

REQUESTS FOR PROPOSALS

Videography and Photography Services for a program that supports smallholder farmers, microenterprises, and support organizations in the agriculture sector of the Kurdistan Region of Iraq (KRI).

enpact e.V. seeks to contract videography and photography services for a project providing financial and technical support for Kurdish smallholder farmers, microenterprises, BSOs, and Farmer Cooperatives in the Kurdistan Region of Iraq (KRI).

A Project Summary

A.1. Project Description

The program is an integrated initiative designed to strengthen the technical and financial capacities of 50 smallholder farmers and microenterprises, alongside 20 business support organizations and farmer cooperatives, operating in the Kurdistan Region of Iraq (KRI). The goal is to build a resilient agriculture sector and contribute to greater social cohesion across the region's farming communities and value chains.

Implementation takes place in **Erbil, Sulaimaniyah, Duhok, and Halabja**.

B Deliverables

Applicants are not required to cover the full scope of deliverables. They may submit an offer for one specific work package, multiple work packages, or the entire set of deliverables outlined in this section. Each offer will be evaluated independently according to the award criteria mentioned in section D.

The following are the expected deliverables for the videography and photography services:

B.1. Photography support for program activities and events

The objectives of this deliverable are to:

- provide photography for up to 20 events and sessions of the programs

The specific deliverables are as follows:

- 50-100 different high-quality photos per event
- Portraits/individual photos of each participant in the program (70 in total)
- Optimization of photos for web, social media, and print display

B.2. Videography and video production support for documentation, storytelling, and promotional materials

The objectives of this deliverable are to:

- provide videography for up to 20 events and sessions of the programs,
- create promotional video material for the open call for applications of the program (up to 4 videos, each of up to 90 seconds in length).
- create summary videos for various events and sessions (Videos of 2-3 minutes in length)
- create short testimonial features with the program participants (Videos of 1-2 minutes length)
- Create case study videos for the program (up to 5 videos, each 3-5 minutes in length). Reference for the case study videos can be found [here](#).

All videos should be optimized for Youtube, Tiktok, and Instagram Reels. Scripts and storyboards will be provided beforehand to guide the production and ensure alignment with the program's objectives and messaging.

C Timeline

It is expected that the service contract will be signed in December 2025 and run until 31 August 2026. The contract shall enter into force on the date on which it is signed by the last contracting party. The duration of the tasks and deliverables shall not exceed 31 August 2026. The execution of the deliverables shall not start before the contract has been signed or before the specific date specified in the contract.

D Award Criteria

Any entity wishing to respond to this call may do so by submitting a written technical and financial offer in English that covers the approach and services they can provide for the duration of the expected contract duration.

- All technical offers must include a general concept of how the applicant will deliver on the expected deliverables listed in section B of this document, including
 - a summary portfolio and references on previous work, and
 - estimated time required to provide raw footage and final production of photos and videos
 - required minimum notice period for scheduling shoots or on-ground sessions, if applicable.
 - maximum number of hours available per day

- All financial offers must include
 - a combined total price per individual order of the work packages (see deliverables listed under section B), and
 - a breakdown of fixed unit prices and amount of units required for all services to be rendered for the completion of these orders. This includes:
 - Hourly rate
 - Half-day rate (up to 4 hours)
 - Full-day rate (up to 8 hours)
 - Any applicable surcharges (e.g., preparation time, travel, equipment needed)

All submitted offers that adhere to the specified general requirements for eligibility and evaluation and meet the deadline will undergo evaluation by two independent assessors. The contract will be awarded based on the offer featuring the best price-quality ratio (BPQR award method). The assessment will be guided by distinct categories:

- Technical Evaluation will carry a weight of 70% in the overall assessment, while
- Financial Competitiveness will account for 30%.

This dual assessment approach ensures a review of each proposal, emphasizing both technical and financial viability.

Partial offers are permitted. Applicants may apply for individual work packages or the entire set of deliverables outlined in section B. Partial offers will not be disadvantaged and will be evaluated based on the BPQR award method using the criteria relevant to the work packages they propose to deliver.

