

ERIAN
EUROPEAN ROMA
INSTITUTE FOR ARTS
AND CULTURE

Roma Integration

Reference number: 023-022

Open Call for Romani directors/film producers

Terms of Reference:	Filming a short artistic film nurturing Roma pride and culture
Contracting Authority:	Regional Cooperation Council Secretariat and the European Roma Institute for Arts and Culture (ERIAN)
RCC Department:	Roma Integration 2020 Action Team
Reporting to:	Roma Integration 2020 Action Team Leader and Director of ERIAN
Application Deadline:	4 March 2022
Timeframe:	March 2022 – June 2022
Duration:	3 months
Reference Number:	023-022
Eligible:	Film directors, producers, and other creative talents involved in video production who are of Roma ¹ descent, creative talents involved in video production of Roma origin or film production companies with Romani leadership

¹ The term “Roma” within the action is used in line with the EU terminology, as an umbrella term which includes groups of people who have more or less similar cultural characteristics, such as Roma, Ashkali, Egyptians, Dom, Lom, Sinti, Travellers, Kalé, Gens du voyage, etc., whether sedentary or not.

I. BACKGROUND

Purpose

The purpose of this assignment is to film a short video, up to 5 minutes, as part of the campaign promoting Roma identity, culture, history, art, and heritage. By providing an authentic account of Roma culture and history, the film will highlight Roma contributions and achievements, thus encouraging positive expressions of Roma identity. The campaign has three goals:

- to instil ethnic pride and boost self-esteem among Roma,
- to encourage more Roma to proudly declare their identity on the upcoming censuses in the Western Balkans region,
- to fight negative narratives and prejudice toward Roma, which is present in the general public to a great extent, and inform the public of Roma heritage.

Roma culture is often misportrayed, romanticised and subject to stereotyping. Roma are rarely given the opportunity to publicly present (and self-represent) their culture and real-life circumstances in order to reduce stereotypes and prejudices about them by the majority population.

Therefore, this artistic video will challenge the ways that Roma people are often presented in the public. It will be made by Roma artists, film directors and scriptwriters who understand the Roma culture deeply. The film will be the result of a cooperation between two organisations: RCC's Roma Integration 2020 project and ERIAC, which has a unique and single mandate as transnational, European-level organisation for the recognition of Roma arts and culture.

Art and artistic expressions are the best tools to effectively invoke Roma identity (cognitively and emotionally) and boost self-esteem among Roma, and at the same time tackle misrepresentation and stigmatisation of Roma identity. Through cooperation with Roma artists and directors who understand the Roma identity deeply, we aim to help change adverse racial and discriminatory narratives and their representation in the society, as well as to encourage more Roma to declare their ethnicity on the upcoming censuses in the Western Balkans region. This will be achieved by promoting truthful, objective and reliable information about Roma history, culture, and identity, presented to the public in an appealing and accessible format.

Background Information

The Roma Integration action is implemented by the Regional Cooperation Council's (RCC) Roma Integration Action Team. It is funded by the European Union and the Open Society Foundations. The action is in line with the EU Framework for National Roma Integration Strategies and the EU accession process.

The overall objective of the Roma Integration action is to contribute to reducing the socio-economic gap between the Roma¹ and non-Roma population in the Western Balkans and Turkey in the areas of employment and housing, as well as education, health, civil registration and non-discrimination. Specifically, the action supports the governments in the region to increase the implementation rate and budgetary allocations for Roma integration policies through:

- direct support and technical assistance to the governments to advance existing institutional and policy mechanisms and policy framework for Roma integration, including promotion of proper budgeting, monitoring and reporting;
- annual assistance to reporting and review of reports in line with the EU reporting;
- direct support and technical assistance to the governments for mainstreaming Roma integration into relevant sectoral policies and reforms, and implementation of effective measures, particularly in employment and housing;
- National Platforms on Roma integration issues;
- regional fact-finding analyses and informed regional discussions through conferences for exchange of knowledge and regional standard setting;

- participation and input at EU level processes related to Roma issues;
- mainstreaming Roma issues within the core work of RCC;
- media dissemination activities challenging negative narratives on Roma integration, as well as action's visibility activities;
- regular high level/task force discussions on Roma issues at the regional level.

European Roma Institute for Arts and Culture (ERIAC) is a joint initiative of the Council of Europe, the Open Society Foundations, and the Roma Leaders' initiative – the Alliance for the European Roma Institute for Arts and Culture. ERIAC is an association registered under the German law on 07 June 2017 in Berlin, Germany, with the branch office in Serbia, Belgrade.

ERIAC exists to increase the self-esteem of Roma and to decrease the negative prejudice of the majority population towards Roma by means of arts, culture, history, and media. ERIAC acts as an international creative hub to support the exchange of creative ideas across borders, cultural domains and Romani identities. ERIAC aims to be the promoter of Romani contributions to European culture and talent, success and achievement, as well as to document the historical experiences of Romani people in Europe. ERIAC exists to be a communicator and public educator, and to disseminate positive image and knowledge about Romani people for dialogue and building mutual respect and understanding.

