



## TERMS OF REFERENCE: PRODUCTION OF A VIDEO

**Title:** Video Production House/Video Production Team  
**Reporting to:** NALAS  
**Duration:** July-August 2018  
**Application Deadline:** 20 July 2018

### I BACKGROUND

#### Purpose

The purpose of the consultancy is to assist in the implementation of the H2020 project EmBuild with content energy efficiency and renovation in public buildings. The main expected output is production of a video for the process of development of dissemination product as described in the Chapter II of these Terms of Reference.

#### Background Information

EmBuild - Empower public authorities to establish a long-term strategy for mobilizing investment in the energy efficient renovation of the building stock - is a project financed under the Horizon2020 Programme of the European Union and explores the modalities of investment in energy efficiency in public buildings with special emphasis on local level. Its main objective is to empower public authorities at local, regional and national level, to formulate renovation strategies for the building sector that foster deep renovation and facilitate the acceleration of the renovation rate. The project involves 10 partners, two of which are with regional or international mandate (NALAS and BPIE), and 8 national partners from 6 countries: EnEffect (Bulgaria), REGEA (Croatia), GIZ, eza!, Technical University of Munich (Germany), AE3R (Romania), University of Belgrade (Serbia) and KSSENA (Slovenia).

The project results will contribute to increase capacities at municipal level to formulate policies and measures to stimulate cost-effective deep renovations of buildings and to guide public investment decisions, inclusive of capital investment and facilitation of private sector involvement.

Investment in deep renovation in buildings will help reduce unnecessary energy consumption, will improve security of energy supply and will decrease greenhouse gas emissions at local level. The targets and indicators for energy efficiency in buildings prescribed by the EU directives will be hard to achieve without investment in renovation as buildings account for 40% of the energy consumption in the Union.

75% of existing buildings in the EU were erected in past periods when there were no or minimal energy-related building requirements, and as long-term assets are expected to remain useful for 50 or more years; 75-90% of the buildings existing today are expected to be still in use in 2050. With low demolition rates (0.1% per year), low renovation rates (1.2% per year) and transition to highly energy efficient newly-build (1% additions per year), it is imminent that investment in energy efficiency in buildings will concern measures for energy efficient renovation in the existing buildings stock in the EU.

Currently, the economic and environmental potential of renovating the European building stock is largely underexploited. Private investors hesitate for a myriad of reasons: the benefits of energy efficiency measures in buildings is not well articulated, is not advised as a priority, or is weak in evidence when presented to key stakeholders; there is lack of reliable/standardised data that can be used in

rationalising investment; there are no unified standards for the elements of energy efficiency investment process; key stakeholders such as public and private building owners are not familiar with appropriate data that will enable them to initiate action in direction of investing in energy efficiency; access to funding, including investments through public-private partnerships, is difficult and requires specialised expertise and time and human resources; available funding from the European Structural and Investment Funds or public financial institutional schemes are under-utilised or not utilised at all . Other obstacles to investment in energy efficiency in buildings may be the “split incentives” where the investment benefits go to the user of the building not its owner. It can be related to the buildings owned by the local governments when the municipality invests in energy saving measures and the budget transfers decrease proportionally with the savings expressed in financial means.

## II DESCRIPTION OF RESPONSIBILITIES

### Objectives and scope of the assignment

The main objective of the assignment is to produce a video article which in a clear visual and audio methods would explain the idea of the EmBuild, and the outcomes of the project.

### Deliverables

- Scenario for a 5 minutes video
- Video

Both deliverables should reflect EmBuild content and objectives. The video should use the filming visual materials from EmBuild roundtables and Closing conference, and the main end product – the EmBuild Navigator.

### Timeframe

The engagement starts on the date of signing the contract on NALAS part and must end not later than 31 August 2018.

## III COMPETENCIES

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|--------------------|---|
| <b>Education:</b>  | <ul style="list-style-type: none"> <li>▪ University or advanced degree in journalism, communication studies, video/film production, drama arts, social sciences</li> </ul>  |
| <b>Experience:</b> | <p>Qualifications Required</p> <ul style="list-style-type: none"> <li>▪ Proven record of production of documentary or promotional video products;</li> <li>▪ Minimum of 10 years of relevant experience;</li> <li>▪ Demonstrable writing skills;</li> <li>▪ Knowledge and understanding of local government investment for energy efficiency in public buildings</li> <li>▪ Experience in working with the civil society sector and the international community;</li> </ul> |

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|-------------------------------|---|
|                               | <ul style="list-style-type: none"> <li>▪ Regional (SEE) experience is an asset;</li> <li>▪ Proven communication and presentation skills and ability to work in an environment requiring liaison and collaboration with multiple actors including government representatives, businesses, international organizations, civil society institutions and other stakeholders.</li> </ul> |
| <b>Language requirements:</b> | <ul style="list-style-type: none"> <li>▪ Fluency in English, as the official language of NALAS and language for exchange within this assignment;</li> </ul>   |

#### Core competencies

- Demonstrates professional competence to meet responsibilities and post requirements and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- Results-Oriented: produces quality results to meet established goals, contributes to innovative and practical solutions related to the assignment;
- Communication: Excellent communication skills, including the ability to convey complex concepts and recommendations in a clear and persuasive style tailored to match different audiences;
- Team work: Ability to interact, establish and maintain effective working relations with a culturally diverse team; and
- Client orientation: Ability to establish and maintain productive partnerships with regional and national partners and stakeholders and pro-activeness in identifying the needs of beneficiaries and partners, as well as matching them to appropriate solutions.

#### Core values

- Demonstrates integrity and fairness by modelling European values and ethical standards;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.

#### IV APPLICATION INFORMATION

**Applicants (companies or individuals) are required to submit an application to [garthley@nalas.eu](mailto:garthley@nalas.eu) no later than 20 July 2016 that includes:**

- Detailed CV(s) of the professional or the team that will take the assignment, including relevant education, knowledge and experience
- List and description of three similar assignments
- Three references (with contact details) of clients for similar assignments
- A brief (maximum 1 page) concept for the content and scenario of the video
- Financial offer.