**Terms of reference for Services/ Expertise**

**(PN – 7 – 249)**

**Providing services/ expertise within the project** Fostering the Eno-Gastro Tourism in the Western Balkans region

**1. Reference Number**

3.5– Budget line External expertise for creation of video content (podcast episodes)

**2. Project title**

Fostering the Eno-Gastro Tourism in the Western Balkans region, PN – 7 – 249

**3. Financing**

This activity is financed by the project “Fostering Eno-Gastro Tourism in the Western Balkans Region”, funded by Western Balkan Fund, and implemented by the Association of Producers and Exporters of Wine and Other Beverages Made of Grapes – Wines of Macedonia.

Wines of Macedonia seeks to engage external expertise for creation of video content (podcast episodes) for presenting and fostering the eno-gastro tourism in Western Balkan region.

**4. Contracting Authority**

Contracting Authority name: Wines of Macedonia Address: str. 810 no.2, 1000 Skopje

Registration number: 6579825

**Technical specification**

**5. Contract description**

The purpose of this contract is to engage expertise to create video content for promotion and presenting the eno-gastro tourism, as part of the project *Fostering the Eno-Gastro Tourism in the Western Balkans Region*. The idea is to create short podcast videos –, maximum 4 videos, each with a maximum duration of 30 minutes, on topics relevant to the industry. The idea is to promote the podcast content to the population in the Western Balkans, provide educational insights, enhancing the knowledge on the field, sharing best practices in eno gastro and promoting the wine, gastro and tourism industry.

The engaged expert will need to provide a professional studio with adequate audio video equipment, production, and postproduction. The guests and scenario will be directly provided by Wines of Macedonia.

**Expected Output**

* Produced 4 short podcast episodes on educational insights and promotion of eno gastro tourism in the Western Balkans region.

**Required Qualifications**

Interested experts/entities must meet the following criteria:

* Submit a **photo of the studio and short description of the audio video equipment.**
* Financial offer.

**6. Number of candidates to be invited**

At least 1 (one) qualified entity is going to be invited.

**7. Initial period of implementation of tasks**

The period for the delivery of the services / expertise, which are the subject of this Terms of references, shall be agreed with the Contracting Authority. The start date of the assignment is envisaged for 01.10.2025. It is expected that the deadline for all tasks is 20 October 2025.

**8. Award criteria**

Value for money principle.

**9. How applications may be submitted**

The offers shall be submitted via e-mail to the address [contact@wom.mk](mailto:contact@wom.mk) either in English or Macedonian language.

The deadline for the submission of offers is 30.09.2025