# Terms of Reference

# Video Production and Photography Services for Vardar Days

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|---|---|
| **Programme title:** | Groundwater Management, Use and Protection Programme (GWP) |
| **Position title:** | Company |
| **Budget line code:** | T131.A Design outreach materials for media and communication. |
| **Type of contract** | Contract for Services |
| **Duty Station:** | Skopje, North Macedonia / GWP Programme / Skat Consulting Branch in North Macedonia |
| **Duration of contract:** | 1.5 months |
| **Start date:** | 01 November 2025 |
| **Application deadline** | 22 October 2025 |

## A. BACKGROUND

The Swiss-funded ***Groundwater Management, Use and Protection Programme (GWP)*** aims at supporting North Macedonia in establishing a sustainable long-term, multi-level, and systematic groundwater management that enables collaborative, effective, and more transparent use of the groundwater resources.

The GWP stakeholders/partners include institutions at central governmental level, research and academia as well as local institutions (e.g. municipalities, public utilities), civil society organisations and the private sector. The **consortium of Skat Consulting and PointPro Consulting** has been mandated by the **Swiss Embassy** in the Republic of North Macedonia to implement Phase 1 of the GWP from Jan 2024 – Dec 2027. Two additional subsequent phases may follow subject to successful implementation of the Programme's first phase and fulfilment of the overall commitment of its main national partners.

Skat Consulting Ltd. Is an owner-operated leading Swiss company specialising in international cooperation and is dedicated to making available basic services and ensuring dignified living conditions and a healthy environment for all. Skat Consulting supports governments, the private sector and civil society around the globe in improving people's lives by facilitating lasting solutions in water, building, energy and governance.

PointPro Consulting d.o.o. is a leading management consulting company based in Skopje since 2006 incorporating two business areas: (a) Infrastructure and Sustainable Development and (b) Management Consulting and Corporate Finance.

To facilitate the implementation of the Programme, on a day-to-day basis, a so-called **Programme Facilitation Unit** (PFU) will be hosted together by the Skat Consulting Branch in Skopje and PointPro Consulting. The PFU is responsible for direct implementation of activities.

The Swiss-funded ***Groundwater Management, Use and Protection Programme (GWP)***[1] aims to build long-lasting groundwater governance capacities at national and local levels so that North Macedonia can take appropriate and effective actions to sustainably manage its groundwater resources to achieve its social and economic development goals while avoiding irreversible degradation of its aquifer systems. The **overall objective of the GWP** is to strengthen relevant authorities and raise awareness among civil society to implement the provisions of an integrated framework coherent with the requirements of the EU environmental acquis for the sustainable management of groundwater resources in a changing climate.

[1] *The implementation mandate for Phase 1 of the GWP Programme is entrusted to the consortium of Skat Consulting Ltd. (Switzerland) and the Point Pro Consulting Ltd. North Macedonia).*

## B. STRATEGIC APPROACH

The **overall strategy of the GWP** is founded upon the principles of contemporary groundwater management concepts and approaches to efficient and sustainable use and protection of groundwater resources. The Programme aims to support the implementation of a more comprehensive, dynamic, and highly participatory approach of managing groundwater resources at river basin scale, aligned with the principles of the EU WFD/GWD. This transformation is expected to lead to increased performance, transparency, and accountability in the country's water governance, while fostering its social equity, economic efficiency, and environmental sustainability.

GWP is designed as a long-term Programme over three successive implementation phases (with a 10-year planning horizon) that seeks to integrate and scale-up previous results, address systemic shortcomings and provide ongoing capacity development support for a modern groundwater governance model. All phases are underpinned by a results-oriented policy dialogue of the Swiss Embassy fed and explored by the Programme and designed as evidence-based advice and advocacy for the (ground)water sector and related policy reforms.

The recently launched four-year Phase 1 of the GWP Programme (January 2024 – December 2027) focuses on three main Outcomes:

1. **Outcome 1. Key institutions and stakeholders (public, private, civil society) have increased access to skills and knowledge in the field of integrated and sustainable groundwater management**
2. **Outcome 2. A more conducive legal and regulatory framework for integrated groundwater management is advanced by competent ministries**
3. **Outcome 3. The conditions for better planning and management of groundwater in the Vardar River Basin are in place.**

The Programme's unique nature and longer-term duration provide the opportunities for a lasting positive change in managing ground water resources helping directly to country's sustainability agenda. However, the fulfilment of such an ambitious agenda requires major changes at different levels in the society – institutional, political, and behavioural. And this can only be achieved by major achievement in the overall awareness raising among key societal players on the real value of good water resource management and the improved individual roles of multiple stakeholders.

Effective visual storytelling is an essential tool for raising awareness, strengthening visibility, and communicating the results of development programmes. In this context, the Swiss-funded Groundwater Management, Use and Protection Programme (GWP) in North Macedonia aims to produce three short professional videos that will present the Programme's objectives, highlight key investments in institutional capacities, and showcase its outreach activities to the wider public.

The videos will serve multiple purposes:

- To **inform national stakeholders and decision-makers** about the Programme's role in advancing groundwater governance.
- To **demonstrate the impact of Programme investments** (particularly in modern monitoring equipment provided to the Hydro-Meteorological Service of North Macedonia).
- To **raise awareness among the general public and media** about the importance of sustainable water management, through the promotion of the upcoming "Vardar Days" awareness event.

For this purpose, the Programme now wishes to hire a **national company** to produce three short professional videos, reels and provide photographs.

## C. SCOPE OF WORK

The Contractor will be expected to deliver high-quality productions that are engaging, factually accurate, visually appealing, and aligned with the Programme's communication and branding requirements.

The Contractor will be responsible for:

**1.** Production of three professional videos:

- **Introductory Programme Video**[2] (3 minutes)

The goal of the video is to present Programme's overall objectives, partners, and expected impact as well as to highlight the importance of groundwater management and international cooperation. **The scenario will be provided by GWP**.

Technical specifications:

- Full production and post-production of the videos including voice-over, graphics, sound design, color correction
- Shooting locations: Vrutok, Matka, Treska Skopje, Demir Kapija
- The video should contain both ground and drone footage.
- Possible engagement of one actor to guide the viewers through the video
- Sub-titles in three languages (MK, ALB, EN) with translation provided by the GWP team

- **Equipment Video** (5 minutes)

The goal of this video is to present the new monitoring and technical equipment funded by the Programme for the Hydro-Meteorological Service (HMS) of North Macedonia. It should showcase how the equipment strengthens institutional capacities and supports data-driven water management. **The scenario will be provided by GWP**.

Technical specifications:

- Full production and post-production of the videos including voice-over, graphics, sound design, color correction
- Shooting locations: Hydro-Meteorological Service and one location near Skopje
- Possibility of having both ground and drone footage.
- The video will contain short statements
- Sub-titles in three languages (MK, ALB, EN) with translation provided by the GWP team

- **Vardar Days Video** (3 minutes)

This video is intendent to capture the essence and atmosphere of the upcoming **Vardar Days** taking place from 20 to 25 November. It should provide an overview of planned activities, key messages, and expected results. **The scenario will be prepared by GWP**.

Technical specifications:

- Full production and post-production of the videos including voice-over, graphics, sound design, color correction
- Shooting locations: half day in Veles (20 or 21 November) and two days in Skopje (24 and 25 November)
- The video may contain short statements

[2] *Links to few videos provided as an example: https://www.youtube.com/watch?v=GhUHStfrwP4, https://www.youtube.com/watch?v=itwSQtZIJko, https://youtube.com/watch?v=N0hHigTTt9g&si=yExmsFVojN8GiAbh, https://youtu.be/ad9dlfX4tb4, https://www.youtube.com/shorts/__-eLHHuRVU, https://www.youtube.com/shorts/cHV4DXg9WUA, https://www.youtube.com/watch?v=UeLntdfjuus, https://www.youtube.com/watch?v=_w1SRIyxzKE*

- Sub-titles in three languages (MK, ALB, EN) with translation provided by the GWP team

**** Each video should be produced in two formats – full HD and Reels format***

2. Production of three short reels from the original videos
3. Professional photographs from each of the listed shooting locations and during Vardar days event

## D. MAIN OUTPUTS/DELIVERABLES

Under the supervision of the Team Leader of the GWP supported by the Outcome Managers and in close coordination with the social media content creator, the Contractor shall be responsible for the following deliverables:

| Deliverable | Timeframe |
|---|---|
| **Video 1: Programme Introductory Video** – 3 min (delivered by agreed deadline).<br>**Video 2: Equipment for HMS Video** – 5 min (delivered by agreed deadline). | 12 November 2025 |
| **Video 3: Vardar Days Video** – 3 min (delivered after the event as agreed).<br>**Production of three short reels from the original videos**<br>**Photos from each shooting and venue locations** | 10 December 2025 |

## E. QUALIFICATION REQUIREMENTS

The Contractor shall have:

- At least **5 years of proven experience** in professional video production (corporate/institutional videos, documentaries, or awareness campaigns).
- Experience in implementing at least **3 projects of similar nature** (development projects, donor-funded initiatives, or institutional campaigns).
- Demonstrated ability to include interviews, field footage, graphics/animations, and professional editing.
- Capacity to deliver multilingual subtitling.
- Knowledge of environmental or development-related topics is considered an asset.

