



Terms of Reference (ToR)

for production of 3 (three) short videos on Women Farmers living in Rural Kosovo

EKW invites interested Video production/Marketing production companies/ Individual experts for production of 3 (three) short videos on Women in Beekeeping and Livestock Sector, in Kosovo under the project “Empowering women and Communities living in rural Kosovo” funded by We Effect, Sweden

I. Background

EcoKosWomen (EKW) is a distinguished non-governmental organization headquartered in Prishtina, founded in July 2019. EKW is profoundly committed to driving social progress across agriculture, environmental sustainability, and socio-economic realms, placing a strong emphasis on empowering women in agriculture, tackling environmental challenges, and advocating for gender equality. Through its initiatives, EKW has become an encouragement of hope and progress for women in rural areas, offering them the tools and opportunities to improve their lives and their communities.

Two technical studies will be developed for improving Women in Livestock sector in Ferizaj Region and the Women Beekeeper (Medicinal and Aromatic Plants in beekeeping and transportation of bees) in Peja Region are the basis for the above short videos.

These 3 (three) short videos aim to highlight aspirations of women’s farmers in Kosovo rural areas. Through digital illustration and public consultations/interview women will compose the basis for the vision of the concept of the videos with transformative impact.

From May 2024, EKW implements the project “Empowering women and communities living in rural Kosovo”; that is supported by Swedish development organization We Effect, funded by SIDA

II. Objective of the Assignment

The objective of this assignment is to produce 3 (three) short videos that showcase the transformative impact of various agricultural initiatives on rural communities in Kosovo. The videos will serve to highlight key aspects of the business plans, focusing on different sectors.

1. **3-minute video** showcasing the location and the social and economic data extracted from the business plan for planting Medicinal and Aromatic Plants (MAPs).



2. **3-minute video** focusing on the social and economic data from the business plan related to the transportation of bees, highlighting the logistics and impact on women beekeepers in Peja Region
3. **3-minute video** presenting the social and economic parameters of the potential investment project for livestock farming in Ferizaj Region, illustrating its benefits and long-term sustainability.

Each video will serve as an informative tool to share data and impact of these agricultural initiatives, with the ultimate goal of creating a comprehensive visual narrative for all stakeholders involved.

The objective of this assignment is to produce 3 (three) short videos that highlights the transformative impact of livestock and beekeeping on rural women farmers in Kosovo, beginning with the documentation of their initial conditions, challenges, and expectations during May-July 2025.

Documentary Production:

Implementation period May – July 2025:

- Shooting of the initial conditions of rural women farmers; Beekeeping in Peja region and Livestock in Ferizaj region.
- Shooting of the consultation/discussions of women farmers with engaged experts.
- Showcasing figures and information from the business plan using digital illustrations that show the changes in production yield, economic benefits, and the impact on farmers' lives.
- Editing of all footage, leading to the completion of the videos.
- Post-production of videos.
- Subtitles with English translation.

Overall Aim:

- Provide a comprehensive visual narrative of the current situation and challenges of rural women farmers.
- Highlight the transformative benefits of changes that will be achieved after the implementation of the business plan for livestock and beekeeping, inspiring sustainable agricultural practices and resilience among other rural farmers.

Expected Deliverables

Video/production/Marketing production company/ Individual experts is expected to provide the following deliverables:

- A collection of video footage documenting the initial conditions of rural women farmers, including:
- Interviews with women farmers in beekeeping and livestock.



- Coverage of the consultation/discussion process with consultant.
- Initial reactions and feedback from the women farmers.
- Benefits, impacts, as well as economic and environmental improvements of the beneficiaries and vision for the future.
- Completed videos, including:
- Comprehensive visual narrative that illustrates the transformative impact of beekeeping and livestock on the women farmers.
- Editing of all footage, leading to the completion of videos.
- Post-production of the video.
- Subtitles with English translation.

Expected Workload and Timeframe

The video/production company will be engaged for: preparation, video shooting, interviews on the field and post video editing, and submission of final production in the time frame May – July 2025.

