

TERMS OF REFERENCES

for

PRODUCTION OF A SHORT VIDEO MESSAGE AND A SHORT DOCUMENTARY VIDEO TO BE PUBLISHED ON GIRLS INTERNATIONAL DAY

Delivery Date of Assignment:

October 6, 2023

Organization	<i>Kosovar Gender Studies Center (KGSC)</i>
Objective 1	Producing a video with an empowering message.
Objective 2	Producing a short documentary on a famous young girl/woman model who has challenged gender and traditional stereotypes.

I. PROJECT

1. Information about the organisation

The mission of the Kosovar Gender Studies Center (KGSC) is to integrate gender-sensitive analysis, programs, and policies in all sectors of Kosovar society by increasing gender awareness and a focus on gender issues, developing gender studies and ensuring the inclusion of gender-sensitive policies through research, policy development, advocacy and lobbying.

Kosovar Gender Studies Center is the leading gender-focused organisation in Kosovo and the region. In almost 19 years of its existence, it has contributed to gender mainstreaming and achievement of gender equality in all spheres of life. The organisation operates in strict compliance with its vision, mission and objectives which are clearly defined in the strategic plan. The centre's strategic priorities are to:

- 1. To draft and ensure the inclusion of gender sensitive policies in all sectors of life;**
- 2. To increase awareness, knowledge, and understanding of gender issues in Kosova;**
- 3. To further develop gender studies in Kosova;**

2. Information about the project

The primary goal of the project "Engaging Children as Active citizens in Promoting Child Rights and Gender Perspective" is to address child rights from a gender perspective as well as strengthen capacities and widening of expertise of the organizations involved in the project so that they take up

to their watchdog and advocacy roles in the advancement of child rights in Kosovo. The outcomes of project are as following:

- Increasing quality in the work, activities and practices of organisations involved in the project, opening up to new actors, not naturally included within one sector;
- Building capacity of organisations to work transnationally and across sectors;
- Addressing common needs and priorities in the fields of child rights;
- Enabling transformation and change (at individual, organisational or sectoral level), leading to improvements and new approaches, in proportion to the context of each organisation.

3. Objective of the task

The objective of the task is to promote girl's empowerment and fulfilment of their human rights while also highlighting the challenges that girls in Kosovo face. The aim of the videos is to inspire and empower girls in Kosovo on International Girls Day also to celebrate the accomplishments and resilience of a young girl/woman who has broken down gender and traditional stereotypes, highlighting her impact on society and inspiring others to challenge similar stereotypes.

In terms of target audience, the campaign will particularly extend its reach to the general public specifically to children, children with disabilities, parents, and caregivers of children, as well as decision makers at central and local level; and local organisations, community representatives.

4. Key Deliverables

1. Speech video message production.
2. Short documentary production.
3. Communication plan

5. Qualification of the company

- Professional video production companies or qualified NGOs with experience in video production registered in Kosovo are eligible to apply.
- Applying companies or qualified NGOs must have at least 2 years of experience in the production of documentary/short films and/or production of other forms of films and/or TV production. Reference list of the most recently produced (short/documentary) films to be submitted alongside the application.
- Curriculum Vitae of the director, producer, and key personnel need to be submitted alongside the offer. The proposed team members must have minimum 2 (two) years of experience in the respective area of expertise.

- Samples of films which Offeror produced (for production verification) are required to be provided.

6. Timeframe

The product should be delivered at latest by 6th of October

Tentative timeframe for duties and responsibilities:

Note: Selected offer (s) can be asked to coordinate production/post-production in order to ensure consistency in production of short films – this will be initiated and coordinated by KGSC.

II. APPLICATION PROCEDURE

Applications should be submitted by including the documents listed below:

- CV
- Technical and Financial Offer
- Previous experience

Applications should be sent to the email address qksgj_kgsc@yahoo.com by writing in the subject of the email Application for Video production_Name of the company by 27.10.2023 at 16:00 hrs.