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## F. APPLICATION PROCEDURE

Interested companies are invited to submit the following documents (in pdf format):

- **Copy of the registration from relevant Registry** in the country of origin defining the constitution or legal status, place of registration, and principal place of business; (no translation required)
- **Technical form**, including years of experience, providing references of projects of similar nature as per Annex 1 – it can be supported with company portfolio including reference videos
- **Financial proposal** as per Annex 2
- **At least two favourable reference letters** from beneficiary institutions/companies to whom you have provided similar services

to the following address:

Skat Consulting Ltd. St. Gallen Switzerland - Branch Office Skopje
address: Maksim Gorki no. 16, 1000 Skopje

e-mail: northmacedonia@skat.ch
web: www.skat.ch

## G. TERMS AND CONDITIONS

- *Language*

Language of products/deliverables is listed in the Scope of Work and Main Outputs/Deliverables section above. The quality of the documents is subject to review prior to approval.

- *Duration of the assignment*

Maximum available time for completing the assignment is 1.5 months upon signing of the contract.

- *Travel*

Representatives of the Contractor are expected to travel for the shooting and venue locations. All travel related costs need to be included in company's offers.

- *Ownership and submission of data, reports and other material produced*

All primary data, reports, photos, video material, visual elements and other products during this assignment shall be made available to Programme in electronic format. The Programme keeps the right to use all products without any restrictions (e.g., in various publications, websites, presentations).

- *Payment schedule*

Tentatively the full contract amount can be processed in line with the following instalments which can be adjusted prior to signing of contract and in line with company's methodology:

| Instalment | Deliverable | Timeframe |
|---|---|---|
| **70%** | **Video 1: Programme Introductory Video** – up to 4 min<br>**Video 2: Equipment for HMS Video** – up to 7 min | By 19 November 2025 |
| **30%** | **Video 3: Vardar Days Video** – up to 4 min<br>**Production of three short reels from the original videos**<br>**Photos from each shooting and venue locations** | By 10 December 2025 |

# ANNEX 1: Technical Offer Form

| Name of Bidder: | [Insert Name of Bidder] | Date: | Select date |
|---|---|---|---|

The Bidder's proposal should be organized to follow this format of Technical Offer.. Where a descriptive response is requested, failure to provide the same will be viewed as non-responsive.

**Previous Relevant Experience**

Please list only previous similar assignments successfully completed [as per the requirements in the Terms of Reference related to relevant experience].

List only those assignments for which the Bidder was legally contracted or sub-contracted by the Client as a company or was one of the Consortium/JV partners. Assignments completed by the Bidder's individual experts working privately or through other firms cannot be claimed as the relevant experience of the Bidder, or that of the Bidder's partners or sub-consultants, but can be claimed by the Experts themselves in their CVs. The Bidder should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by the GWP.

| No. | Project name and a brief description | Client & Reference Contact Details | Contract Value | Period of activity and status |
|---|---|---|---|---|
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |
| 4 | | | | |

**SECTION 1: Bidder's qualification, capacity and, expertise including management structure**

1.1 Brief description of the organization, including the year and country of incorporation, and types of activities undertaken.

1.2 General organizational capability which is likely to affect implementation: management structure, financial stability and, project financing capacity, project management controls, extent to which any work would be subcontracted (if so, provide details).
Regarding the management structure, indicate the personnel who will be engaged under this assignment.

1.3 The relevance of specialized knowledge and experience on similar engagements done in the region/country.

**SECTION 2: Proposed Implementation Plan**

This section should include the Bidder's implementation plan by identifying a corresponding timeline for executing the requested deliverables.

# ANNEX 2: Financial Offer Form

| Name of Bidder: | [Insert Name of Bidder] | Date: | Select date |
|---|---|---|---|

We, the undersigned, offer to provide the services for [Insert TOR Title] in accordance with your TOR. We are hereby submitting our Offer, which includes this Financial Offer sealed under a separate envelope.

Our attached Financial Offer is for the sum of [Insert amount in words and figures].

Our Offer shall be valid and remain binding upon us for the period of time specified in Description of Requirements.

We understand you are not bound to accept any Offer you receive.

Name: _____

Title: _____

Date: _____

Signature: _____

[*Stamp with the official stamp of the Bidder]*

The Bidder is required to prepare the Financial Offer following the below format and submit it in separate document as indicated in the Instruction to Bidders. Any Financial information provided in the other supporting documents shall lead to Bidder's disqualification. The Financial Offer should align with the requirements in the Terms of Reference and the Bidder's technical qualifications.

