Terms of reference (ToRs) for the Printing services for project's communication materials

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Printing services for project's communication materials

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0. List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
DMC	Dam Management Committees
F4F	Fish for food Security in Zambia Project
GP-Fish	Global Programme- Sustainable Fisheries and Aquaculture
MFL	Ministry of Fisheries and Livestock

1. Context

The GIZ Fish for Food Security (F4F) Project is part of the special initiative "Transformation of AgriFood Systems" and part of the Global Programme- Sustainable Fisheries and Aquaculture (GP-Fish). It is among 7 country packages implementing projects in the field of sustainable fisheries and aquaculture with a focus on artisanal practices. In Zambia, the F4F project is part of the Agriculture and Food Security cluster (Agrifood-cluster) of projects. The Agrifood-Cluster currently combines 10 projects implemented by GIZ, with the vision to shape a future with thriving livelihoods, food- and nutrition security in rural Zambia.

The F4F project is aiming to improve access to sustainable fish products of people facing food insecurity. To achieve this the project assists artisanal fishers and fish farmers in operating sustainably and efficiently, while curbing illegal fishing. Additionally, illegal, unreported, and unregulated (IUU) fishing is addressed in collaboration with the Department of Fisheries and local communities to achieve equitable and sustainable access to fish as a source of healthy food and stable income. Local communities' benefit from improved and sustainable livelihoods in fishing and fish processing, as well as gaining access to a broader range of fish products. Through these approaches and by focusing on women in the fish value chain the project helps to combat hunger, malnutrition, and poverty. Creating linkages between food and income security, environmental and resource conservation, education, and women's empowerment.

To enhance the outreach of the GIZ Fish for Food Security project, the project intends to contract a printing company for bulky printing of various communication materials for different target audiences. The general objective of bulky printing job is to raise awareness on topics around nutrition and food security (nutritional value of fish), wash elements, sustainable fisheries management and aquaculture.

2. Tasks to be performed by the contractor.

The contractor is responsible for providing the following services:

1. Fish Tales Playing Cards
2. A3 TO A6, 8-Fold Brochure
3. Pocket size spiral wiro bound customized manual
4. A3 100-Piece Puzzle
5. Perfect bound customized success story booklet
6. "Know your fish" booklet
7. Curriculum Development booklets
8. Blue Economy Strategy
9. National Fisheries and Aquaculture Policy
10. National Fisheries and Aquaculture Policy-Implementation plan
11. Endline Report

12. Gender Lessons Learnt Booklet
13. Stickers
14. Pull up banners
15. Backdrop banner
16. A2 event calendar

PRODUCT SPECIFICATIONS

1. Fish Tales Playing Cards

Size and Dimensions:

Cards: 64mm x 89mm

Box: Customized to fit a 54-card deck

Number of Cards: 54

Number of copies: 500

Material: High-quality cardstock

Paper Weight: 400gsm, ensuring durability and a premium hand-feel.

Finish: Matte lamination on both sides for a sophisticated look and feel.

Printing:

Full-color CMYK printing.

High-resolution personalized imagery and text on one side

Cutting: Precision die-cutting for uniformity in size and shape.

Corners: Rounded corners with a radius of 2-3mm

Box Specifications:

Material: Each box should contain 54 cards; the box should have a minimum thickness of 350gsm.

Finish: Matte laminated to match the playing cards

Construction: Box to be constructed with precision for a comfortable fit of the cards

2. A3 TO A6, 8-Fold Brochure

Size and Dimensions:

Brochure: 297 mm x 420 mm,

Cover: Customized 107mm x 150mm to fit an A6 fold

Brochure Specifications:

Number of Folds: 8

Number of copies: 500

Material: High-quality glossy paper

Paper Weight: 180gsm

Finish: Matte lamination on both sides

Printing:

Full-color CMYK printing.

High-resolution personalized imagery and text on one side

Cutting: Precision die-cutting for uniformity in size and shape.

Corners: Rounded corners with a radius of 2-3mm for improved handling and durability.

Cover Specifications:

Material: Sturdy cardstock with a minimum thickness of 350gsm.

Finish: Matte laminated to complement the inner fold, providing a cohesive and elegant presentation.

