



Terms of Reference

Project	:	Euromed Clusters Forward (ECF)
Activity Title	:	Promotional Video
ToR Number (Please refer to it when applying)	:	ECF-TOR-Cluster2-I
Location	:	Palestine
Date of Announcement	:	5/2/2026
Date of activity & Completion	:	March 2026

Leaders International

Leaders International is a forward-thinking economic development organisation that brings together governments, community groups and private sector partners to work on various projects across the Middle East and Africa.

With offices in Belgium, Jordan, Palestine and Tunisia, we create partnerships that bridge the gap between east and west in order to create new opportunities and resources, and accelerate the growth of underdeveloped and developing economies. Our focus areas include MSME Development, Entrepreneurship & Innovation, Digital Transformation, Livelihoods & Employability, Green Growth, and Alternative & Sustainable Tourism.

ECF-Project Background

Euromed Clusters Forward is a 4-year project funded by the European Union running until 2026. The aim of this project is to empower clusters in the South Mediterranean region by helping them increase their contribution to the economy.

Objective

The Hebron Leather & Shoe Cluster aims to promote the leather and footwear industry through a high-quality promotional video. This video aims to raise awareness locally and internationally about the history of the industry, craftsmanship, production capacity and economic impact, product quality, and future potential of this sector.

Produce a high-quality promotional film (3–7 minutes) that:

- Highlights the *history, skills, and craftsmanship* of the Palestinian leather and shoe industry.
- Showcases *key producers, workshops, and products*.
- Communicates *economic impact, social value, and innovation*.
- Attracts *buyers, investors, partners, and cultural audiences*.

Scope of Work

The film should convey:

1. Content & Scenario

- Proposing suitable ideas and scenarios for the video concept in terms of content, filming style, and what the video could include.

2. Heritage & Culture

- The historical roots of leather craftsmanship in Palestine.
- Traditional techniques still used today.

3. People & Stories

- Interviews with artisans, factory workers, entrepreneurs.
- Personal narratives showing passion, challenges, and pride.

4. Processes & Techniques

- From raw leather selection to cutting, stitching and finishing.
- Focus on quality and unique Palestinian craftsmanship.

5. Economic & Social Impact

- Jobs created, families supported, community value.
- Local and international markets.

6. Innovation & Future Vision

- Modern design integration, sustainability, and export potential.

Target Audience:

- Local and international buyers
- Export partners and investors
- Development agencies
- Policymakers and industry stakeholders
- General public (cultural/heritage interest)

Deliverables

Deliverable	Description	Format
Content & Scenario	Ideas and scenarios for the video concept	
Main Promotional Film	3–7 min long HD film	MP4, color graded
Trailer/Short Version	30–60 seconds condensed version	MP4



Deliverable	Description	Format
Behind-the-Scenes Clips	Optional, for social media	MP4
Subtitles	Arabic & English subtitles	SRT files
Music & Sound Design	Licensed or original	Included

Technical Specifications:

- Resolution: 1080p minimum (4K preferred)
- Audio: Clear professional voiceover/interviews
- Language: Arabic with English subtitles (or bilingual)
- Style: Documentary + promotional (cinematic but informative)

Qualifications Required

Producer/Director

- Lead creative vision
- Manage schedule and team

Cinematographer

- Film high-quality footage
- Ensure lighting, sound, visuals

Scriptwriter

- Draft narrative and questions for interviews

Editor

- Assemble footage, color grade, add graphics/subtitles

Project Coordinator

- Logistics, permissions, scheduling participants

Approval Process

1. Concept & Script Approval

- Client reviews and approves before filming

2. Rough Cut Review

- Feedback revisions (x2 rounds)

3. Final Approval



- Before delivery of final versions

Taxes and Other Terms

- The offer must be addressed to **Leaders Organization/ ECF**
- The project is VAT exempt; therefore, the offer should be exclusive of VAT.
- For individual consultants, Applicable tax laws apply.
- Other terms may apply and will be communicated before the official awarding.
- Please mention the ToR number: ECF-TOR-Cluster2-I in the offer & the email subject.

Please submit your application, in addition to your company profile or CV (Individual Consultants) to: palestinefstp@leadersinternational.org, no later than February 19th 2026 using **Euro Currency**.