



TERMS OF REFERENCE (ToR)

for a Contractor to prepare a short promotional movie on the CAMP Montenegro project

Scope & Duration

This ToR falls under the scope of the CAMP Montenegro project related to the preparation of the Integrated Coastal Zone Management Strategy and Plan (i.e. the ICZM Strategy and Plan) for Montenegro. The Strategy and Plan will be a result of the ICZM process, based on requirements of the ICZM Protocol.

Duration: June 2014 - December 2014

Background

The Coastal Area Management Programme (CAMP) of the Mediterranean Action Plan (MAP) is a “country-driven” programme aimed at helping the Mediterranean countries in their efforts towards sustainable development. The activities of the programme are concentrated in the coastal areas of the Mediterranean countries. The interested country proposes each project, and after it has been adopted by the Contracting Parties (CPs) at one of their biannual meetings, the preparatory activities can start. The projects are developed by the local and national experts with the assistance of MAP and its Regional Activity Centres (RACs), each of them involved in the activities falling within its area of expertise. The Priority Actions Programme Regional Activity Centre (PAP/RAC) co-ordinates the MAP efforts in each CAMP project. Since 1989, when the programme was approved by the CPs, fifteen projects have been implemented, the Montenegrin project being the sixteenth.

Following a request presented by the Government of Montenegro, the Contracting Parties to the Barcelona Convention approved the decision to carry out the Coastal Area Management Programme (CAMP) Project for Montenegro at their 14th Ordinary Meeting held on 8-11 November 2005 in Portoroz, Slovenia. The decision to start with the initiation of the CAMP Montenegro was adopted at the meeting in Split on 18-19 December 2006. The Feasibility Study (FS) was prepared in the period December 2007 – May 2008. Based on the findings of the FS and subsequent developments, as well as on discussions with the Ministry of Spatial Planning and Environment (MSPE) and other relevant national institutions held in February 2010, a draft CAMP Project Agreement was prepared.

As a result of a meetings that took place on 25-26 June 2010 (with representatives of MSPE) and on 10 February 2011 in Podgorica (with representatives of the Ministry of Sustainable Development and Tourism - MSDT) a number of pre-CAMP activities took place. These included the preparation of an analysis of the implementation of the Art. 8 of the ICZM Protocol within the spatial planning system of Montenegro and the preparation of expert guidelines for the Terms of Reference for the Montenegrin

Coastal Area Spatial Plan (CASP). These assessments, as well as changes in terms of institutional and legislative framework for implementing the national environmental and spatial planning policy, led towards a necessary redefinition of the CAMP activities to be fully tailor-made for the ICZM Protocol implementation. The CAMP Agreement was signed on 30 May 2011 in Budva. The implementation of the project is envisaged to last between June 2011 and December 2013, while the implementation of post-Project activities is envisaged for 2014.

The CAMP Montenegro Project area is the entire coastal zone comprising six coastal municipalities – Herceg Novi, Kotor, Tivat, Budva, Bar and Ulcinj – with the total surface of 1,591 km², and internal waters and territorial sea with the surface of around 2,500 km². Some of the typical natural features of the coastal area include: a diversified geological composition and complex geo-tectonic structure; plain coastal areas / fields and beaches; steep elevations of Orjen, Lovcen and Rumija mountains (which separate the area from the central part of Montenegro); short watercourses flowing into the sea, dividing the region into small geo-morphological units; and the exquisite Bay of Boka with several smaller bays. According to the relevant spatial plans, the total length of the mainland seashore is 288.2 km (out of which 105.5 km in the Bay of Boka). The islands' shores are 25.6 km long, while the length of the shore along the river Bojana is 22.8 km. Only 20% of the coastal sea, next to low sandy beaches and accessible rocky shores, is relatively shallow with a sandy and pebble bottom suitable for bathing.

The CAMP Montenegro Project is based on an integrated approach to marine, coastal and river basin environment and development problems. This emphasises the fact that the project activities will cut across protection and development problems, harmonise public sector priorities and private sector pressures, and provide an integrated strategy for the common goal of achieving development in the region within a sustainable management policy framework. The main goals of the CAMP Montenegro are: a) to create necessary mechanisms that can help achieve sustainable development of the coastal area; b) to support the implementation of national policies and the ICZM Protocol; c) to promote integrated and participatory planning and management of the coastal area; d) to build national and local capacities for ICZM and raise awareness of the importance of the coastal area, complexity and fragility of its ecosystems, and of the need for integrated approaches in managing them; and e) to facilitate the transfer of knowledge on ICZM tools and approaches.

Objective of the Assignment

The aim of this assignment is to produce a short promotional movie (approx. 15 minutes) of the CAMP Montenegro project, including the process of preparation of the ICZM Strategy for Montenegro. This video should be in Montenegrin language, with subtitles in English. The final product should be delivered in standard digital formats (an open file so that alongside with our partners we would be able to add additional language voice-over), as well as in TV broadcasting quality.

Key tasks

1. The contractor, in close co-operation with the PAP/RAC and Ministry of Sustainable Development and Tourism, will develop the script of the video in Montenegrin, including the text that will follow the image presentation.
2. The contractor should also provide a native speaker to read the text following the image presentation.
3. The contractor will ensure technical resources needed for aerial and land-based filming. Detailed locations will be agreed upon signature of the contract and finally confirmed upon verification of the script. The locations will include unsustainable coastal development, abandoned agricultural lands, areas with heavy coastal pollution, intensive agricultural fields, examples of attractive coastal development, some of the coastal protected areas, good examples of rural tourism development, and other attractive coastal areas.
4. In addition to landscape filming, the contractor will film important project meetings/workshops/conferences (in Podgorica and the coastal areas) and include them in the movie.
5. Interviews with key national and international stakeholders shall be included in the video as well. The final list of interviewees will be confirmed by the Ministry of Sustainable Development and Tourism upon verification of the script.
6. Introductory and scrolling credits shall be provided.
7. Subtitles in English shall be provided.
8. The video will be realised in excellent broadcasting quality. The delivery format should be suitable for PAP/RAC's Youtube channel and other digital media tools (open files), as well as in TV broadcast quality.

Deliverables

1. Verified script.
2. Full non-edited materials (video and photographs).
3. Final video in appropriate formats and with subtitles.

Qualifications

The contractor should have the following technical and professional qualifications:

- Technical equipment to ensure aerial and land-based filming, as well as sound recording materials.
- Technical/human capacity for the production.
- Experience in developing promotional/video materials in Montenegro and the Adriatic region.

Responsibilities and communication

The contractor will work under the direct supervision of the PAP/RAC and General Co-ordinator of the CAMP and ICZM Strategy (on behalf of the Ministry of Sustainable Development and Tourism of Montenegro).

Costs & Remuneration

For the execution of the tasks defined by this ToR, the contractor will be remunerated by a fee of Euro 6.500.

The payments will be made in two installments, subject to clearance by the PAP/RAC, as follows:

Installments	Payments
First instalment, advanced payment, upon signature of the contract	40%
Final payment, upon clearance of all the outputs	60%