The main long-term aims of ERIAC are to:

- educate and inform the non-Roma population about Roma arts and culture and to help create understanding, tolerance and mutual respect between Roma and non-Roma communities;
- raise awareness among European institutions, policy-makers and stakeholders about the role of Roma arts and culture and to build a broad partnership across Europe (and beyond) for support of Roma arts, culture and communities.

Engaging a professional film director, scriptwriters and/or other creative talents to produce a video nurturing Roma pride and culture is within the scope of Roma Integration visibility action and ERIAC's mandate. The selected provider of the service will be guided by the Roma Integration Action Team and ERIAC.

II. DESCRIPTION OF RESPONSIBILITIES

Objectives and scope of the assignment

The objective of the assignment is to boost Romani pride and identity in a year where multiple economies are conducting their censuses, as well as to fight negative and stereotypical representation of Roma people in the public. For this purpose, Roma Integration Action Team and ERIAC are seeking to engage the best creative talents from Roma communities to inspire Roma people to stand up and be counted, as well as to strengthen narratives that will raise public awareness about Roma culture and heritage in a way that is objective, appealing, wide-reaching, and fights stereotypes.

The selected service provider is expected to produce a regional film – a compelling short video that presents the campaign metanarrative, inspires change with a strong call to action and engages audiences on an emotional level. The final product is a 5-minute video, filmed in Romani language, with subtitles in English, Albanian, Montenegrin and Serbian. The film will be used as a standalone regional video, and/or can be later adapted to the national campaigns which will include additional inserts [30-60 sec] relevant to the history and culture of the

specific economy. The contractor is also expected to produce a short teaser trailer of the film (around 45 seconds).

Tasks

As part of this assignment the selected service provider is responsible for:

- developing the film script based on detailed guidelines and metanarratives provided by Roma Integration Action Team and ERIAC;
- planning and executing different phases of production (if applicable – hiring cast and film crew; scouting locations; principal photography; editing; visual effects; voice-over work and sound design; accessing archival footage, etc.);
- ensuring that the film narrative is in Romani language, with subtitles in English, Albanian, Montenegrin and Serbian language. The service provider is responsible for translation and adapting the subtitles;
- ensuring cost-efficiency throughout production and coordinating activities based on allocated budget;
- ensuring high quality of the final product by responding to comments and suggestions provided by Roma Integration and ERIAC;
- when applicable, ensuring agreements for copyrighted materials such as music, archival footage, etc.;
- producing film trailers that can be used by both parties on social media.

Deliverables

The selected entity will produce one (1) regional artistic video, and one (1) trailer or teaser of the video which will be used for advertising the film. The narrative of the video shall be in Romani language, and the subtitles of the regional video shall be adapted to four (4) different subtitles: English, Albanian, Montenegrin and Serbian language. The regional video shall be made in a way that can be easily adapted in the future, and to the specifics of the different Western Balkan economies. The final regional video will be a property of Roma Integration and ERIAC and can be used and adapted with no limits by both organisations and without previous consent from the service provider.

Lines of Communication and Reporting

The selected entity will work closely with the Roma Integration Action Team and ERIAC campaign manager, who shall provide guidance to efficiently conduct the work and approve deliverables.

Timeframe

The Roma Integration Action Team will engage an entity in the period from **6 March 2022 to 6 June 2022**.

Remuneration and the contract

The remuneration will be paid in three instalments, of which the first instalment represents an advance payment (25 % of the total sum) which will be paid by ERIAC; the second instalment (25 % of the total sum) will be paid by ERIAC after the delivery of the film trailer or teaser; and the third instalment will be paid by RCC Roma Integration, upon the completion of work. The service provider will sign contracts with Roma Integration and ERIAC respectively in accordance with the financial obligation of each party.

PROFILE AND COMPETENCIES

Qualifications

Experience and requirements:	Minimum 3 years of relevant experience with the ability to provide the portfolio or link to previous works/showreel; Respect of dignity of Roma people and Romani identity; Diversity and plurality of Roma identities and cultures; Roma leadership with the possible support and cooperation of non-Roma; Political autonomy and non-partisanship, with openness for collaboration with public authorities and political institutions as partners, if needed and depending on the scenario; Highest quality standards in the domains of arts and culture, as well as in its own operational performance.
Language requirements:	Fluency in English with the ability to provide official translation for subtitles of the final product. Fluency in Romani will be considered an added value. Please note the final film needs to be filmed in Romani language.
Other:	To be able to provide a short concept of the video, up to 500 words or one (1) minute of filmed material.

Core Values and Competencies

- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Demonstrates professional competence to meet responsibilities deadlines;
- Generates innovative and practical storytelling to challenging situations;
- Ability and integrity to perform the tasks impartially and objectively, without any conflict of interest.

