

Centre International
de Hautes Études
Agronomiques
Méditerranéennes



International Center
for Advanced
Mediterranean
Agronomic Studies

Sede italiana

ISTITUTO AGRONOMICO MEDITERRANEO DI BARI

CALL FOR INTEREST (Cfi)

for the Production of Documentary Films

In the framework of the OliveCulture Scale Up Project

Financed by the Italian Development Cooperation — AICS Islamabad

1. Background and Rationale

The International Centre for Advanced Mediterranean Agronomic Studies – CIHEAM Bari, within the framework of the project:

OliveCulture Scale Up “Scaling Up OliveCulture Value Chain and Promoting Climate-Resilient Rural Development in Pakistan” (hereinafter referred to as the “Project”) financed by the Italian Ministry of Foreign Affairs and supervised by the Italian Agency for Development Cooperation (AICS)- Islamabad Office, is launching the Call for Interest (Cfi) to identify a qualified production house/media company for the production of documentary films highlighting the achievements, impact, and field interventions of the OliveCulture Scale-Up Project in Pakistan.

As part of the communication, outreach, and visibility strategy of the Project, the production of high-quality documentary films is essential to:

- Showcase project achievements and community impact;
- Document success stories and field interventions;
- Promote sustainable olive cultivation and climate-resilient rural development;
- Enhance public awareness and stakeholder engagement;
- Support dissemination through television, digital media, events, and donor communication platforms.

The official language of this procedure is English.

2. Objective of the Call

The purpose of this Cfi is to select one (1) qualified production house/media company capable of professionally producing three (03) documentary films in compliance with:

- High-quality audiovisual production standards;
- Professional filming, editing, and post-production requirements;
- Project branding and visibility guidelines;
- Effective field coordination and logistics management;
- Timely delivery of all outputs and source materials.

3. Scope of Work

The selected production company shall be responsible for the complete production cycle, including pre-production, production, and post-production activities.

3.1 Documentary Production Requirements

1. Production of three (03) documentary films;
2. Duration of each documentary: approximately 15–20 minutes;
3. Field filming and shoots in:
 - Khyber Pakhtunkhwa (KPK)
 - Punjab
 - Balochistan

3.2 Mandatory Production Components

The assignment shall include:

- Drone coverage and aerial cinematography;
- Interviews with beneficiaries, stakeholders, technical experts, and Olive value chain actors;
- Professional voice-over recording;
- Scripting and story development;
- Professional editing and post-production;
- Color grading;
- Subtitle integration;
- Social media cutdowns/snippets;
- Final outputs in both 4K and HD formats;
- Professional audio recording setup;
- Multiple revision rounds before final approval;
- Final delivery suitable for: Television broadcasting, Social media platforms, Events, and presentations
- Submission of raw footage;
- Handover of editable/source project files;
- Compliance with project branding guidelines.

3.3 Logistics Responsibilities

The production company shall be fully responsible for:

- Travel arrangements;
- Accommodation;
- Transportation;
- Equipment handling;
- Field logistics and operational coordination during all shoots.

4. Eligibility Criteria

Applicants must meet the following conditions at the date of publication of this Cfi.

4.1 Legal Status

Applicants must:

1. Be legally registered in Pakistan for at least two (2) years;
2. Be legally authorized to conduct media, film production, or audiovisual production services;
3. Have operational capacity to conduct field production activities across Pakistan.

4.2 Exclusion Criteria

Applicants must not:

- Be in bankruptcy, insolvency, or liquidation;
- Be convicted of fraud, corruption, criminal organization, money laundering, child labour, or human trafficking;
- Be listed under UN, EU, or Government of Pakistan sanctions;
- Have records of serious professional misconduct;
- Have conflicts of interest with CIHEAM Bari, AICS, or Project partners.

4.3 Technical and Operational Capacity

Applicants must demonstrate:

- Minimum two (2) years of experience in documentary filmmaking or audiovisual production;
- Proven experience in the development sector or donor-funded projects;
- Availability of qualified technical personnel;
- Capacity to conduct filming in multiple provinces;
- Ownership/access to professional production equipment.

