



RUDI

Rural innovation

to address demographic & climate challenges

GEN EUROPE | RUDI | HORIZON EUROPE RIA 101286747

Call for Offers

Filming and participatory video production and training services

Terms of Reference

1. Who we are

The Global Ecovillage Network of Europe (GEN Europe) is a charitable association registered in Germany, working across more than 30 European countries with ecovillages, community-led settlements and grassroots sustainability initiatives. GEN Europe is a partner in RUDI: Rural Innovation to address demographic and climate challenges, a four year research and innovation project funded by Horizon Europe, which works with eight rural regions across Europe on the connections between demographic change, climate adaptation and rural innovation.

The eight regions are in Austria, Bulgaria, Germany, Italy, Latvia, the Netherlands, Poland and Portugal. In each one, a research organisation and a practice organisation work together with local people to form a Rural Innovation Cluster.

GEN Europe leads the project's dissemination, exploitation and communication work, which includes a participatory storytelling strand. That strand is the subject of this call.

2. What we want to achieve

We are not commissioning a film about rural communities. We are building the capacity of people in eight rural regions to tell their own stories on video, and we want a professional to help them do it well.

At an inception workshop in each region, local participants will be introduced to participatory video methods and a regional media team will be formed. Those teams then produce their own short pieces over the following two years. Our role is to give them a method, a workable technical standard, and someone to turn to when the editing gets difficult.

We are therefore looking for someone who is a capable filmmaker, a skilled facilitator and a patient teacher, comfortable handing the camera over rather than keeping it.

3. Scope of services

GEN Europe remains responsible for the design and delivery of the participatory storytelling work and for the project deliverable it feeds into. The contractor provides technical training, filming and editing services in support of that work, under GEN Europe's specification and direction, and in coordination with the WP5 operational lead.

The engagement runs from October 2026 to November 2028 and it is structured in four phases to determine the work, the deadlines and the payments. Each phase depends on the one before it, and the final phase produces the final project deliverable.

The delivery model

The eight regional inception workshops take place between 2 November and 1 December 2026, in a rotation across eight countries. The regional media teams are formed at those workshops, so the sequence of this assignment follows from them.

Before the workshops the contractor prepares the session design, a draft toolkit, and a briefing for each one of the eight people who will host the media session in their own region. At the workshop itself, participants are introduced to participatory video methods and the regional media team is formed, with the contractor present in person in four regions and live online in the other four. In December, once all eight teams exist, the contractor delivers a follow-up training session to them together. The toolkit is then finalised to match the equipment the teams actually have.

The contractor attends four of the eight inception workshops in person, that is half of them, and joins the remaining four live online. Every region receives the same workshop session, the same follow-up training and the same toolkit, so the in-person visit is a deepening of a service every region receives targeted at those regions that will need it the most, rather than a better version available to some.

Phase 1. October to December 2026

- **Design.** Development, together with GEN Europe, of the workshop session design and of a draft technical toolkit that regional teams can use with the equipment realistically available to them, including smartphones. Background on the eight regions is provided by GEN Europe.
- **Local host briefing.** A session of approximately 45 minutes for the eight people, one per region, who will host the media session at their own inception workshop. This covers running the session, room setup, technical arrangements, how to hand between a remote presenter and a room, and what to do if the connection fails. It is a single online session convened by GEN Europe with all eight hosts together, expected in the second half of October 2026. The briefing also covers how the host keeps their newly formed team engaged between the workshop and the December training.
- **In-person presence at four inception workshops.** Facilitation of the media session on site at four of the eight workshops: introducing participatory video methods, forming the regional media team, agreeing what that team wants to make, and filming during the workshop. Which four is decided by GEN Europe together with the consortium and confirmed at contract signature. Workshops run between 2 November and 1 December 2026 and are spaced across the month, so visits are separate trips rather than one continuous tour. Workshop format varies by region. Some are a single working day, others run over two days

or include a public element open to the wider community. The contractor should expect to adapt the session rather than repeat an identical format four times.

