

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

Designing and disseminating communications strategy for the project titled - Developing collection infrastructure and recycling platform for plastic waste and e-waste management in non-urban India.

**Project number/
cost centre:**

12.1003.8-234.01

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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

Federal Ministry of Economic Cooperation and Development (BMZ) under its DevelopPPP.de program has commissioned a project titled '*Developing collection infrastructure and recycling platform for plastic waste and e-waste management in non-urban India*'. GIZ and Karo Sambhav are partnering to implement this project. The 3 geographies selected for this project are Goa, Varanasi and Ghaziabad. The objectives of the project are,

- a. to create collection networks for E-Waste(urban) and Plastic waste(non-urban) to increase collection and recycling of e-waste and plastic waste besides creating awareness;
- b. to establish a responsible recycling platform for e-waste/plastic waste management that is scalable

To achieve the objectives, it is required that an awareness campaign is designed and implemented in the project areas, Mapusa Municipal Council & Varanasi (Aditya Nagar area). The objective of the campaign is to make people aware and conscious about source segregation of waste through offline and online mode, build capacities of local authorities and actors associated with waste management using knowledge materials in digital and print formats.

2. Tasks to be performed by the contractor

Within the above context, the consultant would perform the following task including but not limited to:

WP 1: Designing

- Research and understand the local demography and aesthetic emotions of residents in the target locations mentioned above. Support to connect with local people will be provided by GIZ and Karo Sambhav.
- Design the project logo and develop the overall design language
- Design overall branding for the project in 3 languages-English, Hindi and Konkani
- Design creatives suitable to project location and project objectives. These may include-vector based video modules, campaign video, explainer videos, standees, collaterals (poster, sticker, post card etc.), kiosk designs for community awareness, social media mood board, give away designs (pens, diaries, bags etc.), waste collection vehicle branding

Note:

- All the materials designed in this assignment should allow for review and testing phase. Corresponding adjustments should be made based on feedback received
- All materials designed in this assignment should incorporate all communication guidelines created by GIZ and BMZ.

- Content of all materials should be simple and understood by a layman

WP 2: Dissemination

- The consultant should make an online dissemination strategy for all materials designed in this assignment.
- The consultant should implement the online dissemination strategy during the assignment duration with an objective to reach out to 150,000 people.
- Support the team in getting access to prominent columns in newspapers/magazines both online and print for writing articles to disseminate project activities and outcomes.
- The consultant should provide advice to GIZ and field teams in the project locations to disseminate knowledge materials and materials designed in this assignment to get maximum outreach and impact.
- Increasing the visibility of MRFs implemented as a part of this project in Goa and Varanasi
- The consultant should support in increasing the outreach of the knowledge materials generated in the project in media channels (print & online)
- The consultant should support GIZ in promoting events, webinars, trainings conducted during the period of this assignment in Media channels (print & online)

The communications agency/consult can discuss with GIZ and suggest additional deliverables more conducive to meet the project goals after their initial assessment of indicators and objectives of the project.

S.No.	Deliverable	Delivery Date
1.	Support in Project Branding & Overall Design Language already developed by the team	April 2021
2.	Online/offline Dissemination strategy development	April 2021
3.	Promotions including social media posts (At least 2 posts per week and posts on other special days like UN Environment day, Independence Day, festivals, etc)	Regular intervals throughout the contract period
4.	2 Campaign videos (30 sec – 1 minute)	September 2021
5.	2 Explainer videos with voiceover (2 mins)	September 2021
6.	Collaterals - Design (Packet including Poster, Standees Sticker, Post Card, etc.)	May 2021
7.	1 Kiosk design	April 2021
8.	1 Vehicle branding- Design	April 2021
9.	2 Photo booth cut outs design for Mobile Vans	April 2021
10.	1 Video module for students (1minute animation/vector based)	October 2021
11.	Handing over all collected data, files etc. to GIZ and finalising contract	March 2022

- a. Period of assignment: From 25th March 2021 to 24th March 2022.

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 2 are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept). In addition, the bidder must describe the project management system for service provision.

Technical-methodological concept

Strategy: The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 2).

The bidder is required to present the actors relevant for the services for which it is responsible and describe the **cooperation** with them.

The bidder is required to present and explain its approach to **steering** the measures with the project partners and its contribution to the results-based monitoring system.

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter 2 are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 2.

The bidder is required to describe its contribution to knowledge management for the partner and GIZ and promote scaling-up effects (**learning and innovation**).

Project management of the contractor:

The bidder is required to explain its approach for coordination with the GIZ project.

- The contractor is responsible for selecting, preparing, training and steering the experts (international and national, short and long term) assigned to perform the advisory tasks.
 - The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.
- The contractor reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018

In addition to the reports required by GIZ in accordance with AVB, the contractor submits the following reports:

- Inception report
- Brief quarterly or half-yearly reports on the implementation status of the project (5-7 pages)

The bidder is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the bid; the plan includes information on assignment dates

(duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

The bidder is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the bid in accordance with section 5.4 of the AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between GIZ and field staff
- Contractor's responsibility for seconded personnel
- Process-oriented technical-conceptual steering of the consultancy inputs
- Securing the administrative conclusion of the project
- Ensuring compliance with reporting requirements
- Providing specialist support for the on-site team by staff at company headquarters
- Sharing the lessons learned by the contractor and leveraging the value of lessons learned on site

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.