III. QUALITY CONTROL

The selected service provider should ensure internal quality control during the engagement. The quality control should ensure that the deliverables comply with the agreed requirements and meet adequate quality standards. Roma Integration Action Team and ERIAC are included in the final approval of the regional video.

IV. APPLICATION RULES

The application needs to contain the following:

- Financial offer, in a free format, with the budget breakdown per activity;
- Entity profile including a brief description (up to 2 pages) of the entity. In case of a bidding consortium, the team leader should submit the profile of the consortium; or CV and the motivational letter, in case of the application submitted by a private individual;
- Copy of Entity's Registration Certificate (if applicable). In case of a bidding consortium, a corresponding written authorisation, power of attorney is treated accordingly;
- Short concept of the film, up to 500 words or up to one (1) minute of filmed material in case of providing a concept in a video format;
- List of references over the past 3 years demonstrating relevant experience in the subject matter;
- Portfolio or link to previous works/showreel;
- Application submission form.

Applications need to be submitted by **4 March 2022** to the following addresses romaintegration2020@rcc.int and eriac@eriac.org.

The applications will be evaluated by four (4) team members, two (2) from Roma Integration Action Team and two (2) from ERIAC, on the basis of price, entity profile, or the CV and motivation letter for the private individual, the short concept of the video, and list of references.

NOTE:

In accordance with the status in the Diplomatic Protocol of the Ministry of Foreign Affairs of the Republic of Serbia, the Regional Cooperation Council Roma Integration Action Team is entitled to exemption from paying VAT and customs duties in Serbia.

No advance payment is foreseen.

The financial offer should present the price both with and without VAT.

ANNEX I:

APPLICATION SUBMISSION FORM

Open Call for Consultancy Services:

Filming a short artistic film nurturing Roma pride and culture

Reference number: 023-022

One signed copy of this Call for Consultancy Submission Form must be supplied.

1 SUBMITTED by:

Name of the Entity:	
Address	
Telephone	
Fax	
e-mail	

2. STATEMENT

[Name of the Authorised person representing the Entity] _____ hereby declares that we have examined and accepted without reserve or restriction the entire contents of the Open Call for Experts, Grounds for Exclusions and Conflict of Interest as such:

Grounds for exclusion

Candidates or bidders will be excluded from participation in a procurement procedure if it is known that:

- (a) They are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) They have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- (c) They have been guilty of grave professional misconduct proven by any means which the Contracting Officer can justify;
- (d) They have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are

established or with those of the country of the Contracting Officer or those of the country where the contract is to be performed;

- (e) They have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity.

Contracts may not be awarded to candidates or bidders who, during the procurement procedure, are:

- (a) Subject to a conflict of interest;
- (b) Guilty of misrepresentation in supplying the information required by the Contracting Officer as a condition of participation in the contract procedure or fail to supply this information.

Conflict of Interest

- a) The Contractor shall take all necessary measures to prevent or end any situation that could compromise the impartial and objective performance of the contract. Such conflict of interests could arise in particular as a result of economic interest, political or national affinity, family or emotional ties, or any other relevant connection or shared interest. Any conflict of interests which could arise during performance of the contract must be notified in writing to the Contracting Authority without delay.
- b) The Contracting Authority reserves the right to verify that such measures are adequate and may require additional measures to be taken if necessary. The Consultant shall ensure that their staff, including its management, are not placed in a situation which could give rise to conflict of interests. The Consultant shall replace, immediately and without compensation from the Contracting Authority, any member of its staff exposed to such a situation.
- c) The Contractor shall refrain from any contact which would compromise its independence or that of its personnel. If the Contractor fails to maintain such independence, the Contracting Authority may, without prejudice to compensation for any damage which it may have suffered on this account, terminate the contract forthwith.
- d) The Contractor shall, after the conclusion or termination of the contract, limit its role in connection with the project to the provision of the services. Except with the written permission of the Contracting Authority, the Contractor and any other contractor or supplier with whom the Contractor is associated or affiliated shall be disqualified from the execution of works, supplies or other services for the project in any capacity, including tendering for any part of the project.
- e) Civil servants and other agents of the public administration of the RCC Participants, regardless of their administrative situation, shall not be recruited as experts in contracts financed by the RCC Secretariat.
- f) The Contractor and anyone working under its authority or control in the performance of the contract or on any other activity shall be excluded from access to RCC Secretariat financing available under the same project unless they can prove to the Contracting Authority that the involvement in previous stages of the project does not constitute unfair competition.

We offer to provide the services requested in the Terms of Reference on the basis of supplied documentation subject to this Open Call for Consultancy Services, which comprise our technical offer, and our financial offer.

This Open Call for Consultancy Services is subject to acceptance within the validity period stipulated in the Terms of Reference.

Name and Surname	
Signature	
Date	