- **Live online presence at the other four workshops.** The same session delivered live into the room for each of the remaining four inception workshops, approximately 60 to 90 minutes, run jointly with the briefed local host. The slot must be designed to work with an unreliable connection, and the contractor supplies the local host with a fallback that can be run without the contractor if the connection fails.
- **Follow-up training, all eight regions.** One live online session of approximately two and a half hours in the first half of December 2026, for all eight regional media teams together, once they have been formed. This is where the teams meet each other and where the practical work is taught. The session is recorded and made available to those who could not join.
- **Final toolkit.** Revision of the draft toolkit to reflect the equipment and skills the eight teams actually have, delivered as PDF plus editable source, in English, structured so that regional partners can translate it.
- **Handover.** A brief note per region, for all eight regions, on a common template agreed with GEN Europe: who is in the media team, what they can do, what equipment they have, what they will need. Half a page each is sufficient. Written after the December training, so that it records a trained team rather than a sign-up list. Its purpose is to make the mentoring in Phase 2 possible, not to document the workshop.

Phase 2. January to July 2027

- A one hour online clinic in the second half of January 2027, in which the regional teams bring what they have tried since the December training and the contractor troubleshoots it. This is the first mentoring contact and the point from which the teams work towards their first piece.
- Continued remote mentoring of the eight regional media teams as they produce their first piece, delivered mainly as scheduled group clinics across regions rather than region by region, with limited individual support on request. Clinic dates are fixed at contract signature so that both sides can plan around them.
- Agreement with each regional team, before they start shooting, on what they intend to make, in which aspect ratio, and how they will approach it. Each team produces one main piece of 2 to 5 minutes and one short vertical piece of 30 to 60 seconds, shot separately and natively vertical rather than derived from the main piece.
- Technical finishing of eight main pieces and eight short vertical pieces to a publishable standard, including colour, sound, titling and subtitling to supplied text.

Phase 3. January to September 2028

- The same group-clinic mentoring and finishing support for the second round: eight main pieces and eight short vertical pieces, lighter than Phase 2 since the teams have been through the process once.

Phase 4. September to November 2028

- Curation and edit of the full set of regional pieces, together with footage gathered during project activities, into the consolidated media output required by the project. Where the

travelling exhibition includes a vertical display, this phase also assembles the short vertical pieces into a set suitable for it. The design, production and transport of the exhibition itself are outside this contract.

- Implementation of minor revisions arising from the project's internal review of the deliverable, up to two working days, at no additional fee. The reviewer's comments are expected in the second half of November 2028 and the contractor remains available until the deliverable has been submitted.

Not included in this contract

The following are separate and are not part of this assignment. Offers should not price them.

- Graphic design, visual identity and layout work for the project.
- Production of the sixteen media pieces themselves. These are made by the regional media teams. The contractor trains, supports pre- and post-production and delivers the final cuts..
- Design, production and transport of the exhibition.

4. Outputs, formats and documentation

Everything produced under this contract is part of an EU-funded project. It has to be usable by people who did not make it, in other organisations, several years later, and some of it will be published openly. The requirements below follow from that and are not stylistic preferences.

GEN Europe provides the templates, the EU visibility assets and the consent forms. The contractor is not expected to source these.

What is delivered

Phase	Output	Format
1	Workshop session design, draft toolkit and report	Session plan, draft toolkit and final report as PDF, in English
1	Fallback pack for local hosts	A short offline-runnable version of the workshop session, PDF plus any media files
1	Footage from the four workshops attended	Original camera files, unaltered, plus a footage log
1	Recording of the December training session	MP4, delivered to GEN Europe storage within five working days
1	Final toolkit	PDF plus the editable source file, in English, structured so that regional partners can translate it
1	Handover notes	Eight notes on the common template, approximately half a page each
2 and 3	Finished regional pieces	Sixteen pieces across the two phases, normally two to five minutes each, delivered as masters in the agreed aspect ratio plus separate subtitle files

2 and 3	Short vertical pieces	Sixteen pieces across the two phases, 30 to 60 seconds each, shot natively in 9:16, delivered as masters plus separate subtitle files
2 and 3	Project files	Native editing project files with all assets, at the end of each phase
4	Consolidated media output	As agreed with GEN Europe, in the same technical formats, plus all source material

