



TERMS OF REFERENCE

Procurement of Creative Audiovisual Production Services for 12 micro-learning videos and one teaser video for SUN4Ukraine's Capacity Building Programme

What are we looking for? (summary):

Energy Cities is seeking a qualified service provider to deliver audiovisual production services for SUN4Ukraine's Capacity Building Programme. The assignment covers the creative development, production planning, filming, interview direction, graphic and visual design, editing, subtitling and final delivery of **12 micro-learning videos and one promotional teaser** for SUN4Ukraine's capacity building programme.

The videos will combine expert and municipal practitioner interviews, newly filmed B-roll, light graphics and possibly light-to-moderate motion-graphic design (which is desirable although not a mandatory requirement).

The hired contractor must support us in turning technical capacity-building content into accessible, engaging and credible learning video resources for Ukrainian municipal practitioners.

We are especially looking for service-providers who could film in Ukraine. Service providers who have English and Ukrainian-language capacity and/or an established working relationship with Ukrainian filmmakers or production crews are encouraged to submit proposals.

How to apply:	Kindly send your offers to abigail.mizzi@energy-cities.eu
Deadline	17th September 2026
Contract period:	End of September 2026 – End of April 2027 (indicative)

1. About Energy Cities:

[Energy Cities](#) is a learning community for cities engaged in future-proofing their economies, built around a “local & sustainable first” approach. Our members are diverse cities, and our strength lies in our members’ strong commitment to reach climate neutrality in their territories by 2050. We are an NGO ruled by French law, and we represent more than 2000 municipalities.

As a learning community, Energy Cities supports local authorities through peer learning, capacity building, advocacy, project implementation and the development of practical tools for the energy and climate transition. We foster an atmosphere of mutual trust in the dialogue between citizens, local leaders and EU & national institutions to accelerate the transformation towards a climate-neutral Europe.

Energy Cities is a beneficiary of the SUN4Ukraine Project and leads the design and implementation of the project’s Capacity Building Programme under Work Package 3. It will act as the contracting organisation and the main contact for this assignment.

2. About the SUN4Ukraine project:

[SUN4Ukraine](#) (*Sustainable Urban Net Zero Network for Ukraine*) is a Horizon Europe Project funded under the EU Mission for Climate-Neutral and Smart Cities (Grant Agreement No. 101147950). The project, coordinated by Eurocities, aims to align Ukraine’s recovery plans with ambitious climate neutrality goals, advancing the climate transition.

SUN4Ukraine supports Ukrainian through capacity building, technical expertise, twinning, multi-level governance and policy support. The project works closely with 12 Ukrainian cities, also referred to as [Flagship Municipalities](#), to help them develop Climate Neutrality Plans, incorporate climate neutrality into reconstruction planning, strengthen governance and citizen engagement, and prepare the funding and financing required for implementation.

The project also establishes a **Ukrainian Cities Climate Hub** to engage a wider group of Ukrainian municipalities, encourage mentoring and ongoing partnerships amongst them, and support the replication and scale-up of project knowledge and methods. Lessons learnt from the technical support and Capacity Building Programme of the project are intended to be synthesised and made available through the Hub and the EU Cities Mission Platform.

2.1 The SUN4Ukraine Capacity Building Programme:

SUN4Ukraine’s [capacity building programme](#) is designed to build the knowledge, skills and capabilities required by Ukrainian municipalities to develop Climate Neutrality Plans. The programme combines online and in-person training, peer to peer exchange and a partnership programme where Ukrainian Flagship Municipalities are paired with EU Mission Cities.

The programme organises bi-weekly online trainings to Ukrainian Flagship Municipalities, tackling different topics relevant to climate neutrality planning. The training is delivered in Ukrainian and the recordings, together with other additional resources are available on the [EU Cities Mission Portal](#). The programme is constantly reviewed and adapted in response to participant feedback, evolving city needs and the war reality.

2.2 Role of the 12 micro-learning videos:

The 12 micro-learning videos are intended both to synthesise the core topics covered throughout capacity building and to provide a coherent overview of the key steps involved in developing

climate neutrality plans. Each video will address a specific topic or practical question that Ukrainian municipalities may encounter when working on such planning processes.

Ultimately, these 12 micro-learning videos will serve two complementary purposes:

- **Consolidation and refresher learning:** to help the 12 Flagship Municipalities revisit core concepts from the programme. This will be helpful for the Flagship Municipalities as they finalise their Climate Neutrality Plans.
- **Replication and onboarding:** provide accessible entry points for members of the Ukrainian Cities Climate Hub and other Ukrainian municipalities that engage with SUN4Ukraine learning resources later in the project.

The exact themes, learning outcomes, draft scripts and proposed speakers will be developed and validated by Energy Cities. Indicative content may include: climate-neutrality targets, compiling an emissions inventory, designing a portfolio of actions, enabling a strong governance framework, citizen engagement, funding and financing, monitoring and evaluation.

