

Programme: Private Sector Development and Technical Vocational Education and Training Programme South Caucasus (PSDTVET SC)
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Activity: Development of promotional videos on VET professions as well as animated videos about the new intuitional set-up in VET in Georgia

1. Brief information about the programme

The Private Sector Development and Technical Vocational Education and Training South Caucasus (PSD TVET SC) Programme is implemented by the responsible Ministries of Georgia, Azerbaijan and Armenia with the support of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, acting on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The programme is co-financed by the European Union. The current programme phase is scheduled from April 2017 to April 2023.

The programme aims at improving the conditions for sustainable economic development in selected sectors relevant for employment by following three main objectives: (1) The private sector further advances through increased competitiveness and newly developed inclusive business models in sectors relevant for employment. (2) The vocational education system is modernized with a major focus on establishing close cooperation with the private sector. (3) Collaboration and networking among the implementing partners in the South Caucasus region are fostered.

In Georgia, a particular focus is put on introducing of dual-oriented VET which is a specific form of TVET that is particularly responsive to the job market and is jointly designed by the state, the business sector and civil society. One of the basic principles of dual-oriented VET is the learning of theory and practice in two learning locations, mostly a company and a vocational school. To achieve such dual cooperation modality in the training provision, the business sector is systematically involved in planning, control, implementation, and quality assurance of dual TVET measures.

A dual VET system produces a highly-skilled, flexible, mobile, and innovative workforce capable of mastering current and future challenges instead of focusing on skills alone they cover broad areas of expertise. They not only address short-term demand for the qualifications needed by specific enterprises in a certain sector but also empower small enterprises and the economy as a whole to deal with future challenges. The key success factors of or the Dual VET are learning alternation, the role of the private sector, social recognition of standards, joint financing, qualification of TVET personnel, and broad objectives.

In Georgia, GIZ supported the Ministry of Education and Science (MoES) in the development of 17 dual vocational training programmes in the sectors of wine, tourism, ICT, transport and logistics and construction. Currently, 76 companies and several Business Membership Organisations (BMOs) are involved in training programmes.

Other programmes in the ICT, transport and logistics and construction sectors are being currently developed. In addition to the Dual VET programmes mentioned above, MoES, together with GIZ, supported the development of the TVET Master programme at 3 universities in the country. One of the programs, the Master program on *Vocational Education and Human Resources Development* of the Batumi Shota Rustaveli State University is already being implemented as of October 2021.

2. Context and current situation in the field of assignment

The implementation of the dual programmes is in the initial implementation phase in Georgia. There are different new dual VET programmes in development in line with the results of the sectoral skills needs assessments in various sectors conducted by the respective sectorial associations.

The assessments showed that private sector is desperately seeking for qualified labour force. Most of the surveyed companies name the lack of qualified staff as one of the main challenges. On the other hand, research shows, that, in general, vocational education and majority of Vocational professions are still not well regarded by Georgian youth and parents. The evidence given for this is the total number of registered VET students 6% of the eligible age group and 3% of upper secondary pupils participate in VET. Even fewer people choose programs in construction and logistics and transport. To cite an example, according to the EMIS data, in 2020, among the 10 most popular occupations chosen by applicants was only electrician from the construction sector. In previous years, in cooperation with the Ministry of Education and Science, PSD TVET implemented various PR activities aiming at promoting the general idea of vocational education. This experience has shown that it is more efficient to focus on concrete professions and promote them among selected target groups, using targeted communication channels. This approach is also in line with the strategy of the Ministry of Education and Science, which in recent times often emphasizes the importance of increasing the number of students in VET, (especially, youth) through targeted approach of promotion of concrete professions and sectors.

3. Conditions of the assignment

3.1. Objective and tasks

Objective 1:

Promotional films on professions in logistics (2), construction (1), wine (1) and ICT (1) sectors (with the focus of youth) as are developed.

Objective 2:

Three informational animated videos on the new institutional set-up of VET governance in Georgia are developed.

In close coordination with the GIZ, the service provider is expected to perform the following **tasks and services to achieve the above-mentioned objectives:**

- 1. In cooperation with PSD TVET, elaboration a detailed work plan for the both objectives incl. timeline as well as all necessary information to be provided by the PSD TVET.**

Deliverable: Work plan incl. timeline

- 2. Preparation of scripts for in total seven promotional films:**

- Organize meetings with the key stakeholders to elaborate ideas regarding the format and the content of the film;
- Prepare of the draft scripts;
- Discuss the script with key stakeholders¹ and GIZ representatives and agree on the final version.

Deliverable: Scripts for the films (one for each).

- 3. Production of the promotional films:**

- In cooperation with the GIZ and respective stakeholders, selection of relevant key participants of the videos;
- Management of the overall processes related to filmmaking (selecting locations, organizing the environment for filming, mobilize participants);
- Filming and editing (sound design, sound mix, color grading);
- Discuss the draft version with GIZ and other key stakeholders, make revisions and adjustments for the final version, if needed;
- Development of the final versions of films

Deliverable: Final version of seven promotional films in HD 1080p as well as the clean versions for the archival purposes.

- 4. Development of three animated videos on new institutional set-up of VET Governance**

- Review of the texts for three animated videos provided by PSD TVET, agreement on all necessary details and development of concept of videos;

¹ Please refer to the chapter 3.2 for detailed information on stakeholders and coordination.