3. POCKET SIZE SPIRAL WIRO BOUND CUSTOMIZED BOOKLET

Size and Dimensions:

Brochure: 108 mm x 155 mm,

Cover: Customized 110mm x 160mm to fit an A6 fold

Booklet Specifications:

Number of Pages: 54

Number of copies: 2000

Material: High-quality smart glossy paper

Paper Weight: 300gsm

Finish: Matte lamination on both sides

Printing:

Full-color CMYK printing.

Cutting: Precision die-cutting for uniformity in size and shape.

Corners: 90-degree corners with a radius of 3mm.

Cover Specifications:

Material: Sturdy cardstock with a minimum thickness of 400gsm.

Finish: Matte laminated to match the inner pages

4. Product Specification: A3 100-Piece Puzzle

Dimensions and Size:

Overall Size: A3 (297mm x 420mm) X 500

Piece Size: Pieces must be cut in such a way that the completed puzzle will measure exactly A3 dimensions. Individual pieces must vary in size but ensure ease of handling and fitting.

Material and Construction:

Core Material: The puzzle will be constructed from high-density cardboard with a thickness of 2mm.

Finish: Each piece will have a matte, waterproof laminate finish.

Packaging:

Box: Each packet should have 100 puzzle pieces in a rectangular box.

Inserts: An A4-sized poster of the puzzle image and a brief instruction guide for puzzle assembly will be included inside the box.

5. PERFECT BOUND CUSTOMIZED SUCCESS STORY BOOKLET

Size and Dimensions:

Brochure: A5 Size 210 x 148mm

Booklet Specifications:

Number of Pages: 30

Number of copies: 500

Material: High-quality smart glossy paper

Paper Weight: 200gsm,

Finish: Premium gloss on both sides.

Printing:

Full-color CMYK printing.

High-resolution personalized imagery and text on both sides, consistent design.

Cutting: Precision die-cutting for uniformity in size and shape.

Corners: 90-degree corners with a radius of 3mm for improved handling and durability.

Cover Specifications:

Material: Sturdy cardstock with a minimum thickness of 350gsm.

Finish: Gloss to match the page, providing a cohesive and elegant presentation.

6. PULL UP BANNER SPECIFICATIONS

Description

Up to 20 banners Width: 2100mm X 850mm Retractable banner weight: 5kg

1 x frame: aluminium - Assembled size: 0.85 x 2 x 0.2m •

Bag: polyester oxford • size: 92 x 10 x 21cm

1 x banner skin included • lay flat PVC • visual size: 0.85 x 2m

7. BACKDROP BANNER SPECIFICATIONS

Description

Up to 4 banners Width: 3700mm x 2250mm Retractable Backdrop Banner weight: 13.9kg

1 x frame: aluminium • assembled size: 3.7 x 2.25 x 0.3m

bag: polyester oxford • size: 85 x 29 x 50cm • carry bag included.

1 x banner skin included • polyester display fabric • visual size: 3.7 x 2.25m •

8. A2 EVENT CALENDAR SPECIFICATIONS

Description

200 calendars Width: 297 mm x 420 mm Wall Calendar Paper: 350gsm

Single Face Full Color Gloss Print

9. Curriculum Development booklets

Description

- 100X A4 size curriculum framework books printed in 36 pages inside on gloss 135 GSM paper + 4 pages cover on gloss 250 GSM paper full color throughout to include cover laminating and saddle stitching.
- 100X A4 size Aquaculture training manuals printed in 124 pages inside on gloss 135 GSM paper + 4 pages cover on gloss 250 GSM paper full color throughout to include cover laminating and perfect binding.
- 100X A4 size Fisheries & Aquaculture books printed in 92 pages inside on gloss 135 GSM paper + 4 pages cover on gloss 250 GSM paper full color throughout to include cover laminating and perfect binding.

- 100X A4 size Fisheries & Aquaculture SOPs books printed in 92 pages inside on gloss 135 GSM paper + 4 pages cover on gloss 250 GSM paper full color throughout to include cover laminating and perfect binding.
- 100X A4 size Fisheries training books printed in 100 pages inside on gloss 135 GSM paper + 4 pages cover on gloss 250 GSM paper full color throughout to include cover laminating and perfect binding.
- 100X A4 size Artisanal books printed in 44 pages inside on gloss 135 GSM paper + 4 pages cover on gloss 250 GSM paper full color throughout to include cover laminating and saddle stitching.
- 100X A4 size Nyanja Artisanal books printed in 44 pages inside on gloss 135 GSM paper + 4 pages cover on gloss 250 GSM paper full color throughout to include cover laminating and saddle stitching.
- 100X A4 size Bemba Artisanal books printed in 44 pages inside on gloss 135 GSM paper + 4 pages cover on gloss 250 GSM paper full color throughout to include cover laminating and saddle stitching.

