

**Armenian Association of Social Workers**  
**Non-governmental organization**  
**“Promoting Social Inclusion and Self-Reliant Livelihood Activities in Armenia”**  
**Project**  
 JSDF Grant No. TF0B2613

**Technical Specification for public awareness raising campaign (production of films)**

**1. BACKGROUND**

The assignment envisaged by this Terms Specification (TS) will be provided within the framework of the *“Promoting Social Inclusion and Self-Reliant Livelihood Activities in Armenia”* Project (hereinafter PSISLA or the Project) implemented under the Grant Agreement (JSDF Grant No. TF0B2613) signed between the “Armenian Association of Social Workers” Non-Governmental Organization (AASW) and the International Bank for Reconstruction and Development/International Development Association (hereinafter World Bank), acting as administrator of grant funds, on May 06, 2020.

**The grant was received under the Japan Social Development Fund (JSDF) which is financed by the Government of Japan.**

The Project is being implemented within 2020-2023-time period.

**The Project Development Objective (PDO) is to increase access to social assistance benefits and services, and provide self-employment support for about 11,000 extremely vulnerable individuals in selected regions in Armenia.** The PDO will be achieved by strengthening the role of existing community and state (territorial) social workers as connectors between the households and available social assistance benefits and services and by providing entrepreneurship support to FBP beneficiaries as a pathway to graduate out of the program.

**The Project includes three components:**

*(i)* Component 1. Development and implementation of a pilot counseling program (social case management):

This component will support the country’s efforts to design and implement a structured social case management approach that can serve as a tool to enhance the internal cohesion of services and benefits in the country’s social protection and labor system.

*(ii)* Component 2. Capacity building and entrepreneurship support:

This component will strengthen the supply of programs supporting entrepreneurship by testing the provision of small business grants and the accompanying business training/coaching to FBP beneficiary households with spare labor to support their “graduation” out of the program.

*(iii)* Component 3: Project management and administration; monitoring and evaluation; and knowledge dissemination.

This component will ensure proper implementation and monitoring of the grant activities, including various monitoring and evaluation (M&E) activities aimed at assessing project performance and outcomes, as well as, knowledge dissemination activities.

The Ministry of Labor and Social Affairs of the Republic of Armenia (MLSA) is the main project partner institution. The “Armenian Association of Social Workers” NGO, the JSDF grant recipient and Project Implementing Agency (PIA) is the contracting body for the assignment

specified under this TS. The AASW (founded in 2004) as the primary professional representative body of social workers in Armenia aims to advocate for the improvement of social policies and programs and strengthening standards of social work practice.

## 2. OBJECTIVE OF THE ASSIGNMENT

The main objective of this assignment is to support the implementation of the Project beneficiary outreach and project communication campaign, specifically to produce the video materials, which will be presented during the various project activities, including closing event and disseminated via social media, project website and other media platforms. The purpose of the assignment is to highlight in a compelling way the activation methodology developed and used by the Project with a specific focus on project sub-grant activities (FBP beneficiaries' entrepreneurship program), which may also be used to support in/for further scale-up of the project in remaining marzes. The Examples of style of videos produced for Armenia for other social issues are provided<sup>1</sup>:

## 3. SCOPE OF WORK

Under the guidance and supervision of the representative of the Project Implementing Agency the Local Service Provider shall produce the following video films:

### 1. Short video film on “Social Case Management and Sub-grant Activities”

The expected video film shall fulfill the following requirements:

- **Duration** of video-film 5-6 minutes
- **Language:** The main version of the video film must be produced in Armenian. The sub-title versions (sub-titles in Armenian and English separately) has to be provided additionally.
- **Technical format:** High quality full HD,” 1080 (1920 x 1080 pixels), number cameras during the interview making – 2. Lighting: where necessary to use spotlights and other lighting equipment. Voice: where necessary to use on camera unidirectional and other microphones. Video-material should be dynamic, tuneful, raise interest among public, background music and words must be loud enough to hear; images must be in focus, lighting appropriate, camera work must be steady, add company's and sponsor's logos to video.
- **Content:** The video film has to briefly present the activities undertaken within project Component 1 (Social case management, training of social workers and coaching) and organically link these activities with Project Component-2 activities (self-employment and business sub-grants). In particular, the content should:
  - Highlight the activation methodology of case management developed and used by the Project with a specific focus on project sub-grant activities.
  - Highlight and establish the call-to-action/ exit from the benefit system.
  - Provide information about Project partners (MLSA, WB/JSDP, Japan Government) in accordance with relevant guidelines, which will be provided by AASW.
  - Make contact with beneficiaries, social workers and project coordinators (contacts will be provided by AASW) and include interviews with the main characters in the video story, following these guidelines:

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<sup>1</sup>● Video for training social workers (12 min): <https://vimeo.com/391866421>

● Video targeted to caregivers (4 min): <https://vimeo.com/393188010>

- Number of respondents (persons who has to be interviewed) must be 10 from which 3 beneficiaries with sub-grant activities, 2 beneficiaries involved in social case management (activity other than entrepreneurship support) , 2 social workers, 2 project coordinators/managers and president of AASW/ contacts will be provided by AASW/
    - Location of Beneficiaries and social workers - five regions of Armenia: Ararat, Armavir, Kotayk, Shirak, Lori (their business premises for 2 beneficiaries)
    - Location of Project Coordinators – Yerevan
  - **Other specifications:** The video should combine various film making approaches such as “stand-up”, voice over text with appropriate frames or cutting frames to music and an interview. The service provider has to prepare the preliminary scenario (script).
2. *Video film summarizing the Project Activities*
- **Duration** of video-film 20-25 minutes
  - **Language:** The main version of the video film must be produced in Armenian. The sub-title versions (sub-titles in Armenian and English separately) has to be provided additionally.
  - **Technical format:** high quality full HD,” 1080 (1920 x 1080 pixels), number cameras during the interview making – 2. Lighting: where necessary to use spotlights and other lighting equipment. Voice: where necessary to use on camera unidirectional and other microphones. Video-material should be dynamic, tuneful, raise interest among public, background music and words must be loud enough to hear; images must be in focus, lighting appropriate, camera work must be steady, add company's and sponsor's logos to video.
  - **Content:** The video film has to briefly present the whole process of project: the activities undertaken within project Component 1 (Social case management, training of social workers and coaching) and organically link these activities with Project Component-2 activities (self-employment and business sub-grants). In particular, the content should:
    - o Present the whole process of project shortly.
    - o Highlight the activation methodology of case management developed and used by the Project with a specific focus on project sub-grant activities
    - o Highlight and establish the call-to-action/ exit from the benefit system.
    - o Provide information about Project partners (MLSA, WB, JSDF, Japan Government) in accordance with relevant guidelines, which will be provided by AASW.
    - o Include interviews with the main characters in the video story, including the president of AASW, beneficiaries, social workers and project coordinators (contacts will be provided by AASW), following these guidelines:
      - o Number of respondents (persons who has to be interviewed) must be 16 form which 4 beneficiaries with sub-grant activities, 2 beneficiaries involved in social case management (activity other than entrepreneurship support) , 3 social workers, 2 people from Unified Social Services, 3 project coordinators/managers and president of AASW and 2 people from Ministry of Labor and Social Affairs / contacts will be provided by AASW/
      - o Location of Beneficiaries and social workers-five regions of Armenia: Ararat, Armavir, Kotayk, Shirak, Lori (their business premises for 3 beneficiaries)
      - o Location of Project Coordinators – Yerevan

- **Other specifications:** The video should combine various film making approaches such as “stand-up”, voice over text with appropriate frames or cutting frames to music as well as fragment of an action without a comment (life) and an interview. The service provider has to prepare the preliminary scenario (script).

#### 4. ADMINISTRATIVE ARRANGEMENTS

- The Service provider should agree the initial plan (script) with the client representative.
- The client will provide the contact details of sub-grant beneficiaries, and other respondents according to scenario plan/script preliminary agreed
- Video materials must not be used in other platforms
- Client will be provided with all the materials which was created during the whole process of work, including the unedited shots
- Working process must be organized according to the right to the protection of personal data
- The client will provide previously taken video material and it will be discussed jointly with service provider the need of use these materials to ensure the format and quality of production.

#### 5. TIMETABLE & MILESTONES

<b>Task</b>	<b>Payment</b>	<b>Deadline</b>
<b>Short video film on “Social Case Management and Sub-grant Activities”</b>	lump sum	15 days after the contract signing
<i>Video film summarizing the Project Activities</i>	lump sum	20 days after the contract signing

#### Requirements for the Service Provider

The Service-provider should have:

- A proven experience for more than 3 years of the development of similar video production, At least two successful produced video materials covering including various issues related to the field of social protection, social work, covering various poverty, vulnerability, social entrepreneurship and other social problems (at list two links to published produced video-material has to be provided);
- Available professional staff to carry out the assignment (at least one CV of key personnel member should be provided);
- To have an experience of developing of public relation materials (including video films, clips, reels etc.,) in the social sector (vulnerable people, poverty);