
CENTRE FOR COMMON GROUND**REQUEST FOR PROPOSAL (RFP)****Production Company for producing series of Comic Sketches
(Procurement of services)****Ref No.: CCGSW-01/2025****(Please quote this CCG reference in all correspondence)****January 23, 2025****1. Introduction**

Centre for Common Ground (CCG) has been working in North Macedonia since 2008 implementing programs to foster trust between different ethnic communities, introduce positive intercultural models of cooperation, and work towards the institutionalization of collaborative practices and democratic principles, both at the local and national level. The mission is to transform the way people and communities deal with conflict - *away from adversarial approaches and towards cooperative solutions*. It works with local partners to find culturally appropriate means to strengthen societies' capacity to constructively deal with conflicts: *to understand the differences and act on the commonalities*. Using innovative tools such as education, media, training, dialogues, music, theater and working at different levels of society, CCG engages in pragmatic long-term processes of peacebuilding and conflict transformation.

2. Project summary

The project “**Empowering Youth for Promoting Non-violent and Inclusive Communities**” is supported by the Swedish International Development Cooperation Agency (SIDA) and implemented by CCG from November 2024 to November 2025. The project aims to increase the interethnic cohesion and prevent ethnic tensions by raising awareness of the benefits of the multicultural living and building a peaceful and inclusive communities through conflict transformation and multicultural education.

CCG will engage a Production Company to produce a high-quality series of comic sketches, broadcasted on the various social media to raise awareness of the positive role youth can play for social change, bringing together young women and men from different ethnic communities in North Macedonia. CCG aims for youth viewers to see their peers as positive role models through the social media and by engagement with multiple stakeholders, elders and key decision-makers in local communities to see the valuable contribution they can make to North Macedonia.

3. Scope of Work**3.1 Description of service**

CCG is seeking a production company to create a series of 36 comic sketches, each with a duration of approximately 3 to 5 minutes. These sketches will creatively depict various conflict situations inherent in everyday life, allowing viewers to resonate with the scenarios presented. Through these sketches, the audience will witness the emergence of comic situations that touch upon different themes, with a focus on preserving the authenticity of Balkan traditions while seamlessly integrating them into contemporary life.

The selected production company will be responsible for bringing these sketches to life through filming and editing in alignment with the agreed-upon concepts. The sketches will use four languages Macedonian, Albanian, Turkish and Roma for production and for broadcast.

The sketches will be disseminated across various social media platforms with the aim of raising awareness, promoting democratic values, and showcase the collaborative efforts of representatives from diverse backgrounds coming together to address community issues, situations, stereotypes, challenges. For that purpose, the production company will create accounts on different social media platforms. The sketches will be shared online via Facebook, Instagram, YouTube, and TikTok to reach a diverse audience, including young viewers and the broader community. All media content will undergo thorough review by project stakeholders to prevent the exacerbation of tensions and ensure alignment with project objectives.

3.2 Deliverables:

- Development of a detailed creative concept outlining themes and narratives of the 36 comic sketches;
- Collaboration with Curriculum Committee to incorporate feedback from the members of the committee in the concepts to ensure they are in line with the project goal and objectives;
- Production of 36 comic sketches professionally produced with filming and editing services;
- Rough cuts of each sketch on review by CCG team
- Final editing of the sketches (with appropriate subtitles)
- Production of teasers for the series and sketches and broadcast schedule for teasers on various social media;
- Develop a detailed pre-production, production and postproduction timeline plan for implementation of the activities.
- Language: shot and edited in Macedonian, with Albanian subtitles. When people are speaking Albanian/Turkish/Roma, it will have Macedonian subtitles;
- Detailer reporting on the performance of the sketches;
- Collaborate with CCG on Common Ground approach training for production team and community engagement events in the local communities in promotion of the sketches.

Note that the collaboration with Centre for Common Ground will be at every stage: approval of the concepts of sketches; approval of criteria and process for selecting the 'contestants' for the sketches; approval of the specific issues to be tackled through the sketches; approval of the rough cut of each sketch.

3.3 Timeline:

The timeline to produce the comic sketches will span from the conceptualization to the final distribution of all 36 sketches and associated social media content. It should be coordinated with CCG and the deliverables to be completed to the agreed schedule but no later than **November 2025**. The awarded Tenderer is expected to start the work in **March 2025**.

3.4 Communication and coordination

Regular communication and updates between the production company and project stakeholders will be needed as well as the coordination of feedback, revisions, and approvals throughout the production process.

3.5 Reporting

The production company will need to provide detailed reporting on the performance of the comic sketches and social media initiatives. Evaluation of the performance will be done based on the key performance indicators to assess the impact and effectiveness of the project. Also, recommendations for future content strategies will be made based on data analysis and audience feedback.

4. Period of validity of proposals

Proposals shall remain valid for ninety (90) days after the date of Proposal submission. A Proposal valid for a shorter period may be rejected by CCG on the grounds that it is non-responsive.

5. Eligible bidders

This bid is open to all national and international suppliers who are legally constituted and can provide the requested services.

