

Terms of reference (ToRs) for the procurement of services below the EU threshold

Screening partnership for mobile cinema for Her&Now film campaign

**Project number/
cost centre:
PN 2016.2079.8**

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0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
ToRs	Terms of reference

1. Context

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a service provider in the field of international cooperation for sustainable development and international education work, dedicated to shaping a future worth living around the world. GIZ has over 50 years of experience in a wide variety of areas, including economic development and employment promotion, energy and the environment, and peace and security. GIZ's main commissioning party is the German Federal Ministry for Economic Cooperation and Development (BMZ). As a federal enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development in more than 120 countries worldwide.

The Government of India regards the promotion of entrepreneurship as a key mechanism for achieving its goals of sustainable economic growth and employment creation. To this end it is promoting existing businesses and business start-ups under several newly launched state programmes. The government is placing a particular focus on supporting hitherto disadvantaged groups, especially women. On behalf of BMZ and in partnership with the Indian Ministry of Skill Development and Entrepreneurship (MoSDE), GIZ is implementing the project 'Economic Empowerment of Women Entrepreneurs and Start-ups by Women' to promote aspiring and existing women entrepreneurs in India.

One component of the project is a film- and media campaign going by the name of 'Her&Now – Empowering Women Entrepreneurs'. Its objective is to raise awareness and to increase recognition/acceptance of women entrepreneurs in Indian society and ultimately create an enabling environment for women entrepreneurship. By tackling mindsets and breaking with gender stereotypes, the campaign contributes to improving the framework conditions for women entrepreneurs on a societal level. It has both a pan-India level approach and a direct link to the project's support programmes for women entrepreneurs in the North Eastern Region, Rajasthan and Telangana. The target group of the media campaign is mainly composed of the immediate surroundings (=family, husbands, brothers, etc.) of potential women entrepreneurs, but the campaign shall also target the women themselves and encourage and inspire them to become entrepreneurs.

The project's campaign is going to use short films as a medium to raise awareness on the positive contribution of women entrepreneurship to economic growth in India. For this, the project commissioned the production of four original short films (between 12 and 25 mins each) on the topic of women entrepreneurship: one fiction film (Tamil), another fiction film (Hindi), one documentary (Hindi) and one animation film (Hindi). As a package, the films will be actively used in the campaign and screened for different target audiences, always in combination with a moderated discussion on the topics portrayed. The screenings and discussion will have to follow guidelines provided by the project. The ultimate goal for the film campaign, is that the short films will be disseminated widely and used as an 'infotainment' tool to initiate a positive discussion on women entrepreneurship across India.

The target group consists of people of from tier II and tier III cities. As the films will have subtitles (if they differ from the local language), literacy of the audience will be assumed. The short films themselves have been planned/produced with this specific target group in mind. The films should be screened across regions where the project is implementing its support programme for women entrepreneurs (Maharashtra + Rajasthan + Telangana + Uttar Pradesh).

In order to reach a large number of people, an innovative screening format inspired by the Indian tradition of a 'travelling cinema' should be used. This should involve setting up the entire

screening arrangement from scratch in each location, using mobile installations. Nevertheless, the screenings shall use the latest technology similar to the kind of technology used in multiplexes. The set-up itself should already be extraordinary enough in order to attract the audience. The goal is to provide a free-of-cost cinema-like experience and combine it with a moderated discussion to amplify the messaging of our campaign. Given the current situation, the screenings will have to be in line with national and local COVID-19 safety regulations at all times in order to guarantee safe events to the extent possible.

For the entire end-to-end planning, implementation and moderation of these screenings, the project is contracting a screening partner.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following work results:

- I. Identification of screening locations, development of a detailed route plan as well as of a concept for pre-promotion of screenings and for COVID-19 safety measures
 - a. Identification of optimal locations for a mobile screening set-up in tier II and tier III cities in different states (Maharashtra + Rajasthan + Telangana + Uttar Pradesh), easily reachable for the target group
 - b. Development of detailed route plan for a total of 8 screenings in Maharashtra
 - c. Development of detailed route plan for a total of 8 screenings in Rajasthan
 - d. Development of detailed route plan for a total of 8 screenings in Telangana
 - e. Development of detailed route plan for a total of 8 screenings in Uttar Pradesh
 - e. Development of concept and time-schedule for pre-promotion and incentivisation to attract the audience for all screenings
 - f. Development of concept for COVID-19 safety measures (eg. seating, distance, hygiene, maximum capacity, admission control, ventilation, etc.)
- II. Conduction of 32 moderated screenings of short film package reaching at least 1000 persons (starting as soon as possible*)
 - a. Implementing pre-promotion activities for each screening online as well as on the ground, in order to attract the target group
 - b. Identification and deployment of local female expert moderators for all screenings. Moderators need to conduct the screenings in a gender-sensitive manner according to our moderation guidelines. Additional virtual training/briefing by project/consultant needs to be attended
 - c. Providing all logistics and end-to-end organization of the travelling/mobile cinema set-up (eg. screen, sound, projector, equipment, seating, closed and airconditioned environment or open air installation, etc.)
 - d. Introduction of the films + 1-hour screening + 30 mins moderated interactions/discussion with the audience in local language, strictly according to the moderation guidelines provided by the project. Depending on the context and previous experiences, only a select short films may be screened.
 - e. Gender-disaggregated full audience count for each screening
- III. Collection of data and feedback of a representative sample of audience members (minimum 75% per screening)
 - a. Collection of gender-disaggregated feedback for each screening and discussion with adequate tools to be suggested by the contractor on the basis of defined questions by the project, translation into local language if necessary

- IV. Production of short video interviews of at least 32 audience members
 - a. Conduction of short feedback interviews of selected audience members of each screening, based on questions defined by the project
 - b. Providing 4 edited videos (of the project's choice), including English subtitles, in suitable format for Social Media/website

- V. Photo documentation of each screening equalling to at least 320 pictures
 - a. Photographically documenting each screening (audience, screening set-up, individual audience members, etc.)
 - b. Providing 32 edited high-resolution photos (of the project's choice) in suitable format for Social Media/website

Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations:

Milestone	Deadline/place/person responsible
Concepts and route plans developed	15.03.2021*
16 screenings implemented (incl. data, videos, photos)	31.10.2021*
16 screenings implemented (incl. data, videos, photos)	30.04.2022*

*The COVID-19 situation in India and related event regulations will be monitored closely. The start of promotion and implementation of physical screenings will only happen upon approval by GIZ. Deadlines of milestones are therefore subject to change. The detailed route plans/concepts will have to be adapted accordingly in order to react flexibly to changing conditions.

Period of assignment: **From 01.03.2021 until 30.04.2022.**

Additional requirements:

- Quality management
Both during concept development, including timelines, as well as the screening implementation, the contractor is expected to conduct all necessary rounds of review and discussion with the project and to integrate the feedback accordingly. Especially the moderation of the screenings will have to meet quality expectations in terms of deployment of local expert moderators as well as strictly following the moderation guidelines. The contractor is responsible to make sure the content of the moderation is in line with the values and objectives of the campaign, the project and GIZ as a whole. The first screening in each region, will be considered a trial screening, for the film package, the moderation expert, as well as the pre-promotion and incentivisation. Following a feedback-loop with the project, it will be decided if adaptations in implementation are necessary.

- Branding and design identity
Throughout all activities, from pre-promotion to the screenings, the correct branding and design identity of both the project Her&Now as well as GIZ and its commissioning and

partner ministries will have to be adhered to. All communication and collaterals will have to be approved by the project before usage.

- **Data protection**
The contractor will collect and process personal data in connection with the contract in its own discretion. As a data controller in its own right, the contractor is expected to comply with applicable obligations under the data protection legislation including in particular the European General Data Protection Regulation. The contractor is furthermore expected to ensure that GIZ has a legitimate legal basis for the use of any deliverables incorporating personal data, including especially a valid consent and notice towards data subjects.
- **Copyrights**
The contractor shall ensure that GIZ's copyrights are respected at all times. The contractor shall be responsible for obtaining necessary permissions for any material used, unless provided by the project or developed from the scratch. In case of any direct or indirect copyright infringement by the contractor, GIZ reserves the right to terminate the contractual arrangement with the contractor immediately.

3. Concept

In the bid, the bidder is required to propose a concept elaborating in detail on how you will fulfil the work results defined in Chapter 2 according to the following structure.

Eligibility of firm

- Please provide documentation of the **legal status of your firm**.
- Please provide documentation of the **average annual turnover** (at least EUR 50.000) of your firm for the last three financial years (last- but- four financial can be included in case of invitation to tender held within six months of end of last financial year)
- Please provide documentation of the **number of employees** (at least 8) as at 31.12. of the previous year.
- Please provide information on at least **2 reference projects of a minimum commission value of EUR 1.000** (at least 1 in the last 3 years) in the field of implementation of film screenings, with a focus on aspects of
 - o **mobile/innovative screening set-up**
 - o **and facilitation of audience interaction**
 - o as well as the **region** (ideally Maharashtra / Rajasthan / Telangana / Uttar Pradesh).

