



RegionalCooperationCouncil



Co-funded by  
the European Union

Open Call

Reference Number:

005-026

PRODUCTION OF VIDEO(S)

# 1. SUBJECT OF THE OPEN CALL

## 1.1. SUBJECT

Provision of professional services for production of videos about the activities of RCC Secretariat.

## 1.2. PARTICIPATION

Participation in this Call is open to the **respective legal entities and individual professionals within bidding consortia**. The bidder should have **extensive experience** in dealing with production of videos.

Bidding consortia of individual professionals participating in this Open Call must indicate the members and show how the work is divided between them. Specifically, all members must name the **team leader** and authorise this member to represent the consortium and receive payments on behalf of the other members. A corresponding written authorisation, power of attorney must be attached to the bid.

## 1.3. CONTENTS

Proposals, all correspondence, and documents related to the Open Call exchanged must be written in English.

Supporting documents and printed literature may be in another language, provided they are accompanied by an explanation in English.

## 1.4. TECHNICAL OFFER

### 1. Company Profile – Professional Capacity:

- Detailed information on professional capacity. The applicant must have work experience matching the requirements of this Open Call as specified in Section 2, Terms of Reference. It needs to possess credible expertise and reliability in production of videos. This is to be proved by submitting evidence of minimum two contracts (applicant being a contractor), at least one of them of work comparable to this specified field. The contracts may still be under implementation.  
In case of a bidding consortium, the team leader should submit the profile of the consortium including the CV(s) of a team leader and experts of the project team, outlining relevant knowledge and experience as described in Section 2 Terms of Reference, along with contact details of referees;

- The applicant must submit proof of ability to perform the scope of work specified in Section 2 Terms of Reference through demonstrated presence (office/staff) within the company. Written statement on the extent to which the capacities of the company, both professional and technical, meet the requirements set in the Terms of Reference, Section 2. As a reference please consider your equipment and staff resources, production time, delivery time and similar;
- The applicant must submit track record, list of references, in providing similar services to governmental agencies and/or international organisations;
- In the offer, the applicant is requested to present a few samples of their work in order to prove the quality.

## **2. Legal Entity Proof:**

- Copy of Company's Registration Certificate (in case of legal entities). In case of a bidding consortium a corresponding written authorisation, power of attorney is accordingly treated;
- Financial records – company's balance sheet and profit-and-loss statement for the past 2 years 2023-2024 (only in case of legal entities).

## ***1.5. FINANCIAL OFFER***

The Financial offer must be presented in EUR currency and include a budget breakdown.

Budget Breakdown should represent:

The price of production of videos, as per the scope of work specified in Paragraph 2.3 and technical specifications specified in Paragraph 2.6 of the Terms of Reference, Section 2, should be divided in two parts:

- a) Production of videos – specifying separately the price for each individual production requirement/item/step within the process of producing a video;
- b) Postproduction of videos - specifying separately the price for each individual postproduction requirement/item/step.

- Prices should be shown individually per each item as stated above and the total for model video production, i.e. summed up to show the total;
- All prices must be presented in EUR;
- Payment terms:

**The RCC Secretariat accepts maximum 30% of advance payments and only in specially approved circumstances.**

Note: For companies from Bosnia and Herzegovina:

According to the Indirect Taxation Authority Instruction and its status of an international organisation, the Regional Cooperation Council Secretariat is entitled to VAT refund and is exempted from customs duties in Bosnia and Herzegovina.

## ***1.6. BINDING PERIOD***

Applicants are bound by their bid for 90 days after the deadline for submission of proposals. In exceptional cases, before the period of validity expires, the Contracting Authority may ask the Contracting Authority to extend the period for a specific number of days, which may not exceed 30 days.

## ***1.7. ADDITIONAL INFORMATION***

Applicants may submit any additional questions and/or requests for clarifications in electronic form to the e-mail address [procurementforrcc@rcc.int](mailto:procurementforrcc@rcc.int)

## ***1.8. SUBMISSION OF PROPOSALS***

The proposals are to include the following:

- a) Company Profile – Professional Capacity, including a brief description (up to 2 pages) of the company, as stated in section 1.4. Technical offer;
- b) Legal Entity Proof, as stated in section 1.4.
- c) Technical offer:

Detailed action plan including video product development phases, and delivery time as stated in Section 2.3. Scope of Work;

Description of the archival (and/or other copyrighted) materials to be used (if any);

Information about the video formats for online use;

Portfolio of similar video production activities;

- d) Financial Offer

Detailed financial offer (including rates broken down by services/product) - free format, as stated in section 1.5 Financial offer.

Upon the completion of service provision, copyrights for all products will be transferred to the RCC without limitation. All the produced materials will be provided to the RCC also as source/raw files/materials suitable for further use and alterations.

