

## Terms of References

Call for procurement – Shooting Videos (3-5 min) with practical instructions from the field under the project:

### **“Improving the Livelihood and Strengthening the Position of Dairy Farmers in Rural Areas”**

#### **I. Background**

We Effect is a Swedish development organisation present in Africa, Asia, Europe, and Latin America. Our work focuses on reducing poverty and inequality by strengthening the ability of member organizations to enable women and men, girls and boys living in poverty to improve their living conditions, defend their rights and contribute to a just society. The work is focused to the following areas: rural development, housing, gender equality, environment and financial inclusion. In Europe, We Effect is present in Albania, Bosnia and Herzegovina, Kosovo<sup>1</sup>, Moldova, and North Macedonia.

Target groups of We Effect’s development cooperation are We Effect’s partner organizations (civil society organizations), mostly represented by member-based organizations active in rural development, farmers’ associations, producers’ groups, and cooperatives. We Effect applies a rights-based approach where development interventions are the results of the dialogue with our partner organizations, with strong local ownership, characterized by accountability, transparency, non-discrimination, and meaningful participation.

The We Effect Regional Office Europe makes significant efforts in applying sustainable and results-oriented practices by combining environmental, social, and economic development perspectives in one integrated development framework. In that sense, specific topics of environment and economic development were selected to drive the new program 2023-2027. In terms of social and economic development perspectives, the focus is placed to strongly empowering partner organisations for delivering improved services to their beneficiaries, predominantly represented by farmers (agriculture practitioners).

For this purpose, we are looking to engage a company for shooting videos (3-5 min) with practical instructions from the field.

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<sup>1</sup> This designation is without prejudice to positions on status, and is in line with UNSC 1244 and the ICJ Opinion on the Kosovo Declaration of Independence

The main purpose of this activity is the shooting 3 videos (3-5 min) with practical instructions from the field. In the project live has been foreseen to develop 15 videos from the field in different topics.

With this assignment will be prepared three videos. Three videos will be addressed this activity:

- Videos on good grass cultivation
- Videos on grass silage preparation
- Videos on maize silage preparation

## II. Objective of the assignment

Under Output 3.3: Informed small-scale dairy farmers and Activity 3.3.1: Shooting Videos (3-5 min) with practical instructions from the field.

The local company is asked to prepare and deliver three videos on the topics:

- Videos on good grass cultivation
- Videos on grass silage preparation
- Videos on maize silage preparation

Each video should contain understandable information for the farmer and should last 3 to 5 minutes. The video and sound quality must be clear and of high quality.

Video materials must be submitted on CD, which can be copied and published on the KAMP association's website.

## III. Duty travel & accommodation

Travel through Kosovo is foreseen in this assignment. Videos will be taken on the field around Kosovo selected by KAMP staff. All preparatory work with KAMP will be organized virtually.

## IV. Coordination & reporting

Local company will work under the direct supervision of the KAMP project manager. The KAMP staff will closely follow the progress of work under this assignment.

Local company will be reporting directly to the KAMP project manager. The intended dynamics of the assignment is the following:

Activities/Deliverables:		
	Agu.	Sep.
Videos on good grass cultivation	27	
Videos on grass silage preparation		12
Videos on maize silage preparation		19

Table 1. Timeline for delivery of the expected products

## **V. Qualification requirements**

### General professional experience

- ✓ Have a minimum of 1 year of professional experience in shooting video and promotion in the agricultural sector.

### Specific professional experience

- ✓ Ability to work flexibly and re-prioritize as necessary.
- ✓ Has excellent written and verbal communication skills and attention to detail
- ✓ Able to establish and build professional working relationships through strong interpersonal skills and the ability to work as part of a team.

### Assets:

- ✓ Previous experience in Kosovo and knowledge of Serbian or Albanian will be a strong advantage.

The selected company will be requested to communicate with KAMP for any unclear situation or challenge that they might face during the implementation of the tasks, especially the challenges in practising the above-mentioned competencies.

## **VI. Application procedure:**

**By August 04<sup>th</sup>**, all interested companies should send their application to [info@shpqk.org](mailto:info@shpqk.org), [milazimmakolli@gmail.com](mailto:milazimmakolli@gmail.com)

Email should include a **CV, Financial Offer, and Declaration of Relationship**.

**By August 05**, the evaluation of offers is going to be conducted and signed.

**By August 08**, the contract will be signed by both parties (local company and KAMP official representative).

**By August 09**, the company will start with the implementation of the contract.

The service provided will be replenished at the moment that the company has submitted on time the agreed documentation for the realization of this service at the end of the contract.

Financial offer in EUR for the tasks specified in the Terms of Reference.

## **VII. Evaluation of the offers**

The incomplete applications or applications received after the deadline for submission will not be taken into consideration.

The evaluation of offers will be based on the “best value for money principle” by using a weighted scoring method to evaluate the combination of the applicants’ qualifications (60%) and financial proposal (40%).

The award of the contract will be made to the bidder whose offer has been evaluated as:

- Responsive/compliant/acceptable, and
- Having received the highest combined score out of a weighted technical and financial evaluation specific to the solicitation

### **Technical evaluation (60%):**

The technical evaluation of the received offers will consist of:

- Evaluation of education [max points]
- Evaluation of overall professional experience [maximum 25 points]
- Familiarity with the agriculture sector in Kosovo [maximum 20 points]
- Experience in rural development context [maximum 10 points].

Only the candidates who will reach the threshold of 60% (min 50 points out of maximum 60 points available for the technical evaluation) will be considered for the financial evaluation.

### **Financial evaluation (40%)**

The financial offers are expected to be delivered in a separate email that will not be considered for evaluation before receiving the results of the technical evaluation.

Once the technical evaluation is finalized, the consultants that gain at least 50 points are going to be subject to financial evaluation.

The offers of the applicant that is being technically evaluated as not responsive (gained 50 or less points in technical evaluation) will not be subject to financial evaluation.

For those that will pass the minimum threshold (50 points and more), the evaluation of the financial offers will be conducted in the following manner:

- The offer with the lowest price shall receive a total of 10 points.
- The other offers with higher prices shall receive the respective score according to the following formula:  $10 * (\text{Lowest Price} / \text{Proposed Price})$ .

The final evaluation will be the sum of the points generated in the technical and financial evaluation. One applicant that gained the best score in the final evaluation will be offered a contract with KAMP for the implementation of the assignment. In case the best applicant/s is/are being prevented to sign the contract, KAMP will offer a contract to the applicant/a that gains the next (second/third/fourth) best score in the evaluation process.

### **VIII. Terms of payment**

- The payment will be done upon approval of the entire set of documents and delivering video materials.
- The payments will be realized based on the email request sent to shpqkkamp@gmail.com, milazimmakolli@gmail.com

### **IX. Declaration of relationships**

The Applicant shall describe if their organization/employees have any business or personal relationships with closely associated parties from We Effect, its Regional Office in Skopje, its governing bodies and employees.

A closely associated party (persons, physical or legal) as per We Effect's definition is considered a person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market.