**The currency of the proposal:** MKD

**Table 1: Breakdown of Costs (THIS IS JUST an EXAMPLE)**

| Description | UOM | Quantity | Unit Price | Total Amount |
|---|---|---|---|---|
| Professional fees[3] | Day/hour | | | |
| … | Trip | | | |
| … | Lump-Sum | | | |
| Local transportation costs | | | | |
| Other Costs: (please specify) | | | | |
| | | | **Total Costs:** | |

[3] *Depending on the engaged personnel, the bidder may include fees for the team*

**Table 2: Breakdown of Price per Deliverable/Activity**

| Deliverable/ Activity description | Percentage (%) of total amount | Total |
|---|---|---|
| Deliverable 1 | | |
| Deliverable 2 | | |
| Deliverable 3 | | |

Payment is deliverables based

## ANNEX 3: Evaluation criteria

The received offers will be reviewed on a non-discretionary "pass/fail" basis only. The lowest priced offer among the technically compliant/responsive offers will be selected.

| Minimum Requirements | Fulfilled |
|---|---|
| **At least 5 years of proven experience** in professional video production and photography services (corporate/institutional videos, documentaries, or awareness campaigns) | Pass/Fail |
| Experience in implementing **at least 3 projects** of similar nature (development projects, donor-funded initiatives, or institutional campaigns). | Pass/Fail |
| Demonstrated ability to include interviews, field footage, graphics/animations, and professional editing | Pass/Fail |
| Capacity to deliver multilingual subtitling | Pass/Fail |
| Knowledge of environmental or development-related topics is considered an asset. | Pass/Fail |

# ANNEX 4: Vardar Days Concept

***Event Briefer: Vardar Days 2025***

**Dates:** 20 – 21 & 24 – 25 November 2025
**Locations:** Veles (Hotel Glorious) and Skopje (tbc)
**Organizer:** Groundwater Management, Use & Protection Programme

## About the Event

For the first time, North Macedonia will host **Vardar Days 2025** - a landmark event dedicated to the sustainable management of the Vardar River Basin. Bringing together **institutions, experts, international partners, academia, and young professionals**, the event will serve as a platform for dialogue, knowledge exchange, and joint action to strengthen water governance. Through **specialized trainings, strategic meetings, and public activities**, Vardar Days will highlight national progress and foster stronger cooperation for the protection and sustainable use of the most important water resource in the country.

## Program Overview

**Day 1** *(20 November | Hotel Glorious Veles)*

**Training: Surface water classification**

| | |
|---|---|
| **10:00 - 16:00** | Training on the new classification approach, delivered by experts from Croatia and PointPro, combining international and local expertise |
| **19:00** | Joint dinner |

*Target audience: Institutions and professionals in water management*

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**Day 2** *(21 November | Hotel Glorious Veles)*

**Training: Pressures and impacts**

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|---|---|
| **09:00 – 14:30** | Focus on pressures and impacts in water management led by PointPro |

*Target audience: Institutions and professionals in water management*

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**Day 3** *(24 November | Skopje (tbc))*

**Strategic meetings & Grand Opening**

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|---|---|
| **09:00** | Registration |
| **09:30 - 11:30** | PWG Meeting (rules & procedures adoption, ad-hoc group formation, Governance Study presentation) |
| **12:00 - 13:00** | Grand Opening of Vardar Days |

- Speeches by the Minister of Environment and Physical Planning, Minister of Agriculture, Forestry and Water Economy, Swiss Ambassador Christoph Sommer, and EU representatives
- Opening of the new Hydrometeorological Service (HMS) Laboratory with video presentation and address by HMS Director

**13:00 - 13:15** Media Statements

**14:00 - 16:00** Water Sector Mixer: Presentations by GWP and the Macedonian Hydrological Association (MHA)

*Target audience: PWG members, government institutions, international partners, water sector stakeholders, media*

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**Day 4** *(25 November | Skopje (tbc))*

**River Basin Governance & Career Fair**

**09:30 - 11:30** Vardar River Basin Council Session

- Presentation of SWMI report and consultations, pressure and impact analysis results, classification system, and water management IT systems

**12:00 - 13:00** Interim Report Presentation for the public and launch of consultations

**13:00 - 15:00** Water Sector Career Fair

- Students meet potential employers, engage with the Chamber of Commerce and Alumni, and explore career paths in the water sector

*Target audience:* Council members, civil society, students, private sector, academia

**<u>Why It Is Important</u>**

**Vardar Days 2025** provides a platform to strengthen river basin governance, enhance interinstitutional cooperation, and engage young professionals in sustainable water management. It builds bridges between policy, practice, and people, supporting North Macedonia's commitments to integrated water resource management.

*The Groundwater Management, Use and Protection Programme is a programme of the Government of Switzerland under the auspices of the Ministry of Environment and Physical Planning and the Ministry of Agriculture, Forestry and Water Economy, and is implemented by Skat Consulting Ltd - PointPro Consulting Ltd consortium.*