### **Submission of proposals:**

**Proposals should be submitted by 9 February 2026 through the link Apply.**

## ***1.9. EVALUATION OF TECHNICAL OFFER***

<b>EVALUATION GRID</b>	<b>Maximum score</b>
Professional capacity and ability based on the Company Profile or profile of consortia	20
Track record, reference list, list of contracts with the size of work and value comparable to this Open Call	20
Portfolio of similar video production activities samples of work	30
Detailed action plan including video product development phases and delivery time; as stated in Section 2.3. Scope of Work	30
<b>TOTAL SCORE</b>	<b>100</b>

**Score for offer X =**

**Total quality score out of 100 of offer/ final score of the best technical offer X 100 = Rank 1-5**

Only applicants with an average score of at least 80 points shall be qualified for the financial evaluation.

<b>Financial Proposal/ cheapest price has maximum score</b>	<b>100</b>
---	------------

### ***1.10. EVALUATION OF FINANCIAL OFFER***

Financial offers should be prepared in accordance with Section 2 Terms of Reference, Items 2.3 Scope of Work and 2.6 Technical Specification.

### ***1.11. SELECTION OF THE MOST FAVOURABLE APPLICANT***

Selection of the most favourable applicant(s) will be internal, in accordance with defined award criteria and the RCC's procedures.

The best value for money is established by weighing technical quality against price. The applicants with an average score of at least 80 points reached for the technical quality may be invited for an interview to discuss further details should this be necessary.

The RCC may select one or more applicants for production of videos, or just one segment thereof, in the period listed in this Open Call.

### **INFORMATION OF SELECTION OF THE MOST FAVOURABLE BIDDER**

The RCC Secretariat shall inform candidates and applicants of decisions reached concerning the award of the contract as soon as possible, including the grounds for any decision not to award a contract for which there has been competitive Open Call or to recommence the procedure.

Standard letter of thanks for participation for unsuccessful applicants shall be sent within 15 days after the contract is signed with the awarded applicant.

The applicants wishing to receive a feedback may send a request within 15 days after receipt of the standard letter of thanks.

The request may be sent to the e-mail address [ProcurementforRcc@rcc.int](mailto:ProcurementforRcc@rcc.int) or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat  
Attention to: Administration Department  
Building of the Friendship between Greece and Bosnia and Herzegovina  
Trg Bosne i Hercegovine 1/V  
71000 Sarajevo  
Bosnia and Herzegovina

### **APPEALS PROCEDURE**

Bidders believing that they have been harmed by an error or irregularity during the award process may petition the RCC Secretariat directly. The RCC Secretariat must reply within 15 days of receipt of the complaint.

The appeal request may be sent to the e-mail address [ProcurementforRcc@rcc.int](mailto:ProcurementforRcc@rcc.int) or to the address of the RCC Secretariat:

Regional Cooperation Council Secretariat  
Attention to: Administration Department  
Building of the Friendship between Greece and Bosnia and Herzegovina  
Trg Bosne i Hercegovine 1/V  
71000 Sarajevo  
Bosnia and Herzegovina

# **1. TERMS OF REFERENCE**

## ***2.1. REGIONAL COOPERATION COUNCIL SECRETARIAT***

The Regional Cooperation Council (RCC) was established in 2008 as a regionally owned and led framework, consisting of 46 participants. It works under the political guidance of the SEECP to promote regional cooperation and European and Euro-Atlantic integration of South East Europe (SEE). The RCC has a Secretariat based in Sarajevo, Bosnia and Herzegovina, headed by the Secretary General and Liaison Office in Brussels, which ensures regular communication and cooperation with European and Euro-Atlantic institutions. The organisational structure of the RCC Secretariat consists of: Office of the Secretary General, Political Department, Programme Department and Administration Department.

The areas of cooperation in the framework of the RCC are Competitiveness; Human Capital; Digital Transformation; Justice and Home Affairs and Environment, as well as cross-cutting issues such as parliamentary cooperation, civil society activities and gender mainstreaming.

In addition, RCC is implementing three projects: Employment and Social Affairs Platform (ESAP 2), Western Balkans Youth Lab (WBYL) and Integrative Internal Security Governance (IISG).

The RCC's activities are guided by its triannual Strategy and Work Programme, South East Europe 2030 Strategy and Common Regional Market (CRM) Action Plan.

The organisation maintains close working relations with all actors of relevance to these areas, such as governments, international organisations, international financial institutions, regional organisations, private sector, civil society and academia.

More information on the RCC work is available at [www.rcc.int](http://www.rcc.int).

## ***2.2. OBJECTIVE***

The Regional Cooperation Council (RCC) Secretariat seeks a professional, full-service company/agency or individual professionals within bidding consortium that provides services of production of video(s).

## ***2.3. SCOPE OF WORK***

The scope of work is initially for the period of 24 months, with a possibility of extension for another year. Successful applicant(s) will be responsible for production of video(s) for the RCC Secretariat according to the technical specifications and based on the information and guidelines (video brief) provided by the RCC for each ordered video.