A designated Production Manager/director with relevant experience is mandatory.

5. Proposal Requirements

Applicants must submit a complete proposal dossier composed exclusively of the documents listed below.

Failure to submit any mandatory component may result in exclusion during the administrative verification phase.

5.1 Technical Proposal

The Technical Proposal shall include:

- Understanding of the assignment;
- Creative approach and storytelling concept;
- Proposed filming methodology;
- Workplan and production schedule;
- Team composition and responsibilities;

- Equipment list;
- Quality assurance measures;
- Risk mitigation measures.

5.2 Financial Proposal

Applicants shall submit:

- Detailed financial quotation;
- Budget breakdown by activity/category;
- Travel and logistics costs;
- Production and post-production costs;
- Applicable taxes.

5.3 Administrative & Legal Documents

Applicants must submit:

- Company profile
- Certificate of registration/incorporation
- Valid tax registration certificates
- Portfolio/showreel of previous work
- CVs of key personnel
- References from previous clients/projects

CIHEAM Bari reserves the right to request additional supporting documentation at any stage of the evaluation process.

6. Submission Modalities

Applications may be submitted either:

- **By electronic mail** (procurement@oliveculture.org) OR
- **By physical delivery (hand delivery or courier service)**, Address: House No.12, Street 56, F-8/4, Islamabad, applications submitted in hard copy must be delivered in a sealed envelope clearly marked: “Production of documentary film Cfi – OliveCulture Scale-Up”

Documentation to be Submitted

Applicants must submit:

1. Technical Proposal
2. Financial Proposal
3. Company profile
4. Registration documents
5. Portfolio/showreel
6. CVs of key personnel
7. Tax registration certificates
8. References from previous clients/projects.

Applications that are incomplete or do not include all mandatory documentation may be rejected during the administrative verification phase.

Submission deadline:

May 18, 2026, at 16:00 PM Pakistan Standard Time

Late submissions will not be accepted.

7. Evaluation Procedure

An Evaluation Committee appointed by the Project will evaluate all applications.

The evaluation process shall consist of:

1. Administrative
2. Technical Evaluation
3. Financial Evaluation

The final results will be communicated via email.

7.1 Administrative

Verification of completeness and eligibility.

7.2 Technical Evaluation

The Evaluation Grid below is provided for information purposes only.

It outlines the evaluation criteria and scoring methodology that will be applied by the Evaluation Committee. Applicants are encouraged to carefully review the Evaluation Grid to ensure alignment of their proposal with the assessment criteria.

7.3 Financial Evaluation

The Financial Proposal will be evaluated based on overall cost-effectiveness, clarity of budget breakdown, and value for money in relation to the proposed technical approach and deliverables.

Applicants are encouraged to ensure that all proposed costs are realistic, justified, and aligned with the scope of work and technical requirements of the assignment.

Maximum score: 100 points

Criteria	Max Points
Relevant documentary production experience	10
Quality of technical proposal and creative concept	20
Technical capacity and equipment	10
Experience in development sector assignments	10
Workplan and operational feasibility	10
Team composition and qualifications	10
Financial proposal	30

Minimum threshold: Minimum overall score 60/100 on criteria 1–7 combined

10. Data Protection

Applicants undertake to adopt data processing based on the principles of lawfulness and fairness while respecting the confidentiality requirements, in recognition that on 5 July 2019 the CIHEAM adopted the “Security of the Information and Personal Data Protection Policy”, inspired by the same principles stated in the EU Regulation 679/2016 – General Data Protection Regulation and subsequent amendments and additions.

11. Final Provisions

- Participation does not guarantee contract award.
- CIHEAM Bari reserves the right to modify or cancel this Cfi.
- Applicants bear all proposal preparation costs.
- The selected company will sign a formal Agreement.

12. ANNEXES

Annex 1 – Terms of Reference

Annex 2 – Identification Form