3. Requirements for the video-series:

The service should result in a coherent video series which:

- communicate complex technical and governance topics clearly to municipal practitioners;
- combine expert knowledge with practical municipal experience
- use a consistent visual language and narrative approach across the full series;
- make effective use of existing project recordings and materials (where relevant) while adding professionally filmed interviews and B-roll;
- are suitable for self-paced online learning and technically optimised for Moodle;
- are accessible in both Ukrainian and English through subtitles and transcripts;

4. Scope of services

The contractor will be engaged to deliver the services and outputs described below:

Creative development and storytelling:

- Develop the visual tone, pacing and balance between interviews and supporting visuals to ensure technical content remains engaging. Provide a mood board and visual references aligned with the SUN4Ukraine visual identity and EU visibility requirements.
- Develop a coherent narrative arc and editorial structure for the series while ensuring that each video also works as an independent micro-learning resource.
- Support Energy Cities in refining interview questions, draft scripts by speakers and content flow. The contractor is not expected to provide the technical substance of the training, but must provide editorial guidance that strengthens clarity, story and learner engagement.

Production planning:

- Prepare a production plan covering the full series, including filming or recording schedules (for both in-person and remote recordings), interview plan, location requirements, equipment plan, shot lists, travel and logistics.
- Coordinate interview and filming logistics with Energy Cities and designated project partners. Energy Cities will identify speakers and facilitate introductions. Where possible, Energy Cities will also provide filming locations (especially when interview shootings can be combined with existing project meetings).

- Advise speakers on interview preparation, framing, delivery and practical arrangements for in-person or remote recording. For remote recordings, this should include clear guidance on sound, lighting, framing and connectivity
- Identify the need for studios, local crews and include all associated costs
- Maintain consistent visual and audio quality when some contributions must be recorded remotely or by third parties.

Filming:

- Conduct professionally filmed interviews with experts from the project, municipal representatives from the Flagship Municipalities and other practitioners identified by the project.
- In-person filming should be prioritised whenever feasible and the contractor must be willing and able to undertake filming in Warsaw, Kyiv and other Ukrainian cities. The contractor is expected to carry out at least four filming days: one filming day in Warsaw in October 2026 at a location provided by the project, one filming day in Kyiv for which a suitable filming studio should be arranged, and two additional filming days in other Ukrainian cities, subject to the security situation and applicable travel advice.
- Apart from in-person filming, bidders should also include sufficient time and provisions to conduct high-quality online recordings, especially when in-person filming may not be feasible.
- Provide and operate all professional camera, lighting, sound and data-storage equipment needed for filming in studio and non-studio environments. This should be included in the proposal costs.
- Ensure culturally and linguistically appropriate engagement with Ukrainian interviewees. English and Ukrainian-language capacity within the delivery arrangement, or a demonstrated ability to work effectively with Ukrainian local crews is strongly desired.

Post-production:

- Edit the interviews, original B-roll and pre-existing SUN4Ukraine footage into concise and engaging videos of maximum 10 minutes each.
- Apply a consistent visual package, including intro and outro sequences, lower thirds, titles, transitions, captions, maps, charts and branded graphic templates.
- Desirable, although not mandatory, would be the ability to provide light-to-moderate motion graphics and animated explanations where they could improve understanding.
- Complete colour correction and grading, audio editing, sound mixing, music selection and licensing, and image stabilisation or clean-up where needed.
- Prepare a teaser of approximately 60-90 seconds using highlights from the series. No separate filming should be assumed for the teaser unless proposed and priced.
- Optimise the pacing, structure and use of supporting visuals for micro-learning

Review, quality assurance and finalisation:

- Participate in review meetings with Energy Cities and, where relevant, selected SUN4Ukraine project partners.
- Submit draft cuts at the agreed milestones.
- Incorporate up to two rounds of consolidated comments (provided by Energy Cities) per video or batch of videos.

5. Technical, language and accessibility requirements

Video specifications:

- Master recording: preferably 4K UHD where feasible, with delivery masters at minimum Full HD 1920 x 1080, 16:9.
- Final format: H.264 MP4 suitable for reliable streaming and upload to Moodle, plus a high-quality archive master.

Languages and subtitles:

- The series will contain Ukrainian- and English-language interviews. The contractor must provide final subtitles and time-coded transcripts in both Ukrainian and English for every video and the teaser.
- Subtitles must be supplied as separate editable .srt files.
- Translation and proofreading must be carried out to a professional standard, preserving technical terminology and speaker meaning.
- When graphics are used, these should be editable so that on-screen text can be updated or translated without rebuilding the full video.

