team consisting of experts who have following skills and credentials:

QUALIFICATIONS

The Consultant should

- Have its own resources to carry out the task and produce the video (cameras, audio-recording equipment, computers, software, etc.) as well as its own working space.
- Have proven experience working in different cities in Kosovo where the Project financed energy efficiency retrofits in public buildings and have the ability to travel to the selected sites to videotape the story.
- Be a firm with relevant project experience in producing PR or informational video clips. The work should be undertaken by a consulting team consisting of experts who have skills and credentials to perform the work.
- Have experience in setting up and administering web sites, including the required IT experience.
- Have experience in communication and PR such as producing articles and educational/informational texts including design of illustrations, and producing and distributing press releases.

THE EVALUATION AND SHORTLISTING CRITERIA ARE:

- (i) Firm's experience in communication and/or PR and producing informational/PR videos (50%);
- (ii) Firm's experience in setting up and administering web sites (30%); and
- (iii) Organization and availability of qualified staff with the firm (20%).

A consultant will be selected in accordance with the Consultants Qualification Selection (CQS) set out in the Consultant's Guidelines.

Interested consultants may obtain further information at the address below during office hours 09:00h to 16:00h (Monday to Friday).

Expressions of interest must be delivered by e-mail to the address below by **April 29, 2020 at 16:00** hours Kosovo time.

The Government of the Republic of Kosova
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