



TERMS OF REFERENCE (ToR)

Production of Instructional Videos for the Kosovo B2B Platform

Contracting Authority: Kosovo Chamber of Commerce (KCC)

Project Duration: 3 weeks

Budget Ceiling: EUR 2,700 (excluding VAT)

1. Background

The Kosovo Chamber of Commerce (KCC), in partnership with Caritas Switzerland, is implementing the project "Connecting Kosovo Businesses with Diaspora" under the HOME (Holistic Opportunities for Migrant and Diaspora Engagement) project.

KCC has developed an online B2B platform that will facilitate business cooperation between Kosovo-based businesses and businesses from the Kosovo diaspora. To ensure that users can easily access and utilize the platform, KCC intends to engage a professional company to produce two short promotional videos, 30-to-60 seconds, demonstrating the platform's key functionalities. One video will be an instructional video, explaining step-by-step how to register and the second video will be a promotional video presenting the platform and its purpose. These videos will be used during information sessions and promoted through digital channels to ensure wide reach and consistent messaging.

2. Overall objective

The objective of this assignment is to produce high-quality promotional videos that clearly explain how businesses can register, create their profiles, navigate the platform, and use its main features.

3. Scope of work

The selected company shall:

1. Develop the concept and script for the instructional videos in coordination with KCC.
2. Produce two short videos demonstrating the main functionalities of the B2B platform.
3. Include screen recordings of the platform, voice-overgraphics, subtitles, and other visual elements necessary for clear communication.
4. Incorporate comments and feedback provided by KCC during the review process (up to two rounds of comments).
5. Deliver the final approved videos in digital format suitable for publication on the platform, website and social media channels.

4. Roles and responsibilities

Contractor Responsibilities

- Develop the concept and script for the instructional videos in coordination with KCC.
- Produce two videos demonstrating the key functionalities of the B2B platform.
- Record high-quality screen captures and, where appropriate, include voice-over, graphics, animations and subtitles.
- Incorporate comments and feedback received from KCC during the review process.
- Deliver the final approved videos in high-resolution digital format suitable for publication on the platform, website and social media channels.
- Submit all editable source files upon completion of the assignment.



KCC Responsibilities

- Provide access to the B2B platform and relevant information required for the assignment.
- Designate a focal point to coordinate communication with the selected company.
- Review the draft videos and provide consolidated feedback in a timely manner.
- Approve the final deliverables upon satisfactory completion of the assignment.

5. Expected Deliverables

The selected company shall deliver:

1. Two scripts with concept of the videos
2. Two final instructional videos.
3. Editable project/source files.
4. Final videos in high-resolution digital format.

6. Duration of the assignment

The assignment shall be completed within the timeline agreed between the Kosovo Chamber of Commerce and the selected company.

7. Required qualifications

Interested companies should demonstrate:

1. Proven experience in video production.
2. Experience in producing instructional, promotional or corporate videos.
3. Availability of qualified personnel and technical equipment required for the assignment.
4. Ability to deliver high quality products within the agreed timeframe.

8. Proposal submission requirements

Interested companies must submit:

- Technical Proposal describing the proposed approach for implementing the assignment;
- Financial Proposal;
- Portfolio of similar assignments completed;
- Company Registration Certificate.

Proposals should be submitted electronically by **30.07.2026** to prokurimi@oek-kcc.org, with the subject "Video Platform".

9. Evaluation criteria

Proposals will be evaluated based on the following criteria: the quality of the Technical Proposal (30%), relevant experience and portfolio (30%), Delivery Timeline (20%), and the Financial Proposal (20%).

10. Reporting

The selected company will work closely with the Kosovo Chamber of Commerce project team throughout the implementation of the assignment and shall deliver the agreed outputs within the contractual timeframe.