6. Selection Criteria – Requirements for the tenderer

6.1 Opening of proposals

CCG representatives will open all proposals after the deadline for submissions and in accordance with the rules and regulations of the organization.

6.2 Clarification of proposals

To assist in the examination, evaluation and comparison of proposals, CCG may, at its discretion, ask the Offeror for clarification of its proposal. The request for clarification and the response shall be in writing and no change in price or substance of the proposal shall be sought, offered or permitted.

6.3 Preliminary examination

CCG will examine the proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the proposals are generally in order.

Prior to the detailed evaluation, CCG will determine the substantial responsiveness of each proposal to the Request for Proposals (RFP). For the purposes of these Clauses, a substantially responsive proposal is one which conforms to all the terms and conditions of the RFP without material deviations. The determination of a proposal's responsiveness is based on the contents of the proposal itself without recourse to extrinsic evidence. A proposal determined as not substantially responsive will be rejected by CCG.

6.4 Proposal Form – Presentation of the technical proposal

The technical proposal should include the following documents:

6.4.1 Registration certificate issued by a competent official authority

The tenderer must provide the company's registration certificate which will prove that the entity is legally registered under the state's official authority body.

6.4.2 Financial standing – Annual financial report

The tenderer must have a stable financial base (possibility of survival over the contract duration period). The tenderer shall submit the most recently adopted Annual Financial Report or equivalent certificate.

6.4.3 Company profile

The tenderer must submit a detailed portfolio of previous projects and assignments, including links. The tenderer should demonstrate experience in developing and implementing products for television, social media and other platforms.

The tenderer must also provide at least three (3) references (please use Annex B).

6.4.4 Key personnel involved in the assignment

Please list all of the members of the key personnel assigned to the Assignment. Provide CVs for each member. Please indicate the Language proficiency of the production team in Macedonian, Albanian, Turkish and English languages, in their respective CVs.

6.4.5 Assignment work plan and timeline

The tenderer must provide comprehensive work plan and timeline for implementing the tasks specified in the Scope of Work.

6.4.6 Concept idea for the assignment, in line with project goals

The tenderer must submit a concept idea and explain in detail how the concept will meet the project goals and requirements. Please see Section 3.1 Description of Services under the Scope of Work.

6.5 Evaluation of proposals

A two-stage procedure will be used in evaluating the proposals, with evaluation of the technical component being completed prior to any price component being opened and compared.

The Price Component will be opened only for submissions that passed the minimum score of 70 % of the total points obtainable for the technical evaluation.

The technical proposal is evaluated based on its responsiveness to the Scope of Work and required documents for the RFP under section 6.4. The price proposal of all offerors, who have attained minimum 70 % score in the technical evaluation, will be compared.

The contract will be awarded to the offeror that receives the highest score out of a pre-determined set of weighted technical and financial criteria as specified below.

I. Technical Proposal Evaluation Form

Summary of Technical Proposal Evaluation Forms		Points Obtainable	Name of Firm / Institution		
			A	B	C
1.	General Criteria				
	A legal entity, a production company with at least 5 years experiences in video production	50			
	Proven track record, experience and expertise in video production and in creating and executing production of at least three video shows/series demonstrating impactful and engaging content	70			
	Prior Experience in developing and implementing products for television, social media, and other platforms, focused on appreciation for cultural diversity	30			
2.	Technical Proposal				
	Presentation of the Deliverables, and Concept idea for the proposal in line with project goals	300			
	Comprehensive work plan, timeline for implementing the tasks specified in the Scope of Work	150			
3.	Personnel				
	Have a qualified team leader with an adequate background of at least 5 years of consistent working experience in video production, and language proficiency of the production team in Macedonian, Albanian, Turkish and English languages	100			
Sub-total for Technical Evaluation		700			

II. Financial Proposal Evaluation Form

Summary of Financial Proposal		Points Obtainable	Name of Firm / Institution		
			A	B	C
	Financial Proposal	300			
Sub-total for Financial Evaluation		300			

Evaluation of the price proposals (of all Offerors who have attained minimum 70 % score in the technical evaluation) will be based on the weight scoring method as follows:

- a) Financial proposals are opened, and list of prices is prepared, where the lowest price is ranked as the first one (receiving highest amount of points) and the most expensive as the last one (receiving the least amount of points).
- b) Lowest price is given maximum points (e.g. 300), for other prices the points are assigned based on the following formula: $[\text{Amount of points} = \frac{\text{lowest price}}{\text{other price}} * \text{total points obtainable for financial proposal}]$

An example:

Offeror A – lowest price ranked as 1st in the amount of MKD 10,000 = a

Offeror B – second lowest price ranked as 2nd in the amount of MKD 15,000 = b

Points assigned to A = 300 & Points assigned to B = 200 (following formula: $a/b * 300$ i.e. $10,000/15,000 * 300 = 200$ points)

III. Combined Technical and Financial Evaluation Form

Summary of Financial Proposal Evaluation Forms		Points Obtainable	Name of Firm / Institution			
			A	B	C	D
	Sub-total Technical Proposal	700				
	Sub-total Financial Proposal	300				
	Total	1000				

7. Price Proposal:

The total cost for the proposal should be submitted in MKD denars including VAT, if applicable, for Macedonian companies and EUR for foreign companies. The cost proposal should provide pricing for each cost of the production process based on all expected services listed under the expected Scope of Work, including pricing for personnel, services, travel and other costs.

Please use Annex C for the Price Proposal Template. The price proposal must be identified and explained, all costs included. Any significant changes from the given specification must be identified and explained separately.

CCG reserves the right to accept anything other than the low offer or not to enter into any contracts or accept any offer if that is in the interest of CCG. All costs connected to the preparation of the proposal will be the responsibility of the offeror.

8. Application procedure and conditions:

Interested applicants are invited to submit their proposal in accordance with the following format and conditions:

1) Proposal Format: proposal should include the following components:

- a) Annex A: Proposal Submission Form;
- b) Annex B: Vendor Information Form;
- c) A profile of the Production Company, including evidence of registration with relevant authorities, as described under section 6.4.1, and Annual Financial Report for the past two years, as described under section 6.4.2;
- d) References to previous projects and experience in specifically producing television shows, youth programs, and/or documentary films. Portfolio of previous productions, including links as described under section 6.4.3;
- e) Key personnel with CV of the key experts assigned to the services as described under section 6.4.4;
- f) A comprehensive work plan and timeline for implementing the tascs specified in the Scope of Work as described in section 6.4.5;
- g) A detailed concept idea for the sketches as described under section 6.4.6;
- h) Annex C: Price Proposal
Price proposal as described under section 7 using the above-mentioned annex C;

2) Submission: Please submit two hard copies of the proposal on company letterhead in English language. Divide the proposal into two separate envelopes; one for the technical proposal and the other for the price proposal.

The envelope should indicate the **RFP number** should clearly indicate the **RFP number** but should not include any other details related to the proposal.

Proposals should be submitted in a sealed envelope by carrier or in person and addressed to the **TENDER COMMITTEE** at the following address:

**Centre for Common Ground
Address: Mitropolit Teodosij Gologanov 46a/1-7
1000 Skopje, North Macedonia**

- 3) Submission Deadline:** Tender documents must be received at CCG office by **24 February 2025 no later than 4pm.**

Failure to meet the Closing Date will result in disqualification.

CCG is under no obligation to award the contract or to award it to the lowest bidder.

Should you require further information or clarification regarding this process please contact CCG at the following address: ccg@ccg.org.mk by **14 February 2025**. All questions should be submitted no later than **14 February 2025**.

Annex A: Proposal Submission Form

To: CCG

Dear Sir / Madam,

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide Professional Services for the sum as may be ascertained in accordance with the Price Schedule attached herewith and made part of this Proposal.

We undertake, if our Proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.

We agree to abide by this Proposal for a period of 90 days from the Proposal Closing Date as stipulated in the Solicitation Documents, and it shall remain binding upon us and may be accepted at any time before the expiration of that period.

We understand that you are not bound to accept any Proposal you may receive.

Name of Bidder:

Address of Bidder:

Authorized Signature:

Name & title of Authorized Signature:

Date:

Annex B: Vendor Information Form

General Information

Company Name:	
City, Country	
Web Site URL:	
Contact Person:	
Title:	
Phone:	
Email Address:	

Expertise of the Bidder

Line of Business, area of expertise:	
Type of business (manufacturer, distributor, etc):	
Years of company experience:	
Proven track record, experience and expertise in video production and in creating and executing production of at least three video shows, provide links:	

References: Please provide at least three references including contact details for contracts for similar services to the one requested under this RFP:

Organization Name/Country:	Contact person:	Telephone:	Email:
1.			
2.			
3.			

Annex C: Price Proposal

GENERAL INSTRUCTIONS

1. The Bidder is asked to prepare the Price Proposal as a separate file from the rest of the RFP response.
2. All prices/rates quoted must be inclusive of all taxes.
3. The Price Schedule must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category. If the contractor is required to travel to perform the work described in the RFP, a lump sum must be included in the total amount or to be listed separately. No travel shall be reimbursed.
4. It is the policy of CCG not to grant advance payments except in unusual situations where the potential contractor whether a private firm, NGO or a government or other entity, specifies in the proposal that there are special circumstances warranting an advance payment. CCG, at its discretion, may however determine that such payment is not warranted or determine the conditions under which such payment would be made. Any request for an advance payment is to be justified and documented and must be submitted with the financial proposal. This justification shall explain the need for the advance payment, itemize the amount requested and provide a time-schedule for utilization of said amount.

Financial Proposal / Price Schedule (Sample)					
Request for Proposal Ref:					
Total Financial Proposal					
[currency/amount]: Date of submission:					
Authorized Signature:					
	Description of Activity/Item	Qty	Freq	Unit Cost	Total [currency/amount]
1.	Remuneration/Professional Fees				
1.1					
1.2					
2.	Equipment and Supplies				
2.1					
2.2					
2.3					
3.	Other Expenses				
3.1	Travel				
3.2	Per Diem Allowances				
3.3	Communications				
3.4	Others (please specify)				