Technical-methodological concept

The bidder presents and justifies the **strategy** (= assessment grid 1.1.2) with which it intends to achieve the work results for which it is responsible.

- I. Please propose a sample concept for one state for potential screening locations, a sample route plan, as well as pre-promotion of screenings and COVID-19 safety measures. Please elaborate on your previous experience with similar tasks.

The bidder is required to describe the key **processes** (= assessment grid 1.4.1) for the work results for which it is responsible and create a schedule that describes how the work results are to be achieved.

- II. Please propose a concept on how you plan to implement the individual screenings, including technical and infrastructural set-up. Please provide visuals and basic information of the mobile cinema used (e.g. number of seats available, dimension of screen etc.). Please elaborate on your previous experience with similar tasks.
- III. Please propose a concept on how you guarantee a professional and gender-sensitive moderation of all screenings by qualified persons. Please elaborate on your previous experience with similar tasks.
- IV. Please propose a concept on how you will collect data and feedback from the audience, including tools, methods and data protection measures. Please elaborate on your previous experience with similar tasks.
- V. Please propose a concept on how you will produce the required videos and photographs. Please elaborate on your previous experience with similar tasks.

4. Personnel concept

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 6), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points.

Team leader

Tasks of the team leader

- Overall responsibility for the work results of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management
- Regular reporting in accordance with deadlines
- Concept development
- Monitoring social impact, gender-sensitivity and do-no-harm principle of the screenings
- Recruiting/briefing of moderators

Qualifications of the team leader

- Education/training (2.1.1): Degree in event management, business administration, film, communication, international development, social sciences, or related fields
- Language (2.1.2): Business fluency in English, ideally knowledge of local languages of Maharashtra / Rajasthan / Telangana / Uttar Pradesh
- General professional experience (2.1.3): 5 years of professional experience in event management, ideally in film screenings for social impact in tier II and tier III cities
- Leadership/management experience (2.1.5): 3 years of management/leadership of small teams
- Regional experience (2.1.6): Relevant work experience in Maharashtra / Rajasthan / Telangana / Uttar Pradesh

Short-term expert pool with minimum 2, maximum 4 members

Tasks of the short-term expert pool

- Moderation of screenings in local language in the proposed regions

Qualifications of the short-term expert pool

- Education/training (2.6.1): Degree in gender studies, social sciences, social work, communication or related fields
- Language (2.6.2): Fluency in local language of Maharashtra / Rajasthan / Telangana / Uttar Pradesh + fluency in English or Hindi
- General professional experience (2.6.3): 3 years of professional experience in on-the-ground outreach and interaction with target groups for social impact programmes in tier II and tier III cities, ideally with regard to gender equality, women economic empowerment, entrepreneurship promotion and related issues
- Regional experience (2.6.5): relevant work experience in Maharashtra / Rajasthan / Telangana / Uttar Pradesh

The bidder must provide a clear overview of all proposed short-term experts and their individual qualifications.

5. Costing requirements

Assignment of personnel

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all applicable fee costs for the proposed experts. For our internal costing and any further commissions, please also provide the daily rate on which the prices are based on. A breakdown of days is not required.

Travel

The bidder is required to calculate the travel by the specified experts and the experts it has proposed based on the places of performance stipulated in Chapter 2 and list the expenses separately by daily allowance, accommodation expenses, flight costs and other travel expenses. This shall be paid on actuals upon submission of invoices and necessary documentary evidence.

Other costs

The bidder is required to calculate and break down all other costs associated with implementing the tasks defined in Chapter 2 (eg. = logistics, technical equipment, seating, marketing, local support, venue, etc.).

6. Requirements on the format of the bid

The structure of the **technical bid** must correspond to the structure of the ToRs. In particular, the detailed structure and content of the concept (Chapter 3). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English.

The complete bid shall not exceed 10 pages (excluding CVs & other company documents).

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages. The CVs must clearly show the position and job the proposed person held in the reference project and for how long.

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

Please calculate your **price bid** based exactly on the aforementioned costing requirements (Chapter 5). In the contract the contractor has no claim to fully exhaust the fee/travel/other costs budgets. The budget amounts shall be agreed in the contract as 'up to' amounts. Costs other than fees will be reimbursed only against actuals/provision of evidence.

The technical bid and price bid are to be handed in separately.

Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the work results to be delivered and, if necessary, to the remuneration.