III. Duty travel & accommodation

The assignment considers travel within Kosovo, in the area of EKW's interventions in particular Peja and Ferizaj regions. Travels should be organized by the video/production company in collaboration with the project team. At least three travels should be made for each video to ensure thorough coverage of the required content.

IV. Coordination & Reporting

The Video production/ Marketing production company/ Individual experts will work closely with the EKW Project Manager, who will provide guidance to ensure smooth planning and execution of the documentary.

Regular communication will be maintained to discuss progress, address any challenges, and align on filming schedules and locations. The Video production/ Marketing production company/ Individual experts is expected to communicate any issues or concerns in a timely manner and deliver the finalized short documentary to the EKW Project Manager for review and feedback.

IV. Qualification Requirements

To qualify for this assignment, the Video production/Marketing production company/ Individual experts must meet the following criteria:

- Business Registration Certificate and fiscal number. VAT certificate (if applicable).
- Professional experience in videomaking, preferably documentary videos, with a portfolio of similar projects.
- Professional experience in shooting, editing and post-production. Videos can be produced either by an individual expert who possesses all the required skills or by a



Video production / Marketing production company who hires a team with expertise in filming, editing, and post-production.

- Video/production/Marketing production company/ Individual experts must ensure the availability of all necessary technical equipment for the successful execution of the documentary.
- Understanding of the socio-economic challenges faced by rural communities in Kosovo.
- Excellent verbal and written communication skills.
- Ability to shoot, edit and deliver high-quality videos within the agreed timeframe.

V. Application Procedure

Interested Video/production OR Marketing production OR Individual expert's s are requested to submit the following documents via email with the subject line: "Application for 3 (three) short videos on Women Farmers living in Rural Kosovo":

- Certificate of business registration and fiscal number (if applicable).
- VAT certificate (if applicable).
- CV/Portfolio showcasing previous work in video production.
- A synopsis of the videos.
- A financial offer for three videos in EURO, gross amount with tax included. Financial offer.
- Signed Declaration of relationships.

All the above-mentioned documents should be attached to one email sent to ecokoswomen1@gmail.com and fatmireluzha.ekw@gmail.com by April 25th, 2025 at the latest.

- Financial offer in EURO, gross amount with tax included, should be sent to a separate email to ecokoswomen1@gmail.com and fatmireluzha.ekw@gmail.com by April 25th, 2025 at the latest, with the subject line "Financial Offer for 3 (three) short videos on Women Farmers living in Rural Kosovo".

VI. 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' qualification (70%) and financial proposal (30%).

The most responsive/compliant/acceptable proposal, having received the highest combined score out of a weighted technical and financial evaluation specific to the solicitation, will be selected. The offers will be evaluated based on the technical criteria and financial criteria.



1. Technical evaluation (70%): [1+2+3/30% + 30% + 10% = 70%]

- a) Evaluation of professional experience (relevance, 30%). Expertise and experience: Number of years of experience in the fields relating to Terms of Reference; Similar assignments.
- b) Evaluation of the Synopsis (30%):
- c) Evaluation of the Portfolio (10%)

Only the candidates who will reach the threshold of 60% of the technical qualification will be considered for the financial evaluation.

2. Financial evaluation (30%)

Based on the formula: $30 * (\text{Lowest Price} / \text{Proposed Price})$.

VII. Terms of Payment

Due to the expected value and duration of the contract, this assignment considers payment to be realized in two instalments. The first advance instalment of 20 % will be paid after the contract is signed. The second final instalment of 80% after receiving and approval of the final product.

The payment will be realized based on the emails sent to ecokoswomen1@gmail.com and fatmireluzha.ekw@gmail.com.

The email should contain the following components:

- Email Body Text:
 - Official request for payment.
 - Links for downloading final videos and video materials.
- Email Attachment:
 - Invoice (if applicable)

VIII. Declaration of relationships

The Applicant shall describe if their organization/employees have any business or personal relationships with closely associated party from EKW, We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of the Client. Closely associated party (persons, physical or legal) as per We Effect's definition is considered 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.