Technical specification

- **Video masters.** H.264 MP4, 1920 by 1080 (or 1080 by 1920 for vertical videos), 25 frames per second, at a bitrate that does not visibly degrade the image. Where a higher quality master exists, it is delivered as well.
- **Aspect ratio.** Aspect ratio is decided before shooting, not in the edit, and the training covers this. The default for the main regional pieces is 16:9, since they are also the source material for the consolidated output in Phase 4. Where a team wants to make its main piece vertically, this is agreed with GEN Europe before shooting and the piece is shot vertically from the start. No piece is ever delivered as a crop of another.
- **Audio.** Normalised to a consistent level across all pieces, with no clipping. Speech intelligible without headphones.
- **Subtitles.** Delivered as separate subtitle files, in the original language and in English, from text supplied by the local media teams and approved by GEN Europe.
- **Raw footage.** Original camera files, unaltered, delivered at the end of the phase in which they were shot, not at the end of the contract.
- **Project files.** Native editing project files, with all assets linked or included, so that GEN Europe or a future contractor can reopen and re-edit the work.
- **Music and third-party material.** Only material that can be published openly and sub-licensed. Original composition, Creative Commons or public domain material is preferred. Any licence is documented and the documentation is handed over with the piece. Library music with terms that restrict open publication cannot be used.
- **Naming and delivery.** A naming convention agreed with GEN Europe at the start of Phase 1, applied consistently. All material is delivered to GEN Europe's own storage, not held in the contractor's personal accounts.
- **EU visibility.** Every published output carries the EU emblem, the funding statement and the standard disclaimer, in the form GEN Europe supplies. This is a Grant Agreement obligation and applies without exception.

Documentation the contractor keeps and hands over

- **Consent records.** Signed consent forms for every identifiable person filmed, handed to GEN Europe at the end of each phase. Footage without a matching consent record cannot be used and will not be accepted.
- **Footage log.** A simple log per shoot: date, place, what was filmed, who appears, and the consent reference. A spreadsheet is sufficient.
- **Licence records.** Evidence of the licence for any third-party music, footage or font used.

Acceptance of a phase depends on this documentation being complete, not only on the video itself being good.

5. Schedule, deadlines and delay

Some of the dates in this contract cannot move. The inception workshops happen when they happen, and a missed slot cannot be repeated. The December training session is attended by eight regional teams across eight countries and cannot be rescheduled for the convenience of one party. The consolidated media output feeds a deliverable with a fixed submission date to the European Commission at the end of November 2028, and the delivery date in the table below is set so that internal review and any revision can happen before it. Everything else has some tolerance, as the contract will specify.

Milestone	Deadline	Tolerance
Workshop session design and draft toolkit approved	One week before the host briefing	Two working days
Local host briefing	Second half of October 2026, date fixed at signature	One week, by agreement
Four in-person workshop visits	On the confirmed workshop dates	None. The workshops cannot be moved
Live online slots, four workshops	On the confirmed workshop dates	None
Follow-up training session	First half of December 2026, date fixed at signature	None
Final toolkit and handover notes	19 December 2026	Three working days
First mentoring clinic	Second half of January 2027, date fixed at signature	One week, by agreement
Phase 2 and 3 clinics	Dates fixed at signature	Reschedulable by agreement with four weeks notice
Finished regional pieces	Six weeks after the regional team delivers its material	Two weeks, by agreement
Consolidated media output	Mid-October 2028, approximately six weeks before the project submission date	One week, by agreement
Reviewer comments implemented	Within five working days of receiving them, expected late November 2028	None

Exact dates are agreed at contract signature and recorded in an annex, including the dates of the Phase 2 and Phase 3 clinics, so that both sides can plan around them a year in advance. If something is late the approach is proportionate. The main protection is that each phase is paid only when its outputs have been accepted, so late or incomplete work is simply not yet paid for.

- **Remedy first.** Where an output is late or does not meet the specification, GEN Europe gives written notice and the contractor has ten working days to put it right, at no additional fee.
- **Deduction.** If the deadline is still missed after the remedy period, a deduction of 1% of that phase's fee applies for each further working day of delay, capped at 10% of the phase fee.
- **Missed workshop attendance.** If the contractor does not attend a confirmed in-person workshop, that visit is not paid and any travel cost GEN Europe has already committed and cannot recover is deducted. Where the cause is illness or another event outside the contractor's control, no deduction applies, but the contractor delivers the session live online instead at no additional fee.
- **Termination.** GEN Europe may end the contract where a serious failure is not remedied within the notice period, or for its own convenience, in which case work already delivered and accepted is paid in full and work in progress is paid pro rata.

