**Annex A**

**USAID Kosovo Compete Activity**

**Scope of Work**

**Promotion and Event Implementation
Support for the Prefabricated Buildings Subsector in Kosovo**

## Project Background

The USAID Kosovo Compete Activity (hereinafter “USAID Compete Activity,” “Compete,” or simply “Activity”) is funded by the United States Agency for International Development (USAID) and is implemented by DT Global as prime contractor, in consortia with Kosovo-based Recura Financials and US-based Canopy Lab, as subcontractors.

Compete is a five-year USAID activity (August 2020 – August 2025) whose main objective is to facilitate the private sector’s improved competitiveness in local, regional, and international markets. Compete’s implementation approach is based on “market systems development (MSD).” This approach is part of an evolved thinking within USAID to support private sector development through addressing systemic constraints that prevent market systems from being self-sustaining.

USAID Compete Activity seeks to empower and partner with companies, organizations, and relevant institutions through a *facilitative approach* that addresses systemic constraints. In a departure from direct firm interventions, the MSD approach seeks to support Kosovo to move toward self-sustaining private sector development by promoting resilient market systems.

USAID Compete Activity focuses on the following export-oriented sectors:

* Wood Processing, including the subsector of modular homes/prefabricated building producers.
* Information and Communications Technologies (ICT).
* Food Processing.

USAID Compete Activity’s work in all of its focus sectors is organized along five functional areas:

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| **Functional areas** | **Description**  |
| Market Access | Facilitate market links between local companies and regional/international markets. |
| Diversified Finance | Support diversification of available financial products for local exporters. |
| Business Sophistication | Facilitate improvement of in-company management systems, structures, and tools. |
| Skills Development | Support the improvement of provision of industry-relevant skills. |
| Supporting Business Environment  | Facilitate the improvement of capacities of relevant institutional actors, associations, and service providers to deliver improved services.  |

## Activity Background and Rationale

The demand for prefabricated buildings is increasing in global markets because of the efficiency of this product in terms of saving electricity, money, and time. As a result, several local companies specializing in construction have started capital investments as well as the production of buildings eyeing international markets. However, the connections of local companies with international companies have mainly occurred through individual contacts, participation in fairs and conferences, as well as through formal and informal networks. The process of recruiting new clients by local companies is a complex process, takes significant time, and is often conditioned by limited local supply capacities and workforce-related challenges, to name a few. On the other hand, the local market, including the public sector, provides limited information and there are no promotional activities on the services, products, and the potential of the prefabricated buildings subsector in Kosovo.

Taken as a whole, local prefabricated buildings subsector companies are losing potential markets and clients and therefore foregoing growth opportunities. To improve the coordination of subsector actors and increase the promotion of local services and products, USAID Compete Activity is facilitating activities related to subsector promotional and communication activities.

Specifically, USAID Compete Activity requires services for the promotion of the subsector, including the development of a promotional video involving and presenting the main subsector actors; and the organization and implementation of an event to raise awareness and promote the subsector.

The promotional video is meant to showcase the prefabricated buildings subsector ecosystem, suppliers of modular homes components (i.e. producers of windows, doors, staircases, kitchens, etc.), services, products, associations and foundations, business clubs, incubators and accelerators, training and education providers, investors, etc. It is envisaged to get the attention of public and private decision-makers, international buyers, investors, the media and other important local as well as international partners and stakeholders.

## Therefore, for the activities detailed in section 4 below, the engagement of a service provider with adequate knowledge and skills is required. The selected service provider will prepare and develop a promotional video, and deliver a promotion event for the subsector, which entails various printed and digital materials with creative design.

## Scope of Work: Broad Outlines

In support of this effort, USAID Compete Activity is seeking a service provider to develop a promotional video that will showcase the capacities and success stories of prefabricated buildings producers in Kosovo. The video will be premiered during an event which is planned to be organized to promote the subsector. The idea behind video promotion is to expand awareness about the Kosovo prefabricated buildings subsector, and support the growth of the subsector by emphasizing its pull-in effect of varied supplier base which can induce significant indirect effects, including building a brand and marketing presence for the subsector in key international markets. The video will be aired and promoted at the planned event that the service provider will take a lead role to organize and deliver. The event is planned to showcase the capacities of the subsector, its potential for exports, and its impact in the development of Kosovo’s economy. As part of this effort, creative concept and branding for the event will be developed which will be also used in the video.