- Development of first versions of videos;
- Finalization of videos in line with the feedback from GIZ and other stakeholders.

Deliverable: Final three animated videos

Tasks	Deliverables	Timeline	Location
1. Elaboration a detailed work plan for the overall assignment/ both objectives incl. timeline as well as all necessary information needed from PSD TVET	Work plan incl. timeline	December 2021	Tbilisi
2. Preparatory work for three animated videos based on the texts provided by Skills Agency and PSD TVET for each video separately.	Final concepts for each of the videos based on the texts provided by Skills Agency and PSD TVET	January 2022	Tbilisi
3. Development of three animated videos	Three animated videos	March 2022	Tbilisi
4. Development of scripts for the seven promotional films	Seven scripts for promotional videos	April 2022	Tbilisi
5. Production of seven promotional films	Seven promotional films.	May - November 2022	Tbilisi and Telavi/ Kutaisi (<i>in case of only one film</i>)

3.1 Technical specifications for promotional films and animated videos

3.1.1 Promotional films

In total, seven promotional films should be developed, duration of each should be up to 3 minutes. Technical specifications and requirements for production of promotional films and for the film quality are as follows:

- ✓ **Shooting format:**
 - Video: UHD 4K, 25 FPS (minimum 100 Mbps is preferred);
 - Audio: 48 kHz/24bit (multichannel recording is preferred).
- ✓ **Access to the anticipated production equipment:**
 - UHD 4K Camera (with at least 24mm to 70mm lens range);

Camera tripod; Camera stabilizer; Camera slider;
Multichannel external HD audio recorder;
Shotgun microphone with boom pole, windshield and shock mount system;
Wireless lavalier microphone system (with at least two microphones);
Lighting (according to creative needs);
4K camera drone;
Professional post-production software.

- ✓ **Deliverable AV format:** Full HD 1080p (1920x1080), 25 FPS, ProRes 422 or DNxHD HQ along with high-quality H264 file and with high quality (48000 Hz, 16 bit) audio. The package for each finished video must also include a copy of a clean version (without graphics, subtitles and titles) in ProRes or DNxHD, accompanied with lossless audio on separate channels for dialogues (CH 1-L), music and sound effects (CH 2-R). The music must be licensed accordingly, based on the project's needs. The films should be delivered in medium and high quality for usage on different platforms. They shall comply with TV and all digital/internet broadcasting standards (to broadcast through social media channels and internet television channels).

3.1.2 Animated videos

Technical specifications and requirements for development of animated videos are as follows:

- ✓ Animated videos in 2D with professional voice-over, visually illustrated with motion graphics; incorporating elements of infographics and kinetic typography.
- ✓ The animated videos are expected to be made with professional software.
- ✓ Deliverable AV format: 2D, Full HD 1080p (1920x1080), 25 FPS, ProRes 422 or DNxHD HQ along with high-quality H264 file and with high quality (48000 Hz, 16 bit) audio.
- ✓ The package for each finished video must also include a copy of a clean version (without subtitles and titles) in ProRes or DNxHD accompanied with the lossless audio on separate channels for the voice-over (CH 1-L), music and sound effects (CH 2-R). The music must be licensed accordingly, based on the project's needs.

The service provider shall provide full, unconditional rights for usage of films including their music (covering the use via different communication platforms and social media).

The service provider shall comply with the new EU General Data Protection Regulation (GDPR). The service provider shall obtain the written and explicit consent of all persons who are filmed during the film production, whose footage is to be used without restrictions for the purposes of the commissioning GIZ in the future. GIZ will distribute a template for consent seeking.

Promotional films shall be developed following GIZ corporate guidelines (to be provided by GIZ).

3.2 Special conditions

The service provider is responsible for coordination of participants/characters of films, choosing locations as well as overall filming process in close cooperation with PSD TVET and other key stakeholders.

3.3 Stakeholders involved, coordination and communication

The project is supported by the Vocational Skills Agency which is the beneficiary and the working level partners of this undertaking.

Regarding development of animated videos, the Vocational Skills Agency will be the main working level partner.

In the above-mentioned sectors, the sectoral associations will be the working level partners in case of production of the promotional films. The sectoral associations will be coordinated by the PSD TVET representatives.

The service provider responds to and coordinates with the PSD TVET programme experts as well as the Country Component Manager Georgia. The coordination meetings are to be held every three weeks to discuss implemented activities and the next steps.

4. Requested company profile

To achieve the above-mentioned objectives, the service provider should have:

- Proven relevant working experience in this field;
- A director with at least of 5 years of relevant working experience, preferably in documentary filmmaking, particularly in production of documentary films in the field of VET, social inclusion etc.); In addition to this, with proven experience in scriptwriting and awards in film-making;
- A specialist for production of animated videos with at least of 2 relevant working experience;
- Working experience with international organizations will be an asset;

5. Specification for input of technical and financial offers:

The **technical offer** should include a list of **relevant** projects that the service provider has carried out in the recent 5 years. (Either films/videos or links to films/videos should be provided.) Bidders may attach any additional relevant information to the offer.

The **financial offer** shall clearly state:

- The budget should separately indicate the prices of both - promotional films and animated videos as well as all costs to be charged to the programme for implementation of this assignment. The transportation and accommodation costs, only for one promotional film - to be shot in Telavi or Kutaisi - should be taken into consideration while elaborating the budget of the assignment.