Where a delay is caused by GEN Europe, by consortium partners, by the regional teams, or by a change to the project schedule, no deduction applies and deadlines move accordingly. Where a regional team does not deliver its material at all, the contractor is paid for the support given and is not held to an output that was never possible. The contractor should raise such situations in writing as they arise rather than at the deadline.

6. Practical conditions

Item	Condition
Working language	English. Sessions in the regions take place with interpretation provided locally by the regional partners where needed. Additional European languages are an advantage but not a requirement.
Locations	Austria, Bulgaria, Germany, Italy, Latvia, the Netherlands, Poland and Portugal. Workshops take place in rural locations, generally some distance from major airports. Which four regions are visited in person is confirmed at contract signature.
Dates	The inception workshops run between 2 November and 1 December 2026, spaced across the month. Format and length vary by region: some are one day, some two, and some include a public or festival element alongside the working session. The full schedule and the format of each region's workshop are provided to the selected contractor.
Online sessions	The host briefing is convened by GEN Europe with all eight regional hosts together, in the second half of October 2026. The follow-up training session takes place in the first half of December 2026, at a time agreed to suit all eight regions. The first mentoring clinic follows in mid-January 2027. All regions are within a two hour time zone spread.
Equipment	The contractor provides their own filming and editing equipment, and a workable setup for delivering live online sessions. GEN Europe does not supply equipment.
Status	The contractor is an independent professional or company, invoicing for services. This is a service contract and not an employment relationship.

Contract type	Single contract with structured delivery and payment phases.
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7. Budget, payment and how to price your offer

The total fee ceiling for all four phases is 10,000 EUR, exclusive of VAT and exclusive of travel. Travel, accommodation and subsistence are arranged and paid separately by GEN Europe within a separate budget of 5,000 EUR, and must not be included in your fee.

The ceiling covers the whole two year engagement across all four phases, not only the November 2026 period. Phase 1 is the most demanding phase but it is not the whole assignment, and an offer that spends the entire ceiling on it cannot deliver the rest.

As a guide, we expect Phase 1 to account for no more than 60 per cent of the total fee. Offers structured differently are accepted, but should explain the reasoning.

Please provide:

- **Your day rate.** A single rate applying across the assignment.
- **A price for Phase 1** as specified in Section 3, including all four in-person visits.
- **A price for each of Phases 2, 3 and 4.**
- **Your day allocation.** How many days you have allowed for each element listed in Section 3, so that we can see how the offer is built and whether it is deliverable.

Travel is not part of your fee and must not be priced. GEN Europe arranges and pays it separately.

Payment

- **Advance.** 30 percent of the Phase 1 fee is paid on signature of the contract, so that the contractor is not financing the preparation period out of their own pocket.
- **Milestones.** The remainder of each phase is invoiced when that phase's outputs, including the documentation in Section 4, have been delivered. For Phase 4, final payment is made after the deliverable has been submitted, not on delivery of the edit, since the contractor remains available for reviewer comments until then.
- **Acceptance.** GEN Europe confirms acceptance, or states in writing what is missing, within ten working days of delivery. Silence beyond that counts as acceptance.
- **Payment terms.** Invoices are paid within 30 days of acceptance.

All four phases are firm. This contract does not leave later phases conditional on a decision GEN Europe takes at a later date. What GEN Europe holds instead is acceptance of each phase before payment, and the right to end the contract if something goes wrong and is not put right.

8. Rights, consent and data

This work involves filming identifiable people in their own communities, under an EU-funded project with published outputs. The following conditions are not negotiable and will be reflected in the contract.

