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## **Terms of References (ToR)**

TOR/10-2025-1

### **Digital Marketing Agency / Audio-Visual Production Company**

#### **1. Background**

As a catalyst to the dynamic technology industry, STIKK accelerates growth and progress for the fast-paced economy. Our organization plays a pivotal role in shaping the industry, providing a platform that brings together technology leaders to foster connectivity, collaboration, and innovation. We wholeheartedly support our members who strive to push boundaries and propel technological advancements.

With a membership base of over 150 companies, representing a remarkable share of Kosovo's Information and Communications Technology (ICT) market, STIKK is deeply committed to nurturing the long-term growth of the ICT industry within the country. Our primary focus is to enhance the business environment for ICT, recognizing its crucial contribution to economic development and social progress in Kosovo. We endeavor to cultivate an improved ICT business ecosystem by setting higher standards, expanding educational opportunities, and advocating with the government on behalf of our members. Our collective efforts aim to attract new businesses and investments, fostering a thriving sector.

Through the STAR UP project, funded by the European Union and implemented by STIKK, we aimed to accelerate and strengthen the capacities of ICT start-ups in Kosovo by providing tailored support in areas such as business management, legal and financial compliance, mentorship, market linkages, networking, and improved readiness to access international markets.

As the project reaches its closing phase, STIKK seeks to produce a professional Closing Video that captures the STAR UP journey, highlights key results and success stories, and presents the project's contribution to Kosovo's start-up ecosystem in a compelling and visually engaging way—fully aligned with EU communication and visibility requirements.

#### **2. Scope of the Assignment**

STIKK is seeking a Digital Marketing Agency / Audio-Visual Production Company to provide end-to-end services for the conceptualization, production, and post-production of the STAR UP project closing video:

- Communicates the STAR UP story and its results in a clear and appealing narrative,
- Features start-up beneficiaries and the ecosystem around TechPark Prishtina,
- Ensures correct visibility of the European Union as the donor and STIKK as implementer,
- is suitable for online dissemination and official closing communication,



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### **3. Expected Deliverables**

The following will be the expected deliverables of the service provider:

- Work plan and creative concept package, including proposed methodology, storyline approach, draft script/interview guide, and a filming schedule;
- One main closing video presenting the STAR UP story, key results and beneficiary perspectives (interviews and supporting footage), with appropriate titles/graphics and full alignment with EU visibility requirements (logos and disclaimer as provided/validated by STIKK);
- A set of short promotional versions adapted for digital dissemination and social media (cutdowns/teasers).
- Subtitling (English mandatory) and Local Official Language where requested;
- Training sign-up sheets;
- Final exports in standard formats suitable for online publication, plus handover of relevant source materials as agreed with STIKK.

### **4. Duration and Timeframe**

The assignment is expected to be implemented within the project's closing period and finalized no later than 12 December 2025.

Within 7 (seven) days of signing the contract, the selected agency/company is expected to submit a comprehensive implementation plan to STIKK. This plan should reflect the requirements outlined in this ToR and include the proposed methodology, work plan, timeline, and production approach.

### **5. Consultancy Competencies, Experience and Skill Requirements:**

The service provider should meet the following requirements:

Registered company/agency with proven experience in professional video production and digital storytelling;

- Minimum 5 years of demonstrated experience in producing promotional/documentary-style videos, preferably for institutions, development projects, donors, or corporate clients;
- Strong portfolio with at least three (3) relevant examples of similar work;
- Proven ability to manage the full production cycle (concept → filming → editing → delivery);
- Availability of professional equipment and team capacity (camera, lighting, sound, editing software);



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- Ability to produce content aligned with donor visibility requirements (EU/INGO standards experience is an advantage);
- Demonstrated ability to work under deadlines and coordinate schedules professionally;
- Excellent communication skills; Albanian and English required (Serbian is an asset).

## **6. Deadline and submission of expression of interest**

STIKK invites interested companies/agencies to submit the following documents:

- Expression of interest outlining how the company meets the selection criteria and its understanding of the ToR;
- A summarized short description of the proposed creative approach, intended methodology, and tentative work plan including timelines;
- Company profile and brief description of the proposed team (key staff and roles);
- Portfolio with links to at least three (3) similar video productions;
- Names and contacts of three recent professional references (clients) for whom similar work has been conducted;
- Itemized financial proposal (in EUR), including all costs (pre-production, filming days, post-production, subtitles, cutdowns, travel/logistics if applicable).

### **Submission details**

Please submit proposals to [starup@stikk.org](mailto:starup@stikk.org) with the subject line: **STAR UP Closing Video – Offer – [Company Name]**.  
No later than 22/08/2025, 17:00h.