

Full Dubbing and Voice-Over Translation of Video Tutorials

Reference No: 3.2.4.6/SiV

Terms of Reference

Within the framework of the **AGE+ project**, **Syri i Vizionit** plans to engage a company to fully dubbed and Voice-Over translation of eight (8) educational **video tutorials** that have been developed from our partner **Novi Sad Humanitarian Centre – NSHC**, for informal caregivers' family members and volunteers who support elderly persons in home and community settings. The videos aim to enhance caregiving skills, promote equal engagement of women and men in providing care, and improve the quality of life of older people.

Each tutorial covers an important aspect of elderly care and will serve as a practical resource for caregivers. The original videos have been produced in the **Serbian language**, and their translation and adaptation into **Albanian** will ensure wider accessibility and inclusiveness.

The eight tutorials and their durations are as follows:

1. **Safety of Elderly Persons** - 8:36 min
2. **Emergency Situations** - 14:15 min
3. **Communication with Elderly Persons** - 11:46 min
4. **Mental Health in Older Age** - 12:58 min
5. **Informal Caregiving** - 8:09 min
6. **Maintaining Mobility** - 7:17 min
7. **Burnout Syndrome among Informal Caregivers** - 7:31 min
8. **Aging and Old Age** - 7:17 min

These videos will be shared publicly through **YouTube** and other online platforms to multiply the educational impact and ensure sustainability of project results.

The selected company will be responsible:

- **to translate and record the videos in the Albanian language through professional dubbing or voice-over**, ensuring clear pronunciation and accurate synchronization with the original content.
- **to integrate the provided visual elements and designs within the videos**, maintaining consistency with the original Serbian versions and adapting any on-screen text or graphics as needed.
- **to finalize and deliver high-quality video files**, ready for publication on YouTube and other online platforms, ensuring both accessibility and a professional presentation.

The total duration of video efforts, including preparation work, will be from **20 October 2025 to 30 November 2025**.

Background

The AGE+ programme is implemented in Kosovo (Peja, Istog) and Serbia (Šabac, Sombor, Novi Sad, Surdulica). Although Kosovo, compared to European countries, still has a younger average population, changing family structures and huge emigration of young people are a growing factor which affects negatively the demographic development. The official forecast is that by 2031 13% of the population will be over the age of 65 years and rapidly growing in subsequent years¹, even up to 22,3% by 2050². The living conditions of many elderly persons are very difficult and characterized by poverty or at-risk-of-poverty and insufficient provision of social services and health care³. The new law on pensioners, which was drafted in 2019, remains unapproved due to objections and accusations of discriminatory regulations. There is a lack of professional social welfare staff and service providers: only about 800 people are licenced to provide social services. Throughout the country there are only small spaces or no spaces at all for day centres or elderly homes. Care for the elderly is traditionally done by family members with the main burden of care work on women.

Older people and women are underrepresented in decision-making processes. Older people and women are still underrepresented both quantitatively and qualitatively in local politics and decision making, especially in matters related to elderly.

AGE+ Programme

The AGE+ programme is a regional programme to support the well-being and social inclusion of elderly in Serbia and Kosovo.

AGE+ contributes primarily to empowering vulnerable older men and women in the areas of social exclusion, health and social protection, sustainable social development, good governance, safeguarding the rights and needs of elderly with a specific focus on older women, institutional capacity building at local level, and building inclusive societies and social cohesion.

The AGE+ programme aims to:

- strengthen participation of elderly persons in dialogue with their governments at local level, voicing their needs and involving them in decision making on services to the elderly;
- increase capacity of governments, private sector, and other service providers to deliver services for elderly based on recommendations of the senior citizens, and
- increase provision of complementary services as support to the elderly on community level with pilot actions that enhance cross-sector learning and sharing of social innovations that include intergenerational and gender-responsive actions.

Through strategic planning, targeted capacity building, cross-sectoral efforts, and inclusiveness of elderly people on community and policy level, targeted municipalities are strengthening existing

¹ Kosovo Agency of Statistics, <https://ask.rks-gov.net/>

² https://serbia.unfpa.org/sites/default/files/pub-pdf/survey_on_loneliness_eng_0.pdf

³ „Multidimensional Poverty Analysis Kosovo 2017” link
<https://cdn.sida.se/app/uploads/2020/12/01095837/kosovo-mdpa.pdf>

initiatives and services for elderly people with consideration for the specific needs of elderly women and men. New age-friendly and gender-responsive initiatives and services are being developed on a community level. Transfer of capacity and knowledge is also provided to sustainably cater to the needs of ageing societies and shared with other municipalities. Furthermore, age-friendly and intergenerational activities as well as awareness raising and advocacy undertakings, are combating ageism.

The above is being implemented through the establishment of gender-balanced Senior Citizen Councils (consisting of members above the age of 60) in target municipalities; diverse capacity building activities for local government units and relevant private and public service providers; and the establishment of local intergenerational solidarity centres which include the realization of three pilot intergenerational actions with young generations to create age-friendly communities.

The programme's activities will combat the socially constructed way of thinking about older persons, commonly based on negative attitudes and stereotypes about aging. Furthermore, the activities will combat segregation of the elderly and failing to respond appropriately to their real needs. Among others, the consolidation as age-friendly community, with intergenerational solidarity and gender-responsiveness, is underlined by the target municipalities' preparedness for entry in the Global Network of Age-Friendly Cities and Communities by WHO.

The AGE+ programme is implemented from 01.01.2023 to 31.12.2025 with Volkshilfe Solidarität as the Lead Partner and Syri i Vizionit, TARA International Consulting, and Novi Sad Humanitarian Centre as local project partners.

