



Terms of References

For procurement of Video Producer for Short Documentary Series on Women's Economic Empowerment and Rural Development

I. Background

Vive Žene- Centre for Therapy and Rehabilitation invites interested Video Producer for Short Documentary Series on Women's Economic Empowerment and Rural Development in a frame of project "Fostering Gender equality, Women's empowerment as key element for rural development" supported by We Effect Europe.

The project makes efforts in addressing gender equality, empowerment of rural women, enhancing the capacities of Vive Žene and provision of strategic support to the Network "Rural women associations -Podrinje". This set of objectives will contribute to sustainable livelihood in the rural communities as well as to increasing resilience at organisational and community level.

II. Objective of the assignment

Objective: To conceptualize, produce, film, and edit a video series that highlights:

- Success stories of women who improved their economic status through supported entrepreneurial initiatives.
- The current socio-economic status of rural women and the positive shift enabled by targeted investment.
- The role of the Vive Zene and Network of Rural Women in Podrinje in supporting women's production and leadership.

III . Scope of Work

The selected video producer will be responsible for creating:

- **Five (5) short videos**, each up to **2 - 3 minutes**, capturing individual stories of rural women beneficiaries who are beneficiaries of project and engaged in agriculture, current stage and what they will achieve with investment in their business
- **One (1) longer video**, 8–10 minutes in duration, focusing on the **collective story of rural women, their dedication to develop own businesses and which investments are needed** to enable them to have higher income and improve their life as well as give contribution to rural development.

All videos must:

- Include **interviews** with selected women, ideally in their homes/workplaces.
- Integrate **landscape footage using drone technology** to capture the rural context.
- Incorporate **graphic visualization of data (text, barns, tractors, moto-cultivator, agriculture refrigerator) provided by Vive Zene** that clearly show:



- Current state of women's production
- The type and scale of investment/support needed
- Anticipated or achieved outcomes with investment - the future stage of income
- Be delivered in **Bosnian** with **English subtitles**.
- Follow a **rights-based and gender-sensitive approach**, ensuring dignity, safety, and informed consent.

IV. Deliverables

The team of experts should deliver the following deliverables:

Deliverable	Description	Deadline
Inception Report	Concept note, script outline, filming schedule	7 days after contract signature
Draft Videos (5x2 min)	Raw edits for review	Within 4 weeks
Draft Long Video (8–10 min)	Rough cut for feedback	Within 6 weeks
Final Videos	Finalized versions with subtitles and graphics	Within 8 weeks

VI. Duty travel & accommodation

The filming will primarily take place in **Podrinje** and other rural areas of Bosnia and Herzegovina. The producer must be willing to travel to multiple locations in coordination with the Vive Žene team.

The travel and accommodation should be calculated in the gross financial proposal.

VII. Coordination & reporting

On behalf of Vive Zene, the project manager is nominated to communicate and coordinate the entire process of implementation of the contract. The project manager will also be in charge of receiving the draft document, secure they are reviewed by Vive Zene and We Effect, collect and compile their comments and recommendations.

The draft and final products be formally submitted by email To: mima@vivezene.ba and Cc: vivezene@bih.net.ba

VIII. Qualification requirements

- Proven experience in producing short films/documentaries with a social/gender focus.
- Strong storytelling skills and sensitivity to community dynamics.
- Demonstrated ability to use drone footage and visual storytelling techniques.
- Ability to design and integrate **graphic visualization of data** and visual data representations.



6. • Excellent command of Bosnian/Serbian/Croatian; working knowledge of English.
7. • Experience working with NGOs or community-based organizations is an asset.

IX. Application procedure:

- Deadline for application: June 15th, 2025
- Type of application: email to mima@vivezene.ba and vivezene@bih.net.ba
- Mandatory documents for submission:
 - A brief proposal (max 2 pages) outlining your creative approach, methodology, and timeline
 - Portfolio/examples of similar video work
 - CV(s) of key team members
 - Financial proposal

For any additional information you can contact Vive Zene through mail mima@vivezene.ba and Cc: vivezene@bih.net.ba

X. Evaluation of the offers

Vive Zene will point procureur officer and form evaluation committee consisted by three persons where the best offer will be chosen.

Best value for money principle will be taken into account by using a weighted scoring method to evaluate the combination of the applicants' qualification (60%) and financial proposal (40%).

o Technical evaluation (60points):

- a) Evaluation of the expert nominated for development of the socio-economic study:
 - Number of assignments in development short films/documentaries with a social/gender focus [20p.]
 - Ability to use drone footage and visual storytelling techniques agriculture [20 p.]
 - Ability to design and integrate **infographics** and visual data representations [20 p.]

Only the candidates which will reach the threshold of 60 % (min 54 points out of 90 points) of the technical qualification will be considered for the financial evaluation. I recommend here we go with 60% technical and 40% financial.

o Financial evaluation (40points)

The evaluation of the financial offers will be conducted in the following manner:

- The offer with the lowest price shall receive the total of 40 points
- The other offers with higher prices shall receive the respective score according to the following formula: $40 * (\text{Lowest Price} / \text{Proposed Price})$.

XI. Terms of payment

The payment is considered to be implemented in two instalments:

1. Upon signing the contract - 25% [indicative date: June 25th]



2. Upon approval of all documents – 75% [indicative date: August 25th]