D.1. Technical Evaluation Criteria

The quality of the offers will be evaluated based on the criteria mentioned below; the maximum total quality score is 100 points. Offers receiving less than 60 points for the quality evaluation will be eliminated, and their final score will not be calculated. Offers not reaching the minimum quality levels will be rejected and not ranked.

The technical evaluation will be conducted on the following components and criteria:

1. Experience and Expertise in Photography / Videography [0-30 Points]

- Proven track record in photography/videography, particularly for development programs, agriculture projects, or similar contexts.
- Evidence of delivering high-quality photos/videos

2. Quality Assurance and Formatting Accuracy in Photography / Videography [0–25 Points]

- Clarity and feasibility of the proposed approach for capturing and producing event photos and videos.

- Workflow for pre-production, production, and post-production processes, including editing, optimization, and delivery.
- Proposed methodology for ensuring high-quality, creative, and engaging visual content.

3. Technical and Equipment Capabilities in Photography / Videography [0-15 points]

- Description and adequacy of photography and videography equipment and software.
- Ability to handle challenges such as low-light environments, outdoor conditions, or large event coverage.

4. Delivery Capacity and Timeliness in Photography / Videography [0-15 Points]

- Ability to respond quickly to requests and manage fluctuating workloads
- Strength of track record of meeting service contract requirements and delivering on time (Could be demonstrated through client testimonials and references)
- Capacity to implement the contract, risk mitigation, and backup plan

5. Additional experience relevant to the nature of the project in Photography / Videography [0-15]

- experience working with smallholder farmers and BSOs in KRI,
- experience working with programs that primarily push forward inclusion, diversity, and accessibility,
- experience with live captioning, closed captioning, and audio descriptions,
- experience working with non-profit organizations and/or within the development cooperation sector.

D.2. Financial Competitiveness

The financial evaluation is based on each offer's proposed cost and financial aspects, considering the overall budget allocated for the project. The evaluation of financial competitiveness involves comparing each offer's proposed costs against the technical proposal's value and quality.

The price used for the evaluation is

- **the combined total net price for**
- **one single order of**
- **all or specific work packages, including deliverables specified above.**

The price list with the unit prices of the bidder's services serves only as a reference if a change in the scope of services is necessary at a point in time after the conclusion of the contract; the price list is not considered for evaluating the bid for the award decision.

All positions that go beyond the above specifications must be marked as optional and will not be included in the financial evaluation.

The evaluation of the price is based on the competitiveness of the total prices: The price evaluation is based on a point scale that represents the distance between the prices of all offers of that of the cheapest

offer. The cheapest offer receives 100 points in the price evaluation; the evaluation of the subsequent offers is carried out by dividing the respective offer price by the price of the cheapest offer and multiplying the result by 100 [(CheapestMost Competitive Price / Price of Offer X) * 100].

The net prices excluding VAT are used to ensure comparability of prices. Offers not submitted in EUR are converted into EUR for evaluation purposes; the exchange rate for the month in which the offer was submitted is used following the European Commission's publication ('InforEuro').

E Application and Contracting

This service contract is open on equal terms to any natural or legal person, regardless of their domicile or seat. Eligibility is solely dependent on the presentation of an offer.

Any entity wishing to respond to this call may do so by submitting technical and financial offers in English that cover the approach and services they can provide for the expected contract duration.

In order to be eligible, offers should include:

- A general concept for how the applicant will deliver on the expected deliverables listed in section B of this document. This simulation must include a price that would cover all the services foreseen in the concept. This price shall be considered the price ceiling that the applicant is proposing.
- A price list, which states the unit price in EUR for all foreseen deliverables.

The applicant should propose a suitable project team for the contract implementation. A contract manager should be appointed for the entire contract duration and shall ensure the overall management of the contract, including timely completion of the activities, ensuring the required level of quality is met.

The offer must include:

- **Applicant Information:** The name, address, and contact details of your entity
- **Customer Information:** The name, address, and contact details of enpact e.V.
- **Date:** The date the quotation was prepared should be included.
- **Description of Goods/Services:** Provide a clear and detailed description of the goods or services being quoted, including quantities and any specifications.
- **Price:** Include the price for each item or service, and any applicable taxes or fees.

Offers are accepted until Monday, 1st of December 2025 at 11.59 pm (CET) and must be submitted by e-mail to nh@enpact.org.