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Regular reporting in accordance with deadlines

Team leader (2.1)

- Education/training (2.1.1): University qualification (Master) in mass communications or related disciplines
- Language (2.1.2): Good business language skills in English & Hindi
- General professional experience (2.1.3): A minimum of 10 years of relevant work experience

- Specific professional experience (2.1.4): 10 years in communication, strategy development, mass media; Good interpersonal and leadership skills, with the ability to comprehend adaptation component within the development processes
- Leadership/management experience (2.1.5): 6 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): Good experience of at least 5 years in the regions of Maharashtra, Goa and Uttar Pradesh and in the sector of waste management and communications
- Development Cooperation (DC) experience (2.1.7): 3 years of experience in DC projects

Expert 1: Content writer (2.2)

- Education/training (2.2.1): Bachelors/Master's Degree in communications/journalism or related discipline
- Language (2.2.2): Excellent written communication skills in English and Hindi
- General professional experience (2.2.3): A minimum of 5 years of relevant work experience
- Specific professional experience (2.2.4): Experience in generating content on social issues that can trigger behaviour change for example in waste management
- Regional experience (2.2.6): Experience of working on waste management projects and experience in the project locations (Goa, Uttar Pradesh) will be an added advantage.
- Other (2.2.8): Good interpersonal skills, with the ability to comprehend adaptation component within the development processes

Expert 2: Graphic Designer (2.3)

- Education/training (2.3.1): Bachelors/Master's Degree in graphic designing or related discipline
- Language (2.3.2): Excellent written communication skills, both in English, Hindi
- General professional experience (2.3.3): A minimum of 5 years of relevant work experience
- Specific professional experience (2.3.4): Knowledge of design prominent graphic design software is essential. Experience in generating content on social issues that can trigger behaviour change for example in waste management
- Regional experience (2.3.6): Experience of working on waste management projects and experience in the project locations (Goa, Uttar Pradesh) will be an added advantage.
- Other (2.3.8): Good interpersonal skills, with the ability to comprehend adaptation component within the development processes

Expert 3: Communication Expert (2.4)

- Education/training (2.4.1): Bachelors/Master's Degree in mass communications/journalism or related discipline
- Language (2.4.2): Excellent written communication skills, both in English and Hindi
- General professional experience (2.4.3): A minimum of 3 years of relevant work experience

- Specific professional experience (2.4.4): Knowledge of design prominent graphic design software is essential. Experience in generating content on social issues that can trigger behaviour change for example in waste management
- Regional experience (2.4.6): Experience of working on waste management projects and experience in the project locations (Goa, Uttar Pradesh) will be an added advantage.
- Other (2.4.8): Good interpersonal skills, with the ability to comprehend adaptation component within the development processes

Expert 4: Videographer/ Movie Maker (2.5)

- Education/training (2.5.1): Bachelors/Master's Degree in mass communications/journalism or related discipline
- Language (2.5.2): Excellent written communication skills, both in English and Hindi
- General professional experience (2.5.3): A minimum of 3 years of relevant work experience in making short videos/movies/ films on community-based projects
- Specific professional experience (2.5.4): Knowledge of software for movie making is essential.
- Regional experience (2.5.6): Experience in the Hindi, English and Konkani speaking belts will be an added advantage.

Required Qualification/experience for the consulting agency

The agency must have the following administrative and financial requirements for conducting the assignment

1. Be a registered as national organization or entity
2. Average annual turnover for the last three financial years should be at least 80,000 Euros
3. The agency should have minimum 08 employees as on 31st December 2020
4. The agency must have handled at least 2 projects in waste management sector and 2 reference projects on developing and disseminating communication strategy for community-based projects in the last three years with minimum commission value of Euro 30,000.
5. Minimum 05 years of experience of developing communication strategy for community-based projects
6. Minimum 5 years' experience on designing communication campaigns and communication material for community-based projects
7. Minimum 5 years of experience in movie making, editing, voiceover, etc.
8. Minimum 5 years' experience on managing and disseminating project related aspects/information/outputs on social media
9. Minimum 5 years' experience of editing on written content for example project reports/manuals/training material
10. Regional experience in developing and disseminating IEC for community-based project in Hindi, English and Konkani speaking region
11. The agency should have experience of development projects (ODA financed)

5. Costing requirements

Assignment of personnel

Team leader: On-site assignment for 15 expert days

Expert 1: Assignment in country of assignment for 40 expert days
Expert 2: Assignment in country of assignment for 30 expert days
Expert 3: Assignment in country of assignment for 20 expert days
Expert 4: Assignment in country of assignment for 10 expert days

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.

It is anticipated that a maximum of two trips will be needed by the agency, one in each location (only Goa and Varanasi). The agency can budget travel requirements for a maximum of 8 days in total for each location.

6. Requirements on the format of the bid

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) is to be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English (language).

The complete bid shall not exceed 20 pages (excluding CVs).

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs. 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. The CVs can also be submitted in English (language).

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.