



**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 video/s in Western Balkans
region**

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 7th 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. Scope of work

The engaged company will need to produce **short videos and teasers** with **taking photos** about major events and other activities implemented by the SWG RRD in the SEE.

Promo film/s need to reflect various economic activities implemented by the SWG RRD in SEE regions. Most importantly, it should promote topics covered by SWG such as sustainable principles on rural development, through networking and cooperation in SEE 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 film/s is general public in Albania, Bosnia and Herzegovina, Serbia, Montenegro, North Macedonia and Kosovo* and beyond.

The main outcomes of this assignment are:

- Development of short - up to 5-minute videos from the SWG RRD major events and other activities
- Development of short teasers about SWG RRD major events and other activities
- Taking photos from major events and other activities implemented by the SWG RRD in the SEE.

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 / Canon C70, Sony FX9, Sony FS5 / Sony FS7) as well as necessary sets of lenses (wide to telephoto), tripods, camera gimbals, sound equipment, lights, etc.
- Provide areal/drone filming
- Optional transport, per diems and accommodation costs

3. Post-Production

- Editing up to 5 min video/s
- Editing up to 3 min video/s
- Edition up to 30 sec teaser video/s
- Color grading
- Formatting
- Audio Mix and postproduction
- Translations (From/To, English and West Balkan languages)
- Subtitling
- Infographics
- 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.

3. Place of assignment

The place of assignment of the selected company is Western Balkan countries. The planned spot for filming should be elaborated and approved in written by SWG Secretariat.

4. Timeframe

The timetable and list of milestones will be provided by the institutions and individuals interested in tendering 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 and production of two short movies/teasers.
- 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 audio-visual 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

Travel cost and accommodation will be covered by the SWG RRD.

Equipment

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

5. Payments

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

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

6. Other provisions

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 company, 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.