Objectives of the awareness campaigns

The aim of this engagement is to ensure the full localization and accessibility of eight educational video tutorials on elderly care, originally produced in the Serbian language, through professional dubbing and voice-over translation into Albanian. By translating and adapting these videos, the project seeks to make high-quality educational materials available to Albanian-speaking informal caregivers, family members, and volunteers who support elderly persons in home and community settings.

This activity aims to enhance caregiving knowledge and skills, promote equal involvement of women and men in providing care, and improve the overall quality of life for older people. Furthermore, by publishing the adapted videos on online platforms such as YouTube, the project will expand its educational reach, ensure long-term accessibility, and contribute to the sustainability of the AGE+ programme's objectives in fostering inclusive, age-friendly, and gender-responsive communities.

The role of the company is to work with Volkshilfe Solidarität and its partner SiV in Kosovo to translate, dubbing, adapt, and technical finalization of the educational video materials. The company has the following objectives:

1. Translation and Voice Recording

- Translate all spoken content from Serbian into standard Albanian, ensuring accuracy, clarity, and contextual relevance.
- Record professional voice-over or dubbing using native Albanian-speaking voice actors with clear pronunciation and suitable tone for educational content.
- Ensure lip-sync or time-sync accuracy in the dubbing process to align with the original visuals and pacing.

2. Video Editing and Integration

- Integrate the Albanian audio tracks into the existing video materials.
- Adapt any on-screen text, graphics, or captions into Albanian while maintaining visual consistency with the original design.
- Ensure that all branding elements and logos of the AGE+ programme and partner organizations are correctly applied.

3. Quality Assurance and Final Delivery

- Conduct internal quality checks to ensure linguistic accuracy, technical synchronization, and professional sound quality.
- Deliver high-resolution, ready-to-publish video files optimized for YouTube and other online platforms.
- Ensure all deliverables are compliant with accessibility standards, including clear audio and legible on-screen text.

Methodology

The company will apply a clear and structured approach to ensure high-quality dubbing and voice-over translation of the eight video tutorials. The process will start with a **preparation and coordination phase**, including an initial meeting with *Syri i Vizionit* to align on objectives, timelines, and deliverables. Next, during the **translation and adaptation phase**, all Serbian scripts will be translated into **standard Albanian**, ensuring accuracy, cultural sensitivity, and clarity for the target audience. Translations will be reviewed and approved by *Syri i Vizionit* before recording. In the **voice recording and dubbing phase**, **professional Albanian-speaking voice actors** will record the narration in a studio environment, maintaining clear pronunciation and natural synchronization with the visuals. During the **video editing and integration phase**, the new Albanian audio will be embedded into the videos, and all **on-screen text and graphics** will be adapted while preserving the original design and branding. Finally, the company will conduct **quality assurance** to ensure linguistic accuracy, sound clarity, and synchronization before delivering **high-resolution, ready-to-publish video files** and a short completion report.

Output of this assignment

This assignment will deliver the following key outputs:

- **Eight fully dubbed and translated video tutorials in Albanian**, accurately synchronized with the original Serbian versions and reflecting high professional audio-visual quality.
- **Adapted on-screen text, graphics, and subtitles in Albanian**, ensuring consistency with the original design and alignment with the AGE+ programme's visual identity

- **High-resolution**, ready-to-publish video files optimized for YouTube and other online platforms, meeting technical and accessibility standards.
- **Final report** summarizing the translation, recording, and editing process, including quality assurance measures and recommendations for future productions.

These outputs will collectively promote age-friendly communities, challenge age-, dis/ability- and gender-stereotypes, and foster intergenerational solidarity.

Ethical Behaviour

The consultant will follow and comply to the following VHSOL Policy Papers and Guidelines:

- Safeguarding
- Gender-, Diversity- and Inclusion
- Child Protection
- Anticorruption
- Environmental Protection
- Complaints Mechanism

These policy papers and guidelines ensure to protect people, including children and at-risk adults, from harm that might arise from coming into contact with VHSOL staff, its Partners or their contracted persons/institutions.

Application requirements

- **Company Profile:** Brief description of the company's experience, capabilities, and previous relevant work in dubbed and translated videos.
- **Financial offer:** A breakdown of the budget following this structure (the budget may not exceed 12,000.00 EUR)

No.	Video Title	Duration (min:sec)	Price per Video (EUR)
1	Safety of Elderly Persons	8:36	€_____
2	Emergency Situations	14:15	€_____
3	Communication with Elderly Persons	11:46	€_____
4	Mental Health in Older Age	12:58	€_____
5	Informal Caregiving	8:09	€_____
6	Maintaining Mobility	7:17	€_____
7	Burnout Syndrome among Informal Caregivers	7:31	€_____
8	Aging and Old Age	7:17	€_____
Total Cost (EUR)			€_____



**AGE+ Building Age-Friendly
Communities through
Intergenerational Action in Serbia and Kosovo**

When preparing your financial proposal, please ensure that the price offered for each video includes all related costs required to deliver a complete and high-quality final product. Each offer must cover the entire production process, including:

translation and script adaptation (from Serbian to Albanian, with proofreading and language review), voice recording and dubbing (professional voice talents, studio recording, and sound editing), video editing and integration (audio synchronization, adaptation of on-screen text and graphics, and final editing), and final delivery and reporting (submission of high-quality video files ready for publication, along with a brief completion report).

The total or unit price per video should therefore reflect the full scope of work, ensuring that no additional costs will be required for the complete delivery of the videos.

Application deadline

15 October 2025

via email to office@syriivizionit.org

AGE+ IMPLEMENTED BY:



With funding from