Accessibility and inclusive visual communication:

- Apply clear typography, sufficient colour contrast and readable captions.
- Avoid flashing content and unnecessary visual effects that may reduce accessibility or distract from learning.
- Use balanced, non-stereotypical and gender-sensitive imagery and representation.
- Where relevant, identify speakers and locations clearly and provide explanatory labels for maps, charts and technical diagrams.

6. Milestones, Deliverables and indicative timeline:

The following deliverables and milestones are mandatory. The precise sequencing may be refined during inception, without changing the overall scope or maximum contract value. In terms of timelines, the assignment is expected to begin at the end of September 2026 and prospectively completed by April 2027. The completion date might be subject to change to a later date. The dates below are indicative and will be confirmed during procurement and contract preparation. The final schedule must remain adaptable to speaker availability, project activities and the security situation in Ukraine.

Milestones and Deliverables	Expectations	Indicative timeline
Contract signature and kick-off	Inception meeting held and contract signed	Week starting the 28 th September 2026
Creative concept treatment	Confirmed methodology, workplan, narrative principles, mood board, sample storyboard, intro/outro, lower thirds, title and graphic templates.	Within 10 working days of contract signature
Production plan	Filming and interview schedule, shot lists, logistics, travel and security arrangements.	October 2026
Feedback on video scripts	Provide feedback from a storytelling and editorial perspective	
Filming in Warsaw	One-day filming mission in Warsaw	23 rd October (to be confirmed) 2026
First production batch	At least four videos completed	By December 2026
Filming in Kyiv and Ukraine	Completion of remaining filming days	
Second production batch	Videos 5-8 near completion	January- February 2027
Final filming and/or remote recordings	If in-person filming is not viable, remote recordings scheduled	
Final Production batch	Videos 9-12 near completion	March-April 2027
Series teaser	One 60-90 second teaser compiled from series footage and graphics.	By April 2027
Language and accessibility package	Ukrainian and English subtitles in .srt format, time-coded transcripts.	
Clearances	Licenses for all recorded material and any copy-righted material.	

7. Working arrangements and responsibilities:

Energy Cities:

- Provides the project background, learning objectives, draft content, technical references and existing materials required for production.
- Identifies and invites the experts and municipal practitioners to be interviewed and facilitates introductions and access to project activities or locations where possible.
- Provide the SUN4Ukraine visual identity guidelines, logos, EU visibility requirements and available templates.

- Coordinates the technical validation of content and provides a consolidated set of comments for each review round within the agreed timeframe. Provides the final approval once feedback has been implemented and the videos are considered to be complete.
- Obtains participant consent and release forms.

Contractor:

- Leads the audiovisual production process from inception to final handover and proactively advises Energy Cities on the most effective creative and technical solutions.
- Manages its own staff, collaborators, local crews and subcontractors (if any), while remaining fully responsible for the quality and timely delivery of all outputs.
- Organises production logistics, equipment, travel, accommodation, insurance, filming permissions, data management and any studio or local crew arrangements required for the assignment.
- Ensures that all third-party materials, music, images, footage, graphics and software used in the deliverables are appropriately licensed for the intended use.
- Informs Energy Cities promptly of any issue that may affect quality, cost, safety or delivery and propose proportionate mitigation measures.
- Complies with applicable data-protection, confidentiality, security, intellectual-property, visibility and ethical requirements.

8. Pricing:

The contract will be awarded on a lump-sum basis, subject to the final agreed scope and the selected bidder's financial offer.

The proposed total price **must include all direct and indirect expenditure required to perform the assignment**, including: professional fees, project management, creative development, filming, post-production, translation, subtitles, travel, accommodation, visas, insurance, equipment, data storage, local transport, music and stock licensing, studio hire where proposed, taxes and VAT where applicable. Bidders must clearly indicate their VAT status and whether the total quoted price includes VAT. No additional expenses will be reimbursed unless expressly agreed in writing by Energy Cities.

A clear and detailed breakdown of costs per service, milestone and deliverable should be provided by the bidder, an example of which is being provided below.

Cost item	Description	Price in EUR
Creative development and pre-production	Inception, creative treatment, story structure, scripts/interview support and production planning	
Filming and production	All mandatory filming missions, crews, equipment, sound, lighting and production logistics	
Travel and insurance	Travel, accommodation, local transport, visas, insurance and security-related costs (as an estimation at this point) for Warsaw, Kyiv, and other Ukrainian cities.	

Cost item	Description	Price in EUR
Post-production for 12 videos	Editing, colour, sound, graphics and agreed motion design	
Teaser	One 60-90 second teaser	
Translation, subtitles and transcripts	Ukrainian and English	
Licensing and studio hire	Music, stock, archive or studio costs where applicable 1 day studio hire in Kyiv	
Project management and file handover	Review coordination, data storage, source files and archive package	

8.1 Optional services to be priced separately

Bidders should provide unit prices for the following optional services. These services are not guaranteed and will only be commissioned through written agreement, subject to the available budget:

- Ukrainian voice-over or full dubbing, per video;
- additional filming day, distinguishing Ukraine and non-Ukraine locations where relevant;
- additional short social-media edit or reel of 30-60 seconds;
- light to moderate animation and/ or motion-graphics
- any other service that the bidder believes would materially enhance the learning or dissemination value of the series.

