

# RADAR project

## TERMS OF REFERENCE

**Production of Promotion Video:**  
*Showcasing RADAR project's outputs*

## Table of Contents

<b>1. About RADAR</b> .....	<b>2</b>
<b>2. Purpose of the assignment</b> .....	<b>2</b>
<b>3. Methodology</b> .....	<b>2</b>
<b>4. Deliverable/Expected outputs</b> .....	<b>3</b>
<b>5. Work Settings</b> .....	<b>3</b>
5.1. Timing and duration of the assignment.....	3
5.2. Reporting relationship and identification of responsibility for assessment of services/outputs.....	3
5.3. Eligibility/Qualification of Consultants .....	4
5.4. Copyright and Intellectual Property Rights.....	4
5.5. Support provided .....	4
<b>6. Documents to Include in the Proposal</b> .....	<b>4</b>
<b>7. Budget</b> .....	<b>5</b>

## 1. About RADAR

Large parts of the Danube road network rate poorly for safety, particularly for vulnerable road-users, and death rates in many countries are higher than the EU average. Many countries lack professional capacity and approaches to the problem vary.

The project RADAR will implement learning and transnational cooperation activities to help the relevant organisations in the Danube area to identify risk on their road networks and help them reduce risk systematically by improving road infrastructure and roads' layout.

The project RADAR is tackling the differences in road infrastructure safety levels between western and eastern EU countries. It will contribute to improving knowledge and capacities of all involved stakeholder in the Danube region to successfully address the road infrastructure safety. RADAR project will facilitate transnational knowledge and best practice sharing processes and make ready-to-use tools for improvements available in all national languages to governments in participating countries.

With National Action Plans RADAR partnership will define clear steps for implementation and pilot actions will assist local authorities to prioritise high risk road sections. The development of implementation-ready Road Layout Concept Plans will identify specific needs at locations prior to crash countermeasure implementation.

The establishment of a transnational Road Safety Expert Group will bolster knowledge across the region and draw on input from beyond its borders towards a first region-wide Danube Infrastructure Road Safety Improvement Strategy.

RADAR is becoming instrumental in building regional capacity and strategic action plans for evidence-based smart road infrastructure investment in Eastern Europe.

## 2. Purpose of the assignment

The purpose of the assignment is to showcase RADAR project's work, successes, partnership and finally to showcase the main output – Danube Infrastructure Road Safety Improvement Strategy (DIRSIS) and present its development (Training courses, RSEG meetings, pilot actions). The assignment is to develop a HD promotion video with coordinated messages and development of the project brand design.

## 3. Methodology

Consultant or videographer selected for this assignment will perform the following indicative tasks:

- Develop the video concept based on the scenario which will be developed and delivered by RADAR project Communications Manager – Nina Petrič.
- Perform appropriate short interviews with the project partners (via video call), beneficiaries and stakeholders.
- Work on the designer products for this consultancy, including high resolution photographs and videos.

## 4. Deliverable/Expected outputs

The consultant will produce high-definition video and trailer video/teaser, which will be portraying the main thematic of the original video.

- Project Promotion Video
  - Video shooting and editing.
  - Narration, translation, and subtitles in English
  - Contributing to the script development
  - Full usage rights for music (or music for which copyright has been granted)
  - One fully produced clip One fully-produced clip of approximately 5 minutes in length in 1080p (HD) resolution aimed at sharing with national audience including government institutions, stakeholders, local communities as well as an international audience – if possible

The video must highlight purpose and goal of the RADAR project including interviews with local people, document the need to improve road infrastructure, importance of safer road infrastructure, showcase economic value of improved road infrastructure, interview with road safety experts working on the project. The video must showcase success stories and lessons learnt related to contributing to safer road infrastructure.

## 5. Work Settings

The work plan for the assignment will include three different aspects: Place, timing and duration of the assignment, briefing/debriefing arrangements, reporting relationships, work setting and reporting arrangements, support provided, deliverables and timeline.

### 5.1. *Timing and duration of the assignment*

This consultancy will entail up to 9 days of field work, and 7 days of editing and reporting, beginning upon the signature of contract with RADAR project's Communications Manager Nina Petrič. All travel and accommodation will be covered by the consultant.

**Timing:** June – July 2021

**Location:** The consultant will mainly shoot in Ljubljana, Slovenia.

### 5.2. *Reporting relationship and identification of responsibility for assessment of services/outputs*

The company will work in close consultation and under the supervision of the Project Communications Manager (Nina Petrič). They will follow up the design process answering questions related to the documents. The Communications Manager in close consultation with the Project Leaders (Olivera Rozi and Marko Ševrović) will assess the services and outputs of the firm.

### 5.3. Eligibility/Qualification of Consultants

The consultant(s) should have:

- The PCM (Nina Petrič) will provide HD photographs appropriate for brochure unless PCM exclusively expresses otherwise (if PCM does not own any HD or appropriate photographs, the designer should deliver/buy stock photos but only after consulting PCM).
- Outstanding videography skills.
- Excellent video editing skills.
- Previous experience in producing international quality documentaries.
- Ability to adhere to deadlines and flexibility.

### 5.4. Copyright and Intellectual Property Rights

In consideration of the fees paid, the Consultant expressly assigns to RADAR project any copyright arising from the works the consultant produces while executing this contract. The consultant may not use, reproduce, or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from the RADAR project team.

### 5.5. Support provided

The Project Communications Manager (Nina Petrič) will provide guidance on graphic work based on previous institutional branding guidelines and the following documents:

- Danube Transnational Programme Visual Identity Guidelines for Projects
- Danube Transnational Poster Templates
- DTP Project RADAR logo
- Jenna Sue font – slogan
- Montserrat family font – text

## 6. Documents to Include in the Proposal

If you have the required qualifications and are interested in this contract, please submit a financial proposal describing the previous work done in this area.

The lump-sum fee which you propose for the consultancy should indicate the breakdown of all costs. This fee should be inclusive of ALL considerations.

Please submit proposals to [nina.petric@amzs.si](mailto:nina.petric@amzs.si) with the subject line: RADAR project Promotion Video.

## 7. Budget

<b>Deliverable (following the details described in the section “Objectives of the Assignment”)</b>	<b>Activities</b>	<b>Budget in € (without VAT)</b>
<i>Project Promotional Video</i>	Showcasing project’s outputs	2,000
<i>Teaser for Promotional Video</i>		500
<b>SUM</b>		<b>2,800</b>

**Estimated 2,800 EUR (without VAT).**

The payments will be completed when promotion video is finalised and confirmed by the Project Communications Manager (Nina Petrič) and Project Leader/Manager (Olivera Rozi).