- **Rights.** All footage, including unused material, and all edited outputs are assigned to GEN Europe, or licensed to GEN Europe and the project consortium on an irrevocable, worldwide, royalty-free basis including the right to sub-license. Project outputs are published under an open licence, so the contract cannot leave rights that block this.
- **Consent.** Filming takes place only under the project's consent framework, which is provided by GEN Europe. No footage of any person is captured without written consent. Where children may be present, like in public events, specific rules will be provided and will apply.
- **Personal data.** The contractor acts as a data processor and signs a data processing agreement. Footage is stored securely, is not published or shared independently, and is handed over in full at the end of each phase.
- **Credit.** The contractor is credited on outputs they have shaped. Regional media teams are credited as authors of their own pieces.

9. Who we are looking for

You do not need to have worked on an EU project before. You do need the following:

- Demonstrable experience of participatory, community-based or documentary video work, ideally with people who are not media professionals.
- Experience teaching or facilitating, with evidence that people you have trained went on to produce work themselves.
- The technical range to shoot, record sound and edit to a standard suitable for public dissemination online, in screenings and in exhibition settings.
- Willingness and practical ability to travel across Europe during a concentrated period in November 2026.
- Good English speaking skills and willingness to work with a translator during the workshops.
- Comfort working in rural settings, with communities rather than about them.

Experience of ecovillages, intentional communities, agroecology or rural regeneration contexts is an advantage. So is the ability to work in any of the languages of the eight regions.

10. What to submit

Please send the following, in English, in a single email.

- A short CV or professional profile, maximum two pages.
- Links to three examples of previous work, with a sentence on each explaining your role and, where relevant, who else was involved in making it.
- An approach note of no more than two pages. Please address three things in particular: how you would run a 60 to 90 minute session that leaves a functioning media team behind rather than an interested audience; how you would make that session work live online in a room you are not in, with a local host you have briefed once; and how you would teach the practical skills to eight newly formed teams in a single online session.
- A price offer broken down by phase, following Section 7.

- A statement of your availability in October 2026, across the workshop period from 2 November to 1 December 2026, and in December 2026, together with confirmation that you can commit to fixed clinic dates in 2027 and 2028 agreed at signature.
- A signed declaration of any personal, professional or governance connection you have to GEN Europe, to any RUDI partner organisation, or to any member of GEN Europe's staff or Council.

Disclaimer: GEN Europe works in a network where people know each other, and we expect some bidders to have existing connections to our work. A connection does not disqualify you. Failing to declare one does. Similarly, everyone assessing offers declares their own interests before offers are opened, and anyone connected to a bidder withdraws from the decision, so that a declared connection neither helps nor harms an offer.

11. How offers will be assessed

Offers are assessed against the criteria below by a panel of at least two people. Price carries a low weight because the budget is a fixed ceiling and this is a competition on quality within it.

Criterion	Weight	Assessed from
Relevance of experience: participatory, community-based or documentary work with non-professional participants, and in rural or grassroots contexts	25	CV, examples
Approach to remote teaching and mentoring: the online training design, and the plan for running a live slot into a room the contractor is not in	25	Approach note
Availability across the November 2026 window and over the full two year engagement	20	Availability statement, offer
Technical quality of previous work, adequacy of the proposed equipment and workflow including for live online delivery, and ability to meet the delivery and documentation requirements in Section 4	20	Examples, offer
Price, and how credibly the day allocation supports the fixed scope across the four phases	10	Price offer

We may ask shortlisted candidates for a short online conversation before deciding. GEN Europe reserves the right not to award the contract if no offer meets the required standard.

12. How to submit

Offers should be sent by email to **communications@gen-europe.org**, with the subject line **"RUDI filming services offer"**, by **September 27th, 23:59 CEST**.

Questions about this call may be sent to the same address until 10 calendar days before the deadline. Questions and answers of general relevance will be shared with everyone who has expressed interest, so that all bidders have the same information.

Contact person: Maja Flajsig, GEN Europe Communications Manager.

13. Indicative timeline

Date	Step
9 September 2026	Call published
17 September 2026	Deadline for questions
27 September 2026	Deadline for offers
w/c 28 September 2026	Assessment, and short online conversations with shortlisted candidates if needed
Early October 2026	Award decision, notification of all bidders, contract signed
Late October 2026	Contractor delivers the host briefing online to the eight regional hosts
November 2026	Regional inception workshops



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