



---

**Programme:** Private Sector Development South Caucasus (PSD SC): EU-Co-financing “Support to SME Development in Armenia” (SMEDA)

**PN:** 13.2144.7.010.00

**AV:** Katja Kammerer

**TL:** Eva Maria Näher

**Activity:** Film Production

**Period:** **October 01 - November 30, 2017**

## 1. Brief Introduction

---

The private sector in Armenia faces several challenges such as the lack of cohesion and coordination of different small and medium-sized enterprises (SME) support programmes, inefficient steering mechanisms for the SME development process, a fragmented landscape of stakeholders, and an inefficient public private dialogue as well as an inefficient decision-making process. The donor coordination process in different intervention areas is currently not government-driven.

The involvement of the private sector in SME development strategies is not effective and interests of SMEs are in fact not reflected in decision-making processes. Supporting services are insufficiently available – both in quality and quantity. Underdeveloped capacities within the organised private sector are main obstacles and barriers to the envisaged development.

Innovative ideas are hardly developed and are rarely transferred into business cases. Research and development are limited, in particular in the SME sector with hardly any cooperation of businesses and research entities. The innovative and creative potential of young specialists is not employed.

Access to finance is another major challenge for SMEs. Due to high debts – accrued during the global financial crisis and an associated decline in GDP (estimated 14% in 2009) – many Armenian SMEs have only limited access to further credits and loans. In general, lending policies of most banks and financial institutions do not encourage investments in SMEs.

With this situation for the private sector in Armenia, the EU-co-financed, GIZ-implemented project “Support to SME Development in Armenia” (SMEDA) was initiated in 2016. The project is in line with the EU Single Support Framework 2014-2017 for Armenia. It is furthermore consistent with the strategic framework documents of Armenia (Armenia Development Strategy and SME State Support Strategy) in order to facilitate their implementation.

The objective of the project is to improve the national business and investment climate and support the creation and development of SMEs to enable broad based growth.

The SMEDA-Project is part of the Regional Private Sector Development in South Caucasus Programme, which is operating in the three countries of the South Caucasus, Armenia, Azerbaijan, and Georgia. This umbrella programme faces the challenge of generating broad based inclusive growth to reduce the urban-rural gap and poverty above all in rural regions. In view of the small domestic markets with low purchasing power, the primary aim is to strengthen private sector development.



The PSD SC Programme is currently divided into 4 components as follows:

- PSD SC Programme (regional programme).
- Project “Economic Integration of Syrian Refugees in Armenia” .
- EU-co-funded Project “DCFTA and SME Development” in Georgia.
- EU-co-funded Project “Support to SME Development in Armenia.

The “Support to SME Development in Armenia” (SMEDA) Project is focusing on the following result areas:

- (1) Improved policy making process and coordination of supports to SME development for a conducive business development framework,
- (2) Strengthened private sector organisations to implement SME policies,
- (3) Improved process of commercialization of ideas linking research institutions and businesses via cooperation networks,
- (4) Improved design and management of economic clusters (business incubators, techno parks, and Free Economic Zones),
- (5) Diversified access to finance for innovative start-ups and small businesses.

The project is co-funded by the European Union and implemented by the GIZ Programme Private Sector Development South Caucasus (PSD SC) and its country component in Armenia. The PSDSC-Programme is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ).

### **SMEDA Overall Objective**

Create employment opportunities by enhancing private sector development in Armenia.

### **SMEDA Specific Objective**

The specific objective is to improve the national business and investment climate and support the creation and development of SMEs to enable broad based growth.

### **SMEDA Indicators**

1. Increase the proportion of SME within the overall economy: increase the share of SME from 7% to 15% in overall number of micro, small and medium enterprises in Armenia.
2. Increase share of SME in employment from 25% to 30%.
3. Increase share of SME in GDP from 27% to 35%.
4. Increase of added value created by SMEs.

### **Partner structure: executing agencies and intermediaries**

The project is guided in its implementation by a Technical Project Steering Committee (PSC), which is co-chaired by representatives of the EU Delegation and the Ministry of Economic Development and Investments (MEDI).

### **Target Group and Implementing Partners**



The target group is composed of all relevant stakeholders involved in the development of SMEs in Armenia. This includes the political lead partner, the Ministry of Economic Development and Investments in Armenia, and the Small and Medium Entrepreneurship Development National Centre (SMEDNC), related sector associations, the Armenian Chambers of Commerce and designated SME support organisations.

An important project partner is the Armenian Enterprise Incubator Foundation (EIF), which implements parts of the project activities related to managing and monitoring of funds for start-ups and small businesses.

Another important target group is females and males, owners and employees of SMEs.