9. Indicative payment schedule

Payments will be made against an invoice and written acceptance of the relevant milestones. Energy Cities may withhold acceptance where deliverables do not meet the agreed requirements, until the identified issues have been corrected.

Payment	Milestone	Share of contract value
1	Approval of Creative concept treatment and production plan	20%
2	Completion of Warsaw and Kyiv filming and approval of the first four videos	20%
3	Approval of videos 5-8	20%
4	Final acceptance of videos 9-12, teaser, subtitles, transcripts and complete source/archive package	40%

10. Who may apply

The procurement is open to individual professionals, companies, non-profit organisations, production studios and/or consortia capable of delivering the complete service. Bidders are free to determine the most efficient delivery arrangement.

The bidder must demonstrate:

- a strong track record in professional video production, including creative development, filming and post-production;
- high-quality visual storytelling, graphic design and editing skills are required;
- experience managing productions involving multiple speakers and locations
- the practical ability to organise filming in Warsaw and Ukraine and to adapt production arrangements to security and logistical constraints. Ability to film in other locations in Europe would be desirable although not mandatory.
- capacity to work with Ukrainian- and English-language content and to provide professional translation and subtitles;
- management of copyright, music and stock licensing, consent, data protection and secure file transfer;
- professional liability and other insurance appropriate to the assignment.
- experience producing educational, training, documentary or interview-led content for online audiences is also desired;

11. Application

Applications must be sent by the **17th September 2026** to: abigail.mizzi@energy-cities.eu. Please use the following subject line: ***Provision of creative audio-visual services_SUN4Ukraine.***

Only submissions in English will be accepted. The application package should include the documents listed below, ideally sent in pdf format and including the name of the bidder:

- **Technical proposal** which describes:
 - the bidder's understanding of the assignment
 - the creative and story-telling vision that the bidder would take for this assignment
 - proposed workflow which includes an indicative workplan and filming schedule aligned with the milestones in Section 6.
 - measures that the bidder would take for quality assurance
 - accessibility approach
 - management of travel and security risks.
 - Short statement on environmental sustainability
- **Portfolio** containing comparable examples and a brief explanation of the bidder's role in each assignment.
- **CVs or short professional profiles** of the person/immediate team who would be directly responsible for delivery.

- **Financial proposal** in EUR reflecting the cost headings in Section 8 and including all direct and indirect costs as well as the bidder's VAT status. Bidders should also provide unit prices for the optional services listed in Section 8.1.
- Legal registration and tax-status information, where applicable, and confirmation that the bidder is not subject to exclusion grounds or a conflict of interest.
- Declaration of any use of generative artificial intelligence used in the technical offer or for scripting support, visual generation, translation, editing and/or other relevant production activities.

12. Evaluation and award procedure

Eligible proposals will be assessed according to the best-value-for-money principle and the absence of conflicts of interest. Energy Cities may request clarifications, conduct interviews with shortlisted bidders or ask for evidence supporting information in the proposal. Where a financial offer appears abnormally low or incomplete in relation to the proposed methodology, Energy Cities may request clarification before completing the evaluation.

Technical proposals will be scored on a scale from 0 to 10 for each quality criterion, where 0 is unacceptable, 5 is satisfactory and 10 is excellent.

Component	Assessment criteria	Weight
Understanding and methodology	Understanding of the educational purpose, completeness and feasibility of the proposed end-to-end production methodology.	20%
Creative and storytelling approach	Quality, originality and suitability of the proposed narrative and visual approach for technical micro-learning and Ukrainian municipal audiences.	20%
Relevant experience and portfolio	Quality and relevance of comparable educational, documentary, interview-led and multilingual video work.	20%
Delivery capacity, workplan and risk management	Ability to meet the schedule, coordinate multiple locations and speakers, work in Ukraine, manage security risks and provide quality assurance.	10%
Financial offer	Overall price, completeness and transparency of the cost breakdown	30%

13. Contractual and general requirements

- The contract will be awarded in accordance with Energy Cities' usual purchasing practices, the principles of best value for money and the absence of conflicts of interest.
- Energy Cities reserves the right to cancel the procedure, reject all offers, negotiate clarifications or not award a contract without incurring liability to bidders.
- Bidders must keep their offers valid for at least 90 calendar days after the submission deadline.
- Energy Cities may publish anonymised answers to questions received to ensure equal access to information for all potential bidders.