



**Head Office / Secretariat of the  
Regional Rural Development Standing Working Group  
in South-Eastern Europe (SWG) – Skopje**

**Terms of Reference (ToR) for creation of promo films in Western Balkans rural areas**

## **1. Introduction**

The Regional Rural Development Standing Working Group (SWG), as a platform for networking and regional co-operation, has been established during the Agricultural Policy Forum 2005 (“Rural Development Opportunities for Co-operation in the SEE”) held in North Macedonia and Serbia in June 2005.

With the International Agreement in March 2009, the SWG is registered as an International Intergovernmental Organization, with its managing and coordinative body – SWG Head Office/Secretariat based in Skopje, North Macedonia. On September 7<sup>th</sup> 2009, the Law on Ratification of the SWG Agreement has been decisively completed by the Parliament of the Republic of North Macedonia.

The main SWG strategic framework is composed of the following elements:

SWG vision is to promote innovative and sustainable agriculture and rural development through regional cooperation, to improve rural livelihoods in the SEE countries.

Mission - to increase horizontal cooperation among respective countries and territories of South Eastern Europe, by coordinating regional initiatives related to agriculture and rural development and supporting the process of social and economic development of rural areas in SEE region.

General objective of SWG is to facilitate close cooperation between the Ministries of Agriculture and other stakeholders in the field of agriculture and rural development and to support EU integration in SEE. The SWG has four specific objectives on which the organization has focused its work:

- To improve the common understanding on agriculture and rural development policies;
- To assist the improvement of implementing structures and systems for agriculture and rural development, with specific emphasis on cross border cooperation;
- To improve the understanding and use of implementation tools for agriculture and rural development;
- To identify and share information and application of good practice in agriculture and rural development to broaden the rural agenda.

## **2. Background**

Since policy dialogue has taken a higher profile as a fundamental value to development cooperation and EU integration, the SWG has recognized and founded such instruments in

the SEE region for addressing the implementation of future EU agricultural and rural development policies and the reflection contributing to the countries in the region. The recognized regional dialogue platforms provide an opportunity for policy-makers, leading academics, local self-governments, civil society groups and NGOs to dialogue and identify critical opportunities and challenges to collaboratively and effectively implement the rural development dimension of the EU approximation process of the candidate and potential candidate countries from the SEE.

On a local cross-border level the SWG is operating via its regional rural development framework. The established local structure under the SWG framework serves an innovative approach enabling a breakthrough in sustainable economic growth by targeting defined geographical areas in cross-border regions which are characterized by a set of common, complex development problems. It is considered as an effective approach for facilitating suitable growth in rural areas in decline. The intervention encourages local communities to develop integrated bottom-up approaches to respond to territorial and local challenges urging for structural change. The approach supports building community capacity and stimulating innovation, entrepreneurship and capacity for change by encouraging the preservation, development and discovery of untapped potential (environmental, resource and cultural) from within communities and territories.

Overall, SWG serves to connect and network players and stakeholders from all levels (regional, national and local). Interlinking their visions, needs and goals. We serve the purpose of ensuring sustainable economic development via diversified rural policies and activities, that will at end help our countries towards the EU approximation, provide jobs and business opportunities and bring young people back to rural areas.

The three central project outputs are:

- 1) Regional cooperation and policy advice,
- 2) Sustainable business models, and
- 3) Community-led and area-based development strategies.

### **3. Specific situation**

The target group of SWG is the rural population in the selected project countries, especially in border areas, which is especially affected by poverty, due to the structural weakness of such areas as well as stakeholders (public, private and civil society) involved in the realization of rural development policies and programmes. The SWG RRD has already established regional cooperation structures and networks in the seven cross-border regions Sharra (Albania, Kosovo and North Macedonia), Prespa (Albania and North Macedonia), Drina-Tara (Bosnia and Herzegovina, Montenegro and Serbia), Drina-Sava (Bosnia and Herzegovina, Croatia and Serbia), Krsh (Bosnia and Herzegovina, Croatia, and Montenegro), Prokletije-Bjeshket e Nemuna (Albania, Kosovo, and Montenegro), and Pcinja-Krajishte (Bulgaria, North Macedonia, and Serbia) within the framework of an EU supported area-based development approach.

SWG aims to develop sustainable business models in structurally weak border regions. This includes improvement of the production and marketing of agricultural and wild products, local crafts and culinary traditions, digitalization, and sustainable tourism. The support is realized through capacity building and targeted investments for relevant key stakeholders from the private sector that will facilitate the cooperation and networking process.

The specific assignment of this Terms of Reference is focused on the promotion and visibility of the selected value chains in the rural and cross-border areas of Western Balkans. With this activity SWG would like to increase the knowledge transfer among local communities, including exchange of experience and “best practices” in the rural areas and broad.

Furthermore, the activity will also support the awareness raising on rural development and agriculture sector in the Western Balkans, including:

- Improvement of the economic situation in rural areas by marketing/selling products & services and attracting more visitors and tourists;
- Facilitating business and employment opportunities offered to young people outside of urban areas.

The main outcomes of this assignment are:

- Development of short- up to 5-minute films on SWG value chain activities in the rural and cross border regions.
- Development short 30 seconds teasers about SWG value chain activities in rural and cross-border regions.

#### 4. Scope of work

The engaged company will need to produce **short 5-minute promo films and short 30 second teasers** about target value chains of SWG and the organization’s work in the rural and cross-border regions of Western Balkans.

Promo films need to reflect various economic activities of the value chains, including tourism, agriculture traditional cuisine of each of the cross-border regions. Each film should include the specifics of the target region and selected value chains of SWG. Most importantly, it should promote rural networking, implementation of various People-to-People tools and business development measures covered under the SWG framework.