### **Planned Activities of SMEDA Project**

- Support to policy making by assisting the Armenian government to implement the SME strategy and to introduce a review mechanism for the SME development strategy and its action plans
- Support to policy implementation by strengthening the institutional capacities of the Ministry of Economic Development and Investments and the SMEDNC in terms of coordinating the implementation of the SME strategy and related action plans as well as developing an information portal to support business performance on foreign trade transactions
- Support to Public-Private Dialogue (PPD) by strengthening the capacities of the Ministry of Economic Development and Investments to manage the PPD process as well as to assess and recommend on dispute settlement mechanisms and platforms
- Provide technical assistance to private sector organisations to improve and expand services and to increase their network with European businesses
- Strengthening the capacities of private sector organisations to participate in PPD platforms and to utilize the opportunities of technology transfer as well as to promote entrepreneurial skills, clusters and value chain development
- Support to linking research institutions and the private sector to foster innovation
- Support to state bodies and the private sector to access EU innovation support resources and platforms such as the new EU Framework Programme for Research and Innovation (Horizon 2020)
- Strengthening capacities of the Ministry of Economic Development and Investments to design, implement and promote clusters
- Support to improving cluster management, linking clusters to European networks as well as developing and promoting new areas for business incubation
- Supporting the provision of grants to support technology start-ups and SMEs promoting new services/products
- Support to EIF and SMEDNC to design and implement business acceleration and coaching programmes for entrepreneurs and grant recipients



---

## **2. Context and current situation in the field of assignment**

---

The overall objective of this activity is to raise awareness and knowledge about entrepreneurship and financing topics through an entertaining video serial which centres around stories, experience and learning of persons and individuals in the mentioned sectors. Furthermore, the aim is to present topics SMEDA is working on and a number of activities and measures on development of SMEs in Armenia in SMEDA's five activity fields.

With this initiative SMEDA starts to provide efficient visibility and communication of its activities ensuring high coverage and knowledge sharing with sustainable learning impacts not only for its direct beneficiaries and target groups, but also for the general public and general use and application with long term results. Hence, SMEDA, along with its multi-targeted plan of communication and visibility activities and the developed website: [www.smeda.am](http://www.smeda.am) that will serve as main tools and platforms for dissemination of activities of the Project, intends to document the notable activities, results and achievements of the Project for the purpose of transferring the knowledge and information that will be accumulated over the course of the Project.

The envisaged video series should be impact oriented with clear and easy to understand messages and contents for the general public and target groups that could be displayed via TV, Internet, YouTube, social media and other information platforms.

The Film production is covering the second stage of the activity as in the first stage the script has already been developed in the first stage. Thus, SMEDA is seeking to contract a professional film production company to develop footage and produce the requested film of a maximum of 4 minutes of length.

---

## **3. Conditions of the assignment**

---

### **3.1 Objective**

The film production company will produce 5 short films (each 3-4 minutes) according to already approved scripts provided by SMEDA

### **3.2. Specific requirements**

1. Arrange and organize the filming process for the films according to already approved scripts
2. Present the draft footage to SMEDA for edits and approval. Finalize and present the complete film.
3. For above-mentioned tasks up to 60 man days are calculated until November 30<sup>th</sup> 2017.

### **3.3. Required skills**

1. Experienced film production company with sound experience in footage production.
2. Experienced in similar type of film production assignments both for national and international clients.
3. Ability to work under a tight schedule, ability of working in a team (cooperation and coordination with SMEDA).



4. Working self-organised in order to organise the various filming sessions with the different scenarios.

### 3.4. Deliverables and resources

The film production is expected to take place within the timeline presented below:

<b>Tasks &amp; Deliverables</b>	<b>Timeline</b>	<b>Man Days</b>
<b>Filming of 5 short films according to presented scripts by SMEDA</b>	<i>October 10 – November 10, 2017</i>	20
<b>Finalisation and editing of the films</b>	<i>November 20 – December 10, 2017</i>	40
<b>Total</b>		<b>60</b>

### 3.5. Conditions and payment terms

The film production company's offer for the total of 60 man-days must include:

- The **Financial/Price offer** that requires the Contractor to submit for consideration a summary of costs for a maximum total of up to 60 man-days with respect to the above listed items/products.
- The **Technical offer** requires the Contractor to submit details pertaining to the Contractor's organisation; the Contractors' experience including work samples; comments/suggestions on the Terms of Reference, description of approach, methodology and work.

Payment terms:

- Payment will be done upon delivery of approved films and original footages.

### 3.4 Coordination and communication

The Contractor reports to the Team Leader of the EU SMEDA Project and closely collaborates with the communication expert as well as with the project experts and the administrative support team.



---

### 3.5 Submission Requirements

The Contractor must fulfil the following requirements:

- Strong proven expertise in the area of assignment with sound portfolio of professional film production.
- Flexibility and readiness to make adaptations/changes upon the request
- Proficiency in English and Armenian languages (written and spoken)