## Tasks of the Bidder/Contractor

The bidder/service provider (company or consortium) will be required to provide the following services: Promotion and Event Implementation – Support for Prefabricated Buildings Subsector in Kosovo. The services will be contracted by USAID Compete Activity.

The main tasks include:

1. Task 1: Production of creative concept and branding for event to promote the Prefabricated Buildings subsector and its adoption into various advertising tools (online and printed).
2. Task 2: Production of a promotional video for the subsector, in line with the creative concept and theme.
3. Task 3: Production of branded promotional materials such as tote bags, pens, notebooks, flyer, roll-up banner, and related materials for the event.
4. Task 4: Plan and execute the subsector promotional event, including all the relevant logistics.

## Deliverables (Based on the Above-Referenced Tasks)

The selected bidder/contractor will deliver the following documents/results:

1. Task 1
* Production of brand concept (conceptualization), design and message, for the promotion of the subsector event.
* Adoption of branding concept for use in various advertising tools (online and printed).
1. Task 2
* Production of an informational video documentary, that highlights the main actors of the subsector in Kosovo, prefabricated buildings made in Kosovo, and promotes the subsector as a major kosovo exporter.
	+ The video should be in line with the event branding concept.
	+ The video should be around (3) minutes in length.
	+ The provision of the storyboard/scenario is mandatory.
	+ The video will include interviews with key actors of the sector (selection of companies and interviewees to be featured will be made by USAID Compete)
	+ The producers will deliver the video in formats suitable for social media (Facebook, Instagram, TikTok, etc.)
	+ The producers will create three (3) shorter (60 second) versions from the same video clip to be used in suitable social media platforms.
	+ The video will be produced in Albanian, with subtitles in English, German, French and Serbian languages (seperately) in both SRT files and embedded subtitle format.
	+ The producers will deliver the video in an easy to access format.
	+ The property rights of the videos will belong to the USAID Kosovo Compete Activity
1. Task 3
* Production of branded materials (tote bags, pens, notebooks, flyer, agenda, and related (bidder may propose other suitable materials), as per the created concept to be adopted for promotional campaign tools, to be used during event and other related purposes.
1. Task 4
* Plan and execute event to promote the subsector, including but not limited to;
	+ Propose and finalize, based on USAID Compete Activity feedback, an overall concept regarding the event including branding concept for the venue
	+ Propose a concept for designing an innovative stage for sessions and other parts of the event in coordination with USAID Compete Activity
	+ Provide an event moderator
	+ Develop and execute event promotion efforts and relevant materials, both hard copy and electronic
	+ Premier the airing of the promotional video at the event
	+ Install and manage all event equipment, including LED display screen
	+ Provide translation and sound services (English, Albanian and Serbian language)
	+ Provide a photographer to take photos during the entire event. All photos to be submitted to USAID Compete after the event.
	+ Provide a videographer to record event and produce a video summary of the event (max 2 minutes). All video recordings must be submitted to USAID Compete after completion of video.
	+ Handle all logistical aspects of the event, including registration of praticipants, ensure smooth running of event etc.

Proposal for creative design must be included with the submitted offer.

## Firm Qualifications

The bidder/service provider should be an entity with relevant experience in producing creative content, PR, and informational video clips. The entity should also demonstrate its capacity to organize and deliver a high-quality event that involves all the necessary logistics and related. The work should be undertaken by a team consisting of experts who have required and demonstrable skills and credentials to execute the planned activities.

The bidder must have successfully implemented at least 3 similar contracts in in the past. Prior experience supporting clients from the private sector would be advantageous.

The bidder should have its own resources to carry out the specified tasks (including camera, video, etc.), as well as its own working space.

The bidder will need to travel to the selected locations to produce the video and take professional pictures. The total contract price would include all direct and indirect costs and other necessary expenses, including travel and subsistence.

Bidders may associate with other firms in the form of consortium to enhance their qualifications.

The selected company is obliged to appoint a Project Manager (PM). The PM, in close cooperation with the responsible persons at USAID Compete, will be responsible for coordinating and executing the terms of this contract. The PM will be responsible for the overall management of this contract, including team management and support, coordination between parties involved and will act as the main point of contact for communications and reporting. The PM will ensure that all resources required are available for the high-quality production of the contracted services/products and activities.

## Supervision and reporting

The service provider will be supervised by Compete’s Strategic Communications Manager and Modular Homes Subsector Lead. The service provider will be required to provide period activity progress reporting, as needed and instructed by the Compete team.