RCC plans to produce a series of accessible, citizen-oriented videos highlighting the real-life impact of its activities in areas such as: Competitiveness, employment, digital transformation,

education, research, and innovation, women's empowerment and youth engagement, justice and home affairs, security and migration, disinformation, tourism, environmental initiatives, and more in order to raise awareness on RCC's agendas.

The selected provider(s) will be responsible for the full production process, including:

- Scriptwriting and storyboard development
- Identifying filming locations and interviewees
- Recording, editing, postproduction
- Graphic design, sound design, translation, and subtitling (as needed)

#### TEMPLATE VIDEO CHARACTERISTICS

- a) Based on the information and guidelines provided by the RCC, the successful applicants(s) will develop the script and storyboard;

An original concept for the video(s) will need to be developed to best introduce certain RCC activities. The focus should be put on the actual impact and usefulness of the activity for the citizens of the region, underlining the importance of regional cooperation. Emphasis should be placed on story-telling – real life stories showing how certain RCC activity is impacting people's lives.

Prior to any shooting a full script should be developed (and storyboard for postproduction phase) for each video indicating the shape and form of the final product. On occasions when RCC provides the script, storyboard is to be developed and presented.

- b) Identify sites and characters/citations to be featured in the video;

A selection of most suitable sites and individuals to feature in the video(s) should be made in line with the developed concept, i.e. the most representative combination.

- c) Develop graphics and audio;

Develop graphics for the video, including effects, animations and any other graphic elements, as well as recognisable audio.

- d) Conduct recording and produce video;

Conduct interview and any additional recording, produce a rough cut and move to postproduction, including animation.

- e) Develop animation video, when needed, including development of original illustrations;



f) Develop animated logo(s);

Develop video loops and jingles if needed;

g) Provide postproduction including translation and English subtitles if necessary.

**NOTE:** Use of the existing materials (footage, photos and music) is allowed as long as they fit into the concept and are copyright free or copyrights are obtained.

## ***2.4. RESOURCES AND TIMING***

Successful applicant(s) will have a qualified team of professionals, with one staff member dedicated to manage the RCC Secretariat requests relevant to this Open Call.

The contract implementation will start in February 2028 and last until February 2028, with a possibility of an extension for another year.

## ***2.5. REQUIRED OUTPUTS/REPORTING***

Successful applicant(s) will report directly to the RCC representatives.

Before finalising the order, the selected bidder(s) shall be responsible to submit each step of the video production process to the RCC for approval, i.e. final budget for the video based on the RCC guidelines (video brief), delivery time for each phase of the production and postproduction, and prices expressed in the application to this Open Call, short concept, scenario, storyboard, etc. of each video.

## ***2.6. TECHNICAL SPECIFICATIONS***

The main purpose of the video(s) is to give a short, eye-catching overview of the RCC's activities.

The target audience:

- General public in 13 RCC SEE participants;
- Governmental bodies of 13 RCC SEE participants;
- European Union (European Commission, European Parliament, etc.);
- Regional initiatives;
- International and civil society organisations;
- Business community;
- Media representatives.

Technical characteristics

1. Each video should have a recognisable intro and outro (to be applied across the series with possible alterations);
2. The video(s) should be produced in English and/or languages of the SEE, with a possibility to subtitle it in other languages if needed;
3. Each video might be produced in three versions – up to 140-second long, up to 60-second long variation, and a short 15-30 seconds trailer; all products should be made suitable and packaged for broadcast and social media use in appropriate formats;
4. The video(s) might entail logistics/organisation and shooting in the field (equipment, crew, finding and briefing of actors/interlocutors in the video, potential transport, accommodation, etc.) in one or more Western Balkans cities, making sure that eventually all 6 cities are covered in the videos (WB cities: Sarajevo, Belgrade, Tirana, Pristina, Podgorica and Skopje, but not limited to these). The selected applicant(s) will be responsible for finding adequate interlocutors in each of the WB cities;
5. Drone footage should be a possibility; successful applicant(s) should have or be able to provide all the necessary permissions;
6. Video might include animated segments (or be entirely animated). Examples of previous RCC videos made in this manner could be found at:  
<https://www.youtube.com/watch?v=lrVz3ixAfCk&t=2s>  
<https://www.youtube.com/watch?v=YBKfCDsIeI&t=9s>

All videos produced by the RCC can be found here: <https://www.youtube.com/user/RCCSec>

7. Teleprompter should be at disposal when needed;
8. Studio should be at disposal when needed.

#### Format

- Length: up to 180/120/60/30/15
- Resolution: 1080p
- Format: MP4
- Video(s) should be in line with the RCC Brandbook

## ***2.7. MONITORING AND EVALUATION***

For the purpose of monitoring and evaluation of public relations activities (PR action plan) the successful applicant(s) will maintain regular contact with the RCC Secretariat.

