



TERMS OF REFERENCE NO. 17/24

Filming and production of fundraising and marketing videos

1. Background

The nascent green transformation in Bosnia and Herzegovina, while a monumental challenge, is also a near-unique opportunity for a cultural shift towards an economy built on fundamentally different principles. With the Western Balkans one of Europe's areas most affected by climate change, there is even greater social and economic impetus to accelerate the pace of industrial and societal transformation.

However - and in addition to both consumers and producers acknowledging the need for greater responsibility and restraint - the success of the coming transformation will largely depend on the deployment of innovation as a critical enabler of this process; this is explicitly noted in the Guidelines for the Implementation of the Green Agenda for the Western Balkans.

Bosnia and Herzegovina's economy continues to lag behind the European average with traditional industry overwhelmingly exporting low technology products with limited value added and a large resource consumption footprint. This suggests that the deployment of effective innovation measures is essential, and that further engagement is needed to continue shifting research and innovation activities towards the business sector. The drive towards a greener, innovation-driven economy foresees a key role for small and medium enterprises in particular; worldwide, they contribute some 60% of industrial carbon emissions and 70% of all pollution. This shift towards more responsible and sustainable industrial practices for Bosnia and Herzegovina, however, requires businesses embrace innovative and efficient methods of production, with digitalization as a key driver. This, in turn, calls for new resources being placed at the disposal of established enterprises - as well as emerging entrepreneurs - in order to enable them to internalize new knowledge, deploy new technology, and make use of funding opportunities available through existing and future EU financing instruments.

Encouragingly, the green transformation is a key consideration in principal public sector strategies and policies, both in-country and by the resident donor community. This includes the EU's Economic and Investment Plan for the Western Balkans, the Western Balkans Green Agenda, the EU's Digital Strategy, the S3 Framework (Smart Specialization Strategy), and, crucially, the UN's Sustainable Development Goals. Domestically, all key national and sub-national documents reference the green transition and the need to move away from resource-intensive traditional industry operations. This includes the BiH Economic Reform Program, the entity development strategies, as well as sectoral guiding documents at national, entity and cantonal levels. There are, however, few interventions presently translating said strategic commitments into practical action.



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With this in mind, SSST has partnered up with the Federal Chamber of Commerce, the University of Novi Sad, Serbia, and the Innovation and Technology Park "Tehnopolis", Montenegro, to create an enabling platform that will guide businesses and entrepreneurs through the green transformation process, using innovative digitalization solutions to help them reinvent their business models and introduce new technologies aimed at decreasing industry's environmental footprint.

The activity, titled the Green Agenda Innovation Accelerator (GAIA), is jointly funded by the European Union and the Federal Ministry for Economic Cooperation and Development of the Federal Republic of Germany (BMZ).

2. Objective

This service is aimed at supporting one of the Project's pilot companies (Client) in the development and production of video material showcasing its portfolio to prospective investors as well as marketing its products to the wider public.

Overall, the service is expected to result in the following:

- a) One 2-minute fundraising video,
- b) Two generic 15-second marketing videos.

3. Scope of work

Under the overall supervision of the GAIA Project Team, and in collaboration with the Client, the Service provider will be responsible for the implementation of the following:

Task 1. Pre-production

The successful production of the material rests on a good understanding with the Client during the preproduction phase where the script will be finetuned (the Client already has a comprehensive scenario for the material), alongside developing the timeline and the breakdown of all the resources needed. This task will conclude with the script having been reviewed and Client approved, the schedule finalized, and locations confirmed.

Level of effort: 2 days

Task 2. Production

The production phase will take in the deployment of sound, lighting and video equipment in predetermined locations and the capturing of footage identified in the script, alongside any interviews that need to be recorded. At this phase voiceovers will be recorded alongside the capturing of any b-roll footage needed.

Level of effort: 3 days



Task 3. Post-production

The post-production phase will take in any music selection, sound and video editing process, color correcting, review of material by Client and final approval.

Level of effort: 2 days

Intellectual property: All material produced under the auspices of this service will be the sole intellectual property of the contracting authority. As such, no material produced can be distributed, disseminated, or otherwise exploited without the prior consent of the contracting authority. The Service Provider also will not infringe on any intellectual property of third parties in the delivery of this service.

4. Minimum Eligibility and Qualification

Eligibility and Qualification will be evaluated on Pass/Fail basis.

Subject	Criteria	Document Submission requirement
ELIGIBILITY		
Legal Status	Vendor is a legally registered entity.	Legal registration documents submitted
Company Profile	Bidder information.	Company Profile, which should not exceed 5 (5) pages, including printed brochures and product catalogues relevant to the goods/services being procured
QUALIFICATION		
Previous Experience	Minimum 3 contracts of similar nature and complexity implemented over the last 5 years.	Contracts /client statements on satisfactory performance/other relevant documents confirming satisfactory delivery of results submitted
Financial Standing	Bidder must demonstrate the current soundness of its financial standing.	Income statement and balance sheet for the year 2022 and 2023 and/or other relevant documents demonstrating current soundness of financial standing



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5. Deliverables and Payment Schedule

The GAIA project expects the assignment to be fully completed by the end of June 30, 2024, in line with the schedule below:

Assignment output	Deliverables	Payment %	Indicative Deadline	Condition for Payment
Task 1: Pre-production	<ul style="list-style-type: none"> Script reviewed and Client approved with the schedule finalized, and locations confirmed. 	20%	June 22 2024	Within thirty (30) days from the date of meeting the following conditions: a) Client's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider
Task 2: Production	<ul style="list-style-type: none"> All video and audio material captured. 	50%	June 27 2024	
Task 3: Post-production	<ul style="list-style-type: none"> All three video deliverables cleared and approved by Client. 	30%	June 30 2024	

6. Submission Deadline

All interested candidates are to submit their bids to this call with all supporting documents from **Tuesday, June 11, 2024, to Wednesday, June 19, 2024, 23:59 PM**. All bids are to be submitted electronically to the following email address: *info@ssst.edu.ba*, with the subject note: *Procurement of Filming and production of fundraising and marketing videos, no. 17/24– Call for Bid Submission*.



Financial Proposal Form – 17/24

Name of Bidder:	[Insert Name of Bidder]	Date:	Select date
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The Bidder is required to prepare the Financial Proposal following the below format and submit with the Technical. Any Financial information provided in the Technical Proposal shall lead to Bidder's disqualification.

The Financial Proposal should align with the requirements in the Terms of Reference and the Bidder's Technical Proposal.

Currency of the proposal: Insert Currency

Table 1: Summary of Overall Prices

	Amount(s)
Professional Fees (from Table 2)	
Other Costs (from Table 3)	
Total Amount of Financial Proposal	

Table 2: Breakdown of Professional Fees

Name	Position	Fee Rate	No. of Days/months/ hours	Total Amount
		<i>A</i>	<i>B</i>	<i>C=A+B</i>
In-Country				
Home Based				
Subtotal Professional Fees:				

Table 3: Breakdown of Other Costs

Description	UOM	Quantity	Unit Price	Total Amount
International flights	Trip			
Subsistence allowance	Day			
Miscellaneous travel expenses	Trip			
Local transportation costs	Lump Sum			

Out-of-Pocket Expenses				
Other Costs: (please specify)				
Subtotal Other Costs:				

Table 4: Breakdown of Price per Deliverable/Activity

Deliverable/ Activity description	Time (person days)	Professional Fees	Other Costs	Total
Deliverable 1				
Deliverable 2				
Deliverable 3				
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Signature:

Date: