

Terms of Reference (ToR)

Videography and Audiovisual Production Services

1. Contracting Authority

Al-Balqa Applied University (BAU), Jordan, hereinafter referred to as *the Contracting Authority*.

2. Background

Al-Balqa Applied University (BAU) is a public university committed to market-responsive applied education and training in technology, communication, and science, with the objective of enhancing graduates' employability at national, regional, and international levels. BAU continuously develops its curricula, conducts applied and transformative research, expands access to higher education, and promotes integrity, professionalism, inclusiveness, teamwork, and community engagement.

BAU has extensive experience in the implementation of EU-funded and international cooperation projects across several thematic areas, including but not limited to:

- SME support and business development
- Technology transfer and innovation
- Social inclusion and poverty reduction
- Environment and climate change

Through its commitment to quality education, research, and community service, BAU has established a wide network of local, regional, and international partnerships.

3. Project Overview

Project Title:

DigitalLife4All – An Adult & Lifelong Learning Initiative to Enhance the Digital Skills & Smart Competencies of Seniors, Older Adults, People with Disabilities & Persons in Vulnerable Social Groups in the Mediterranean Sea Basin

Programme:

Interreg NEXT MED Programme, co-funded by the European Union

Project Duration:

30 months (August 2025 – January 2028)

Lead Partner:

Regional Development Fund of East Macedonia & Thrace (Greece)

Project Partners:

- Mind spark+ (Greece)
- University of Cyprus (Cyprus)
- Tatweer Baladna (Lebanon)
- North American Private University (Tunisia)
- Al-Balqa Applied University (Jordan)
- Ege University (Türkiye)

Reference Number:

A_T_3.1_0121_DigitalLife4ALL

Total Budget:

EUR 2,806,358.006

EU Contribution:

EUR 2,497,658.625 (89%)

The DigitalLife4All project aims to promote inclusive digital transformation across the Mediterranean region by providing digital and lifelong learning skills through community-based Digital Skills Hubs and Digi-On-The-Go units. The project empowers participants to confidently access and use digital tools, thereby enhancing employability, social participation, and resilience in the digital era.

4. Objective of the Assignment

The objective of this assignment is to procure professional videography and audiovisual production services to support project communication, visibility, and dissemination in accordance with Interreg NEXT MED and EU visibility requirements.

5. Scope of Services

The selected Contractor shall provide all necessary expertise, equipment, personnel, and logistical arrangements to perform the following tasks:

5.1 Inception Video Production

The Contractor shall produce an **Inception Video package**, including:

- Approximately **five (5) short video clips**, each with an indicative duration of **approximately fifty (50) seconds**.
- Videos shall target **different audience groups**, including seniors in public or semi-public spaces (e.g. restaurants, public gathering areas), as well as users of co-working spaces and Digital Skills Hubs.
- The content shall highlight:
 - Project objectives and expected impact
 - Partnership composition
 - Project launch and initial implementation activities
- Videos shall be suitable for dissemination via **social media platforms**, project websites, and **official presentations**.

5.2 Final Narrative Video

The Contractor shall produce a **Final Narrative Video** that:

- Summarizes the project's implementation, key activities, outputs, and results.
- Is suitable for use in digital dissemination, public events, and reporting to stakeholders and donors.

5.3 Deliverables

The Contractor shall deliver:

- Final edited video files in agreed formats and resolutions.
- All photographs produced during filming.
- A complete archive of **raw video footage** and original files.
- Any additional outputs agreed upon in writing during implementation.

6. Location of Services

Filming locations in Salt City and shall be selected and approved by the **BAU Communication Officer**, in coordination with the Contractor.

7. Ownership, Consent, and Legal Responsibility

- All intellectual property and usage rights of the produced materials shall be transferred to the Contracting Authority upon final acceptance and payment.
- The Contractor shall be **solely responsible** for obtaining and providing written consent and image-use authorizations from all individuals appearing in the audiovisual materials.
- The Contracting Authority, project partners, and the Programme shall bear **no legal or financial liability** for any claims arising from the use of the produced materials.
- All outputs must comply with applicable legal, ethical, and data protection standards.

8. Contractor Profile and Qualifications

8.1 Minimum Requirements

- At least **three (3) years of proven professional experience** in video production, filming, and editing.
- Demonstrated proficiency in professional editing software (e.g. Adobe Premiere Pro, Final Cut Pro, or equivalent).
- Proven capacity to deliver professional-quality outputs within agreed deadlines.

8.2 Portfolio

Applicants must submit a **minimum of three (3) sample videos** relevant to educational, social, or international cooperation projects.

9. Contractual Conditions

- **Contract Duration:** From Month 6 to Month 30 of project implementation (January 2026 – January 2028)
- **Contract Type:** Service contract. This contract does not constitute an employment relationship.
- **Taxes and Social Charges:** The Contractor shall be responsible for all applicable taxes, social security contributions, and insurance coverage.
- **Payment Arrangements:**
The Contractor shall be remunerated on the basis of an agreed **daily rate**. Payments shall be made upon submission and formal acceptance of deliverables by the Lead Beneficiary communication team.
- **Visibility and Branding:**
All materials must comply with **Interreg NEXT MED and EU visibility and branding guidelines**, as provided by the Contracting Authority.

10. Application Procedure

Interested applicants shall submit their applications electronically to:

digitallife4allbau@gmail.com, or submit it in in close envelop to the Deanship of scientific research and Entrepreneurship in the university main campus in Salt.

Subject line:

Application for Videographer / Communication Service Provider – DigitalLife4All Project

11. Required Documents:

- Portfolio or links to sample videos
- Company registration certificate or freelance registration in Tax department system or Ministry of Finance certificate

- Short motivation letter outlining relevant experience and available equipment
- Financial offer indicating **rate in EUR for each video.**

Deadline for submission:

24 December 2025 at 13:00 (Amman Time)

Only shortlisted candidates will be contacted for further clarification or interview

12. Evaluation Criteria

Criteria	Weight
Quality and relevance of portfolio	40%
Experience in EU or international projects	25%
Technical capacity and creativity	20%
Financial offer	15%

13. Equal Opportunity and Disclaimer

AL Balqa Applied University and project partners are equal-opportunity entities committed to non-discrimination and safeguarding principles.

This assignment is funded by the European Union under the Interreg NEXT MED Programme. The contents of this document are the sole responsibility of the Contracting Authority and do not necessarily reflect the views of the European Union.