

Terms of Reference

Project presentation tools – video clip of project CSOs as equal partners in monitoring public finance

1. Project background

Although CSOs in the Western Balkans already have been implementing some of the activities of monitoring of public finance and financial institutions, these activities have not been systematically conducted. Moreover, within the region the influence of CSOs in policy and decision making on public finance is poor. Therefore, CSOs recognized the growing need for systematic monitoring of public finance and financial institutions. The existing know-how in the region can be upgraded through know-how sharing and transfer among the partners and other CSO networks. In targeted countries the understanding of public finance among the wider public is rather low, hence public financing needs to be brought closer to citizens.

Key project activities are research and monitoring, advocacy, capacity building and transfer of knowledge/practices and networking in the field of the 4 specific topics:

- public debt,
- public-private partnerships,
- tax equity and
- infrastructure projects.

2. Objective, scope and requirements of the video

The purpose of the video is to introduce the action to wider audiences. The video clip should be produced in such a way that it will be possible to use it for dissemination electronically, but also on TV and radio. The purpose of the clip will be to give a short, yet comprehensive (visual) presentation of the action, which the partners can use in variety of ways (e.g. running it on screens during attended events). It is estimated about 5000 people will see the video.

Size of final product

The deliverable consists of a:

- Video clip, length 5 minutes, in English and local languages

Target audience:

Citizens, public authorities, BMPF project coalition partners, European Commission.



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3. Submission of Proposals

Proposals must include the following:

- Document with a working proposal;

Total effort and proposed consultancy fees is 2.000 EUR.

The proposal should be sent to emina.hasanagic@wings-of-hope.ba. The call will be opened 10 days.

4. Timeline for the video clip to be completed and presented:

The video shall be finalized and ready for airing before April 2017.

Additional information about the project can be found on
http://wings-of-hope.ba/?page_id=377&lang=BA

