



**Social
Innovation Initiative** (+)



Terms of Reference (TOR) for the SMART UA Video Promotion

Background

The **SMART UA – Scaling the successful social inclusion and integration of Ukrainian refugees in Hungary, Romania, and Slovakia through an innovative multi-stakeholder cooperation** project, coordinated by **JRS Europe** and co-funded by the **European Social Fund (ESF+)**, aims to promote the social and economic inclusion of Ukrainian refugees through innovative collaboration among public institutions, civil society, and academic partners.

Implemented between **April 2025 and September 2026**, SMART UA develops research, training, and pilot activities to improve access to **housing** and **employment** for displaced people from Ukraine. The project unites partners from Hungary, Romania, and Slovakia — including research institutes, universities, local authorities, and non-profit organizations — to identify barriers, collect good practices, and test new integration models.

To communicate these results to a wider public and enhance project visibility, JRS Europe and its partners will commission the production of three short videos that present the project's impact and tell the story of refugee inclusion in the three participating countries, and a fourth video that combines the strongest and most representative elements from all three country videos.

Scope of Work

The service provider will be responsible for:

1. Pre-production

- Participate in a briefing meeting with JRS Europe and national partners.
- Develop a detailed concept and work plan for the videos, including a draft script and storyline.
- Propose a shooting schedule and technical approach.

2. Filming & Production



- Shoot the video material as agreed in the approved script and concept.
- Capture engaging visual content that reflects the spirit of the SMART UA project, including on-site footage directly connected to project activities.
- Film interviews and dynamic scenes

3. Editing & post-production

- Edit raw footage into engaging three short videos (2–3 minutes each) — one per country (Romania, Hungary, Slovakia).
- Producing a fourth video (2–3 minutes) that combines the strongest and most representative elements from all three country videos, creating a unified project-wide summary video.
- Incorporate subtitles and background music as needed.
- Ensuring all outputs comply with ESF+ visibility requirements, including logos, disclaimers, and credits.

4. Finalization & Delivery

- Make necessary revisions based on feedback from JRS Europe

Duration & Timeline

The assignment is expected to take approximately **4-5 weeks** from the start date (ideally from mid-January 2026). The proposed timeline includes:

- **Week 1:** Kick-off meeting and storyboarding.
- **Week 2-3:** Filming and gathering content.
- **Week 4:** Initial video editing and first draft submission.
- **Week 5:** Review and final revisions.

Qualifications & Experience

The service provider should meet the following criteria:

- Proven experience in video production
- Strong editing and post-production skills, including the use of industry-standard software.
- Ability to work collaboratively with JRS Europe and youth participants.
- Familiarity with branding and communication for non-profits or international organizations.



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Evaluation Criteria

Proposals will be evaluated based on:

- Previous experience with similar projects.
- Understanding of the task and proposed approach.
- Cost-effectiveness of the proposal.
- Ability to meet the project timeline.

Budget

Interested parties should submit a detailed financial proposal, inclusive of all taxes (TVA included). The budget should outline professional fees, travel costs, and any other expenses related to the implementation of the activities.

Submission of Proposals

Proposals should be submitted to the following email: vincenzo.chiaiese@jrs.net

Deadline for submission: 15 December 2025