

BACKGROUND

The Institute of Communication Studies (ICS) is implementing the project “Connecting the Dots: Improved Policies through Civic Participation” in North Macedonia, supported by the British Embassy in Skopje. As a part of it, the platform HOME aims to create short environmental and educational videos, short nature and environment documentaries as well as short in – depth journalistic stories that point on specific environmental issues such as pollution, protected areas, endangered species, climate change and environmental education in the N. Macedonia and Balkan Region. The idea is not just to present the problem, or the area of interest, but also to give human aspects of the story and to send a call for action and change.

Please take a look at our YouTube channel for more detailed understanding of our work https://www.youtube.com/channel/UCbhh_g4xEbHjhoU6FuqDiLw.

PURPOSE OF TRAINING

To enhance the creation of video products that are impactful, educational and speak volumes about the actual environmental issues. The team should be able to construct videos in a way that the represented ideas provoke the audience to make a change in their behavior regarding the environment, that is, to have emotional impact while also maintaining a scientific tone of the video’s narrative.

The training should focus on the theoretical and practical knowledge of the team regarding environmental documentary production – starting from the early pre-production phase (research, scriptwriting and preparing the shooting) and following all the stages until the final cut is delivered (directing, filming and editing). The team will thus need to have their skills enhanced in scriptwriting for social impact regarding environmental topics, shooting on remote locations and using the camera as a tool for cinematic telling of the story, and also learn how to make the most of the material in the postproduction phase of the movie.

The team will need training, tips and guidelines for creating in depth video-products that will present the environmental issue in a rational way, aiming to address a wide audience and achieve social impact for change of the ways people and governments deal with that issue.

SCOPE OF WORK

ICS seeks to engage two UK experts, preferably one experienced in pre-production (scriptwriting, research and planning) and the other experienced in the practical part of the production (shooting and directing on set, editing and mastering the material) of environment documentaries:

- (1) To propose training programme and a method for assessing the participants' knowledge, and finalize them in cooperation with ICS. The programme should contain goals and objectives, agenda, description of methods, materials, tools, presentations, evaluation form etc.
- (2) To deliver a 5-day training for approximately 15 participants in October 2020. The precise dates will be agreed with the selected trainers. The training materials should be shared prior to the training date and should be used freely by participants during and after the training. The training should focus on (but not limit to) the following themes:

- Analyzing the actual environmental issues in a manner that the results can be turned into a video/media product with high potential impact.
- Creating stories, scripts, appropriate filming approach and production decisions that represent the interests and problems of people, local population, agriculture, industry and government.
- Specific guidelines regarding outdoors shooting, on remote locations in nature (biodiversity and landscapes).
- Scriptwriting, directing, filming and editing of environmental documentaries that aim to both educate and provoke a change in behavior. The team's skills of problem presentation, providing problem solutions and pointing the source of conflict ought to be assessed and enhanced.

NOTE: The training can be realized online if necessary, depending on the situation with COVID-19 in the fall. Therefore, taking the two options in hand, two distinct methodologies should be proposed: one that will be taking place online and the other where the experts will be physically present.

- (3) To write a report from the training, including information on training delivery process, results achieved, participants' evaluation, main conclusions and recommendations for future work. The main products created by participants during the training should form an integral part of the report. It will be the responsibility of the experts to ensure timely and quality deliverables for each phase. They will work closely with the project manager and the project coordinator from ICS. To the selected experts, ICS will provide additional necessary information related to the project and trainees in order to prepare final training documents and learning materials, and also technical, administrative and logistical support (e.g., inviting and confirming trainees, ensuring a training location/digital platform, copying training materials, facilitation of the meetings, processing evaluation forms etc.).

METHODOLOGY

The methodology should rely on participatory and interactive activities. Based on theoretical information, it should enable discussions, brainstorming, practical work and feedback to better mobilize trainees' experiences and facilitate greater ownership. It should provide necessary information on storytelling, both with words and images, for increasing the environmental consciousness and references to specific and relevant case studies. It is expected that at least 70% of trainees would increase their knowledge on preproduction, production and post-production of impactful environment documentaries and would use that knowledge within the training (e.g. preparing the structure of a story and the production approach, planning the shooting and making the most out of the location during the filming itself and the materials during the postproduction).

TIMEFRAME

30 September 2020	Submit a bid
5 October	Announcement of Selected proposal
20 October 2020	Submit the training program and methodology
30 October - 30 November 2020	Implement the training
10 December 2020	Review and provide feedback on policy documents
Five days after the training completion	Submit a final report

QUALIFICATIONS

The experts are required to have the following qualifications:

- International experience in creating nature and environment documentaries
- Capable of creating short and intensive curriculum regarding field-work and production of environmental videos.

PROCEDURE

Interested experts, a team or a firm should submit a bidding proposal in English language to respond to the above mentioned specific tasks no later than 30 September 2020, in electronic version, to the emails przo@iks.edu.mk and aaleksovska@iks.edu.mk, with the subject "Creation of Nature and Environment Documentaries Training Bid".

The bidding proposal should include:

- Letter of intent.
- Brief description of the training programme, methodology and assessment.
- CVs of experts involved, emphasizing relevant experience and description of previous similar work. References from previous clients would be appreciated.
- A financial proposal (excluding travel and accommodation costs). The potential amount should not exceed 5,000.00 £) A selection will be made no later than 5th October 2020.

The selection process will be based on the following evaluation criteria:

- Relevance of biography (experience in similar activities and description of previous work).
- Proposed training programme, methodology and assessment.
- Financial proposal.

Only selected experts / firms will be contacted.

CONTACT PERSON FOR FURTHER INQUIRIES

Kiril Arsovski Przo, Editor and Coordinator of doma.edu.mk - przo@iks.edu.mk;

Ana Aleksovska, Production Assistant - aaleksovska@iks.edu.mk

Mobile phone: +389 70 298 306

Land line: +389 (0)2 30 90 004