

Terms of Reference

for

Video Designer

Project name:	Conservation of biodiversity in mountain grazing areas of Shara
Location:	Skopje and Shara region, Republic of Macedonia
Description of the agreement:	Video designer
Period of duration of agreement/services:	2 months after signing the Agreement
Application Deadline:	24.07.2019

Introduction:

Shara Mountain has a rich diversity of geological and geomorphological forms, glacial lakes and mountain streams, which support a large variety of endemic, rare and relict biodiversity species, as well as autochthonous livestock breeds, that inhabit diverse habitats. Sustains a characteristic and diverse landscape which has been shaped through the millennia of traditional grazing and forest use.

It stands out in the category of highest evaluated landscape areas in the country with high mountain pastures on carbonate and silicate substrates, as well as landscape of hill pastures on granite stones and hilly rural landscape.

There is a growing trend in abandoning traditional farming practices due to depopulation and migrations from mountain villages to lowland areas - cities or abroad, during the last few decades. The remaining traditional farming is further challenged by the lack of infrastructure (including roads and access to electricity, water and sanitation), competition for labor with the growing commercial and industrial sectors of the Polog Region, as well as the insufficient governmental support targeted to animal husbandry in economically deprived rural mountainous regions. This lack of practice caused disappearance of pastures and meadows along with an array of valuable biodiversity. It further results in loss of plant species, habitat size reduction of several birds of prey, and desertion of grazing areas for the hoofed animals; in turn, it reduces populations of bird and large carnivore species.

Background:

Majority of pastures in Shara Mountain are managed by the Public Enterprise (PE) on Pastures. A comprehensive strategy on pasture development is not in place. There are annual investment plans intended to improve road infrastructure and auxiliary services required by both the farmers and herds, but limited funds have been invested so far in these improvements. There is no cadaster plan of pastures, nor is there any information about the actual quality (nutritional value) of pastures in use.

Expected results of the project:

The proposed Project is intended to reconcile biodiversity conservation and economic development. The ultimate goal of the Project is to restore biodiversity of Shara Mountain pastures, generate new employment and opportunities.

The proposed “Pasture Management Plan” and the “Guidance and Toolkit on Sustainable Pasture Management” are intended to optimize pasture growth and utilization and restore the pasture ecosystems. A pilot investment program will be implemented to demonstrate sustainable pasture management practices. Especially the cleanup programme in conjunction with improvement of plant composition may positively impact both quality of pastures and biodiversity restoration.

To support the economic viability of the traditional farming and restore biodiversity, the project proposes product branding and enrichment of agri-eco-tourism offers.

The proposed awareness programme will be linked to sensitization of the local community on the need for biodiversity conservation in mountain pastures and enhance management effectiveness of pastures.

Specific Objectives of the Project:

1. Strengthen capacity on sustainable pasture management
2. Demonstrate sustainable pasture practices
3. Improve local livelihoods
4. Communication, education and public awareness raising
5. Capacity building programme for pasture management
6. Successful Project Management and implementation

Objective:

The short video shall explain and promote the process of application of successful sustainable pasture management practices while showing the outputs and impacts of this project on the pastures of Shara mountain as well as the wellbeing of the local population.

What the audience of the video should grasp is that the sustainable management and development of ecosystems, not only does it solve the ecological aspect but also brings mayor benefit to the stakeholders and local population. As such, it is the only way that these issues should be dealt in.

The video will be presented to a broad audience using online social media.

Scope of Work

- Prepare a script for the purposes of the video (script development).
- Maintain consultation with the project team to ensure a proper representation of the project processes and objectives.
- Travel to the field for video shooting and interviewing the stakeholders, the local population and the tour operators. Attendance in the workshops of the project (if necessary).
- Post-production of the footage.
- Narration and translation in Macedonian and Albanian language.

- Deliver a five (5) minute video that presents the outputs/results of this project and promotes the successful sustainable pasture management.

Deliverables

- A five (5) min. 1080p (1920x1080 resolution, high definition video delivered in two copies on DVD/USB stick or any suitable online share platform.
- Provision of all the pictures and the raw video footage.
- Five short (20 second) videos extracted from the integral video, for purposes of social media.

Required Qualification and Experience

It is expected that the video producer has a good understanding and a high experience in video production and documentation. This person should possess the following qualifications and experience:

- University degree in Film and Media, Cinematic arts or any other similar/relevant field.
- Ability to design, develop and execute a short video production.
- Experience in producing high quality professional video productions and presentations.
- Outstanding videography skills and proven similar work experience.
- Good photo, video editing and drone using skills.
- At least three years of working experience with video creating and montage.
- At least three years of experience in video production and directing.
- Proven ability of creative video work.
- Excellent skills in Adobe Premier Pro, Adobe After Effects, Final Cut Pro, Cubase and Photoshop.
- Experience in working with NGOs, especially in the fields of environment, ecology, sustainability or related field is an asset.

Working Schedule – Timeframe:

Step	Deliverables	Total duration of Activity
1.	Developed script	10 days
2.	Raw version/footage of collected video material	1 month
3.	Final version of the short film	1 month

Payment Terms:

100% payment after completion of all expected deliverables.

Evaluation criteria:

All applications will evaluate based on the following criteria:

Criteria	Points
CV	30 points max

including the years of relevant expertise; experience and skills required for this engagement.	
<u>Reference letter/ Portfolio</u> demonstrating and explaining an understanding of the scope of work.	30 points max
<u>Financial offer</u>	40 points max
Total	100

How to apply:

To apply, please send an e-mail with your CV, Reference letter and a financial offer for the engagement to the e-mail address: info@mkm.mk using the subject line: "Video Designe"

The financial offer should be expressed in MKD excluding VAT.

Deadline for submissions of documents is 24.07.2019, (Wednesday) 15:00h. We encourage applicants to submit the application well before the deadline date.

If you need help, or have queries, please contact: info@mkm.mk or aleksandra.s@mkm.mk

Only the e-mails sent during three (3) days upon the announcement of the vacancy will be replied to.