All videos should be delivered in a digital format to be used for the YouTube channel and other digital media tools (open files), as well as in TV broadcast quality.

Selected provider should be able to provide services in each of SWG’s member countries/territories: Albania, Bosnia and Herzegovina, Serbia, Montenegro, North Macedonia and Kosovo\*. The selected service provider is also expected to give a creative input to the development of the script during the whole production and post-production process. The service provider takes full responsibility for the technical part of the video production.

The service provider must hold the rights of the music to be used for the film. The production of the Promo film/s should take place as per the selected projects by SWG and its Head Office whereas not all videos need to be ready at the same time.

The target group of the promo films are interested rural household, as well as general public in Albania, Bosnia and Herzegovina, Serbia, Montenegro, North Macedonia and Kosovo\*.

Specifics of the required services are as follows:

##### 1. Pre-Production

- Preparing of short script in English as per a filming day

##### 2. Production

- Engagement of at least two-person team to provide director, videographer, videographer assistant, sound engineer

- Include all necessary camera equipment (as an example: Canon C200 / Canon C100 / Sony FS5 / Sony FS7) as well as necessary sets of lenses (wide to telephoto), tripods, camera gimbals, sound equipment, lights, etc.
- Provide arial/drone filming
- Optional transport, per diems and accommodation costs

### **3. Post-Production**

- Editing 3-5min video
- Edition up to 60sec teaser video
- Color correction
- Audio Mix and postproduction
- Translations (From/To, English and West Balkan languages)
- Subtitling
- Info graphics
- Licensed Music

The information collected and analyzed during the preparation of the promo films is subject to a data privacy clause.

Upon the delivery of the promo films, all the records shall pass into the exclusive ownership of the SWG RRD, including all use and distribution rights connected to this.

The promo films and photographs delivered shall pass into the exclusive ownership of the SWG RRD, including all use and distribution rights connected to this.

The working language for the reporting is English.

### **5. Place of assignment**

The place of assignment of the selected company is in targeted cross border regions with u travels to places where filming will be organized.

Due to COVID - 19 pandemic in the regions, the selected company need to organize team which can cover filming in all three countries: Serbia, Bosnia and Herzegovina and Montenegro in close communication SWG and depending on the health situation in the region and measures and recommendation of authorized institutions/ governments. The planed route for filming should be elaborated and approved in written by SWG Secretariat.

### **6. Timeframe**

For each promo video it is foreseen up to 10 days engagement for all participating countries.

The timetable and list of milestones are provided as an indicative framework for conducting the service. It is hoped that the milestones can be respected whilst some room for negotiations is expected. The timetable will ensure that the service is completed on schedule and serve as a vital source of information

Detailed itinerary will be delivered to contractor.

#### **4. Submission of the proposal**

The institutions and individuals interested in tendering should provide a brief outline of the approach they would adopt, covering the following general headings:

- Short description of the organization and the staff performing the service (background and experience of the team, description of the approach and methodology to be used).
- The offeror needs to state exact number of days for all activities necessary for preparation of five short movies
- Timetable of activities.
- Budget, including all costs (also VAT). The financial aspect should indicate the total amount, taking into account all relevant expenditures necessary for the delivery of the requested services.

The Financial offer should detail costs for filming (staff, camera(s) and audiovisual requirements, post-production, subtitling, graphics and copyright charges for music. The information collected and analyzed during the preparation of the educational promo films is subject to a data privacy clause.

Upon the delivery of the promo films, all the records shall pass into the exclusive ownership of the SWG RRD, including all use and distribution rights connected to this. The promo films and photographs delivered shall pass into the exclusive ownership of the SWG RRD, including all use and distribution rights connected to this.

SWG will be responsible for organization of accommodation and transport during the field missions. Costs for travel and accommodation will be covered by the SWG and it is separate expenses from this contract.

#### **Qualifications**

The service provider shall submit list of staff to be engaged and available during the production of the educational video.

Specific professional experience of the service provider should include:

- At least 5 years of proven experience on media development projects;
- Experience working with international organizations;
- Experience in international and regional development projects in the SEE region;
- Experience in facilitation and coordination of groups needed for media project development;
- Experience in management of time-sensitive projects.
- Working days: performance of the contract (and therefore payment) is based solely on working days. The service provider will only be paid for days actually worked on the basis of the work plan contained in offer.

### **Travel and accommodation**

The service provide should calculate the costs for travel and accommodation as a lump-sum within their offer, taking into consideration that the travels and overnights will happen in rural areas where the prices are lower than urban areas.

### **Equipment**

The service provider should be fully equipped to successfully implement the required servicer and tasks.

## **7. Payments**

The payments for realization will follow the submission of all deliverables and confirmation of approval by SWG, in one final installment.

The payment of the agreed remuneration shall be effected upon submission of original invoices to the SWG Head Office/Secretariat, accompanied by the above mentioned deliverables.

## **8. Other provisions**

The travel and accommodation costs for participation on the staff of selected company organized within the project will be covered by the SWG Head Office/Secretariat except in situation with current limitations in travel between Montenegro and Serbia.

The selected company shall not use for own purposes or transfer to third persons any information related to the engagement and work, considered to be a business secret of the Head Office /Secretariat of the Regional Rural Development Standing Working Group in South-Eastern Europe (SWG) – Skopje.

The expert, besides the agreed remuneration, will have no other claims from the Head Office/Secretariat of the Regional Rural Development Standing Working Group in South-Eastern Europe (SWG) – Skopje.