Terms of reference (ToRs) for individual consultant to support in bringing out Communication Material for IGEN-ACCESS II Programme

giz

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Fixed lump sum price – contract for work ..... **Error! Bookmark not defined.**

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General information

a. Brief information about the programme

The Indo-German Energy Programme, Access to Energy in Rural Areas (IGEN Access - II) is a bilateral cooperation project carried out by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Indian Ministry of New and Renewable Energy.

IGEN Access-II Programme is geared to specialists and managers at state-run and private energy companies, to providers of financial and other services and to private and public training facilities and networks. Acting through these intermediaries, the module will indirectly reach the rural population who will then benefit from a modern, environment-friendly, high-quality energy supply, irrespective of gender, age, income or ethnicity. It is expected that implementing the below-mentioned measures will increase

the share of RE in rural areas of the partner federal states, and thus boost diversification in the Indian energy matrix (results hypothesis). In the long term, expanding RE will reduce the need to operate conventional power plants and thus increase their capacities. The upshot: fuel savings and reduced emissions of climate-noxious gases. In this way, the project will make another important contribution to a sustainable and above all eco-friendly energy supply in India, thus contributing directly to the achievement of the programme objective.

The IGEN-ACCESS II module aims to improve rural energy supply in selected Indian federal states. Therefore, one of its key elements centers on strategic advice for political decision-makers (e.g. State Nodal Agencies, SNAs) regarding the initiation of a cross-sector energy planning process for rural areas. Studies and analyses, along with the organization of interdisciplinary working meetings and workshops, will empower partner experts to remedy their information deficits and enable advisory services to be customized more accurately. This will lead to specific recommendations for action with respect to the targeted design and implementation of federal state energy plans, which should result in an improved energy supply involving an ever-greater share of renewable energy.

Indicators of the IGEN-Access -II Programme

Module objective: The energy supply is improved in rural areas of selected federal states.

Module objective indicator 1: Implementation of one component from the energy plans (e.g. remuneration system for integrated decentralised energy systems, subsidy programme for promoting electric mobility) is funded in 2 federal states respectively.

Module objective indicator 2: The number of RE systems sold to rural users by module-backed providers has quadrupled.

Module objective indicator 3: 4 recommendations elaborated by the module for improving the quality of the energy supply under certain specific conditions are implemented.

Module objective indicator 4: 40% of women-led Village Level Enterprises (VLEs) that disseminate RE confirm that their standard of living has improved by two points on a scale from 1 to 5.

Outputs	Output Indicators
Output 1: Strategic energy planning is improved in selected federal states.	**Indicator 1.1:** Energy plans have been submitted to the political decision-makers for approval in 2 additional federal states **Indicator 1.2:** In 4 federal states, intersectoral Project Management Units (PMUs) / Innovation Hub is able to prepare and update necessary plans and policies
Output 2: Proven models and instruments for improving basic energy supply are disseminated in selected federal states.	**Indicator 2.1:** 100,000 loan agreements with rural energy users have been concluded by the financial service providers supported by the module (e.g. banks, microfinance institutions, incubators and non-governmental organisations), 10,000 of them loan agreements from 7 additional new providers **Indicator 2.2:** The number of RE system providers supported by the module (e.g. VLEs) has risen to 10,000; 50% of them managed by women
Output 3: Conceptual basis is in place for improving the quality of energy supply under certain specific	**Indicator 3.1:** 4 concepts for improving the quality of energy supply under certain specific conditions are prepared (including government programme for liquefied natural gas/network expansion, climate change) **Indicator 3.2:** Experience from supporting 2 pilot projects designed to improve energy supply quality (e.g. rehabilitation of stand-alone networks, adaptation of operator models, and increasing the climate resilience of energy systems) has been presented at a total of 4 specialist events

b. Context

IGEN Access II seeks to upscale the proven results achieved in Phase I of the project. The project plans to deliver by adopting a holistic approach in overall planning by assisting the states in developing Energy Action Plans, disseminating proven business models and instruments for improving the basic energy supply and establishing a conceptual basis for enhancing the energy supply.

IGEN-Access II is an initiative with the potential to impact a large number of actors from the public sector, Renewable Energy Enterprises, training institutions, financial institutions, Non-Government Organisations and rural households. It is also a knowledge building programme as one of the outputs is dedicated to pilot projects. In above context it is necessary to optimise and develop a roubust communication strategy both within GIZ and to reach out to stakeholders operating in the Decentralised Renewable Energy (DRE) ecosystem. The lessons learnt from IGEN Access phase-I will be taken into account while developing the communication strategy for the program.

c. Duration of the contract

GIZ shall hire the contractor for the anticipated contract term, from **1.06.2021 to 15.03.2022**

d. Workpackage/services

The contractor shall provide the following work/service:

The main objective of this assignment is to provide support in development and implementation of communication strategy for the programme and develop impactful communication messages based on different program activities. The above objectives will aim to increase visibility of the programme within GIZ and with different stakeholders operating in the Decentralised Renewable Energy (DRE) ecosystem. The consultant is envisaged to deliver the following services:

- Review and understand GIZ communication guidelines including European Union General Data Protection Regulation (GDPR).
- Ensure all mentioned guidelines are followed while designing and developing communication material for the programme.
- Support in developing a communication strategy to reach out to different stakeholders in DRE ecosystem

- Develop plan for knowledge dismmenation, mobilise and engage with other stakeholders in DRE ecosystem with impactful communication materials.
- Support in bring out new publications in the form of reports, case studies, success stories and come up with dissemination plan for different communication materials.
- Support in writing, developing and editing content for communication material e.g. project reports, case studies, success stories, blogs, newsletter, website etc.
- Support in developing factsheets for different projects and processes
- Discuss with the programme team, collect information from partners, field team, work on the content/ material and support in developing videos and doodle videos.
- Ensure that gender needs are reflected in projects and further captured in write ups
- Provide support to the programme team with communication work
- Coordinate with the designer and the programme team to finalise the communication material and videos for final production and dissemination.

e. Project expectation

- Kick-off session with the GIZ project team and discussion about expectations and deliverables of the assignment.
- Go through communication strategy and provide inputs to improvise it;
- Study and famiiarise with GIZ communication guidelines, EU GDPR guidelines and project documents related to this assignment.
- The expert is required to guarantee the overall quality and accuracy of work processes and outputs.
- Conduct all necessary rounds of review with the project technical experts (and in some cases its implementing partners) and integrate the feedback accordingly in the communication materials in order to meet quality expectations.
- The consultant may be required to submit more than one rough cut if quality standards are not met.
- The written documents submitted need to be formatted as per GIZ corporate guidelines and must be in flawless English.

f. Deliverables

The following deliverables are expected from the consultant covering all three outputs of IGEN Access II Program. All the documents to be approved by GIZ- IGEN ACCESS II team before final submission for payment:

- The existing content available in the project website to be edited and updated.;
- Factsheets developed for different activities of the program

- Videos and doodle videos developed including the existing ones edited
- Project reports edited (formatting as per GIZ guidelines, language, clarity)
- Case studies, success stories developed / edited including the existing ones in consultation with team members.
- Revisit project's communication strategy and support in improvising it
- Dissemination plan of the materials developed
- Photo and video bank of project work created
- Presentation made to the team on communication strategy and dissemination plan

All deliverables including of this assignment remain the sole property of GIZ and should not be used or shared for any other purpose with others by consultant. GIZ holds an unlimited copyright to all produced material and assets. The contractor shall ensure that GIZ's copyrights are always respected and followed. If required, the contractor shall be responsible for obtaining necessary permissions/license/royalties for any material used unless provided by the project.

Assignment of personnel

Total 151 expert days, which break down into: Tasks	 Days / Expert
Kick-off session with team	1
Familiarise with GIZ communication guidelines, project documents	2
The content on the project website, GIZ webpage, external platforms	20
30 x two pages factsheets developed	45
15 nos. reports edited	15
20 case studies developed / edited	40
Project's communication strategy revisted and edited	3
Dissemination plan of the materials developed	1
Photo and video bank of project work created	4

Additional support on communication work as required by team	20
Total	**151**

Tender requirements

1. Qualifications of proposed staff

The minimum eligibility criteria and the requisite expertise/skill sets required are as follows:

1.1.1 *General qualifications*

- **Education:** The expert should have an academic qualification in the area of media, journalism, communication, PR.
- **Professional experience:** The expert should have experience of developing communication materials (reports, publication, videos, doodles, documentary) with focus on development sectors for international donor agencies, NGOs, CSR foundations and private and public firms

1.1.2 Experience in the region/knowledge of the country

- At least five years of work experience related to media, journalism, communication, PR or has worked as communication expert in an international NGO, CSR Foundation and in private or public sector.
- Excellent creative / journalistic writing skills, and have creative approach to disseminate communication work. Atleast 2 sample work are to be shared from the prior work.
- Ability to conceptualise and develop visual media products covering different domains with focus on development sector would be an advantage.
- The expert should have his/her work published by at least one Indian or internationally reputed media house. The expert shall provide proof of projects undertaken.
- Dynamic self starter; highly motivated, comfortable in taking initiative and able to work with minimum supervision

1.1.3 Language skills

- The expert shall be fluent in English and have excellent writing skills.
- Knowledge of Hindi is essential as some material are to be translated in Hindi.

- Experience of conceptualising and developing videos, doodles covering different domains of development sector for international organsiations, donors, CSR foundations and others.

The bidder is required to provide the CV (max 3 pages) and 4-5 samples of prior work mentioned above.

2. Specification of inputs

Fee days	**Number of experts**	**Number of days of expert**	**Comments**
• Preparation/debriefing • Implementation	01	Upto 151 days	
Travel expenses		**Number of days/nights up to**	**Comments**
• Per diem			
• Accommodation allowance			
• **Other travel expenses**			**Comments**
• Number of domestic trips			
• Local Travel			
• Ancillary travel expenses (e.g. visa, airport transfers)			
• **Flights**		**Number of flights up to**	**Comments**
• International flights			
• Domestic flights			
• **Other costs**			**Comments**

Calculate your financial bid exactly *in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as* ***maximum amounts****. The regulations on pricing are contained in the price sheet.*

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 services to be delivered and, if necessary, to the remuneration.