

Terms of Reference

Procurement of Individual Service Provider – Media Developer to develop one promotional video on digital farming

1. BACKGROUND

1.1 Introduction

This document contains instructions for applicants interested in responding to the Open Call for procurement of Individual Service Provider.

1.2 Contracting Authority

The contracting authority for this procurement is the Macedonian Association of Processors (MAP), located at: Aco Karamanov 13, Skopje, email: map@t.mk. This procurement is conducted for the needs of the intervention “Strengthening Supply Chains Through Deployment of Contract Farming and Advanced Digital Advisory Services” within the project “Income Increase and Socio-Economic Empowerment of Vulnerable and Marginalized Groups from Rural and Sub-Urban Areas” (IISEE), supported by We Effect and funded by Sweden.

The distribution of funds under this project is contingent upon the approval and allocation of back-donor funds. The funding is strictly subject to the availability and provision of external donor financing.

1.3 Subject of the Contract

The subject of the contract is the engagement of an Individual Service Provider Consultant – Media Developer for development of one promotional video related to application of digital advisory services in agriculture. This engagement is foreseen to take place between from January 14, 2026 to February 16, 2026.

This procurement is indivisible – meaning, only one Service provider will be contracted to implement the full subject of the procurement (i.e., one final promotional video).

Any application competing for only part of the proposed activity shall be disqualified.

2. Objective of the assignment

The service provider should organize and develop a video material i.e. a promotional spot in order to promote digital advisory services amongst wider community and to enhance understanding of digital farming. The produced video material should highlight the opportunities and advantages arising from digital advisory services and the positive impact they would have on farming operations and farm income.

The objective of this assignment is to engage a professional video production individual to design, produce, and deliver one (1) promotional video related to application of digital advisory services in agriculture.

In this context, the selected individual (Media developer) will be responsible for:

Concept

- Develop the concept for one promotional video (minimum length of 2.5 minutes)

Video Production

- Record on-site video statements from co-facilitators and beneficiaries in Kochani and Krivogastani region and integrate the statements into the final video
- Create high-resolution, high-quality video in Macedonian language, and ensure visual clarity, simplicity, and relatability for viewers, including small-scale farmers.

Multimedia Integration

- Photos and materials (provided by MAP): Use relevant photos and available video materials, integrating them into the final material with subtle, non-distracting effects. Minor adjustments (brightness/contrast) are allowed for consistency.
- Photo Credits: Add discreet and readable credits as a corner caption when each photo appears.
- Photo Descriptions: Provide brief captions or include short narration or on-screen text to describe each photo.

Visual and Audio Consistency

- Blend animation, photos, avoiding abrupt transitions.
- Include logos and disclaimer at the end of the video, following the provided guidelines on placement and sizing.
- Structure the video with a clear introduction, main content (aligned with thematic approaches), and a strong conclusion or call to action.

Sound and Narration

- Add appropriate light background music; ensure it does not interfere with narration or on-screen text.
- If using voice-over, it must be clear, engaging, and synchronized with visual transitions.

Final Output

- Deliver the final video in formats suitable for use on PCs, TV, and social media.

The on-site activities should be organized during the period January 14 – February 02, 2026, while postproduction should be completed during the period February 02 – February 16, 2026. The aim is to support supply chain actors to adopt the Integrated Supply Chain (ISC) concept, through the deployment of contract farming and advanced digital advisory services tailor-made for the needs of small-scale farmers.

3. Duty travel and accommodation

If such costs are expected to be incurred, they should be included in the financial offer of the Applicant. MAP shall not be liable for any costs exceeding the projected price in the financial offer.

4. Coordination & reporting

Planning, timing, implementation, and reporting of the activities will be in coordination with MAP.

5. Qualification requirements

Key qualifications and competences of the applicant include:

- At least 3 years of professional experience in video production
- Involvement in production of at least 3 video projects

MAP - Skopje will protect the information marked as confidential by the applicants; otherwise, it will be considered that the offer does not contain confidential information.

6. APPLICATION PROCEDURE

The applicant should submit the following documents no later than 12.01.2026, by the end of working day 16:00 CET to the following email addresses: map@t.mk and map77887@gmail.com.

- **Technical offer** composed of:
 - Up-to-date portfolio of the applicant (indicating work on previous similar assignments – development of video / promotional materials)
 - Itemized work plan including key activities and envisaged timeline
- **Financial offer** – should quote a total price
 - The offer should include all applicable taxes and costs, including VAT.
 - Prices in the offer should be expressed in denars (MKD).
 - The offer should be broken down / itemized per activity and per type of cost related to activity, including (if necessary) travel and accommodation costs.

Any request for information and/or clarification for this procurement should be sent 7 days prior to the closing date of the Call for procurement by email to: map@t.mk and map77887@gmail.com.

The offer validity period is 30 days.

The applicant should send the complete documentation with the following subject "Application for Individual Service Provider – Media Developer to develop one promotional video".

7. EVALUATION OF THE OFFERS

Incomplete applications and/or applications received after the deadline will not be considered for further evaluation. Please make sure you have provided all the requested documents.

All received offers will first be subject to administrative verification whether the application consists of all the mandatory documentation (see Section 6 above). Offers passing administrative verification will be subject to technical evaluation based on the following scoring table. The offers that pass the technical evaluation shall be subject to financial evaluation.

The selection is based on the best-value-for-money principle, where the technical offer contributes 70 points to the overall evaluation while the financial offer contributes 30 points to the overall evaluation.

Technical Evaluation Criteria (70 points)

- At least 3 years of professional experience in video production
- Involvement in production of at least 3 video projects

To pass the technical evaluation a technical offer must score at least 45 points.

Criteria	Maximum Points	Scoring Levels
Minimum 3 (three) years of professional experience in video production	30	3 years = 20 points 4-5 years = 25 points >5 years = 30 points
Minimum 3 (three) reference projects demonstrating involvement in production of video / promotional materials	30	3 projects = 20 points 3-5 projects = 25 points 5+ projects = 30 points
Minimum length of the video material – 2.5 minutes	10	2.5 minutes = 5 points 2.5 – 3 minutes = 7.5 points 3 – 3.5 minutes = 10 points
TOTAL	70	

Financial Offer Criteria (30 points)

The offer with the lowest price shall receive a total of 30 points. The other offers with higher prices shall receive the respective score according to the following formula:

$$\text{Points of the offered price} = 30 \times \frac{\text{Lowest Price}}{\text{Offered price}}$$

The applicant with the highest total points from the technical and financial evaluation will be awarded the procurement contract.

8. TERMS OF PAYMENT

The total amount will be paid upon completion of all deliverables and submission of the final material, within 15 days after MAP has notified the Service Provider that it approves the final material.

9. Property

We Effect shall, unless otherwise agreed upon, be the sole owner of, and have all intellectual property rights to, all deliverables and results accrued through the performance of this Terms of Reference. For the purpose of this Terms of Reference, the term “results” shall mean all works and materials (including documentation) as well as any other result produced by the selected applicant. All copyright and any patent rights or other intellectual property rights connected with the result shall constitute We Effect’s property. The transfer of the rights includes a right for We Effect to change and modify the results, and to transfer the rights to a third party. The selected applicant shall not have the right to, without written consent from We Effect, use the results in her/his business.

10. CANCELING THE PROCUREMENT

The contracting authority may cancel the procurement procedure if:

- No offers or no acceptable or suitable offers are submitted.
- Unforeseen changes occur in the budget of the contracting authority.
- Unforeseen and objective circumstances change the needs of the contracting authority.
- The selected applicant withdraws from signing the contract.
- Other conditions for which the contracting authority will duly inform.