10. Blue Economy Strategy

Number of pages-60

Number of copies-1000

Material: High-quality smart gloss paper

Paper Weight: 135 gsm cover pages, 250gsm,

Finish: Matte lamination on both sides and with saddle stitching.

11. National Fisheries and Aquaculture Policy

Number of pages-25

Number of copies-1000

Material: High-quality smart gloss paper

Paper Weight: 135 gsm cover pages, 250gsm, ensuring durability and a premium hand-feel.

Finish: Matte lamination on both sides and with saddle stitching.

12. National Fisheries and Aquaculture Policy

Implementation Plan

Number of pages-35

Number of copies-1000

Material: High-quality smart gloss paper

Paper Weight: 135 gsm cover pages, 250gsm

Finish: Matte lamination on both sides and with saddle stitching.

13. Endline Report

Number of pages-80

Number of copies-50

Material: High-quality smart gloss paper

Paper Weight: 135 gsm cover pages, 250gsm

Finish: Matte lamination on both sides and with perfect binding.

14. Gender Lessons Learnt Booklet

Number of copies-50

15 paged landscape booklet, duplex print on 210 mm x 148 mm, perfect bound brochure/booklet, printed on high-quality 200gsm gloss paper with laminate with a vibrant cover on 350gsm gloss.

15. Stickers

Quantity-500

Material: High-quality smart gloss paper

Size: 63mm

Material: Vinyl

Shape: Round

Printing: Full color

Adhesive: Permanent adhesive backing

Durability: Weatherproof and scratch-resistant

16. “KNOW YOUR FISH” BOOKLET

Size and Dimensions:

Brochure: 108 mm x 155 mm,

Cover: Customized 110mm x 160mm to fit an A6 fold

Booklet Specifications:

Number of Pages: 68

Number of copies: 2000

Material: High-quality smart glossy paper

Paper Weight: 300gsm

Finish: Matte laminate on both sides

Printing:

Full-color CMYK printing.

Cutting: Precision die-cutting for uniformity in size and shape.

Corners: 90-degree corners with a radius of 3mm.

Cover Specifications:

Material: Sturdy cardstock with a minimum thickness of 400gsm.

Finish: Matte laminated to match the inner pages

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones/Deliverables	**Deadline/place/person responsible**
Inception Meeting	Late May 2024, Lusaka-hybrid; 0.5 days
Delivery of Blue economy strategy, Curriculum development documents, Pocket sized manual, success story booklet, Fish Tales Playing Cards, stickers, “Know your fish” booklet, A3 100-Piece Puzzle, A2 event calendar	By 20th June

A3 TO A6, 8-Fold Brochure, National Fisheries and Aquaculture Policy, National Fisheries and Aquaculture Policy-Implementation plan	July-August
Endline Report, Gender Lessons Learnt Booklet, Pull up banners, Backdrop banner	August-October
Sample feedback loops are foreseen for each product.	June-October

Note: This is a lumpsum contract, however, payments will be staggered as follows:

First interim payment against the delivery of the above-mentioned product in June

Second interim payment against the delivered products up to August

Final payment against the delivery of all products up to October

Period of assignment: from **30. 05. 2024** to **15.11.2024**.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 0 (Tasks to be performed) are to be achieved, under consideration of method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 0 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the interaction and **cooperation** with them (1.2.1).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 0 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and take account of the milestones (Tasks to be performed).

Project management of the contractor (1.6)

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert months) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule (1.6.2).

The tenderer is required to describe its backstopping concept (1.6.3). 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 tender in accordance with Section 3.3.1 of the GIZ AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between the tenderer and GIZ
- Assuming personnel responsibility for the contractor's experts
- Process-oriented steering for implementation of the commission
- Securing the administrative conclusion of the project

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

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

Team leader

<u>Tasks of the team leader</u>
- Overall responsibility for the coordination of deliverables of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ
- Overall Personnel management
- Regular feedback loops in accordance with deadlines

<u>Qualifications of the team leader</u>
- Education/training (2.1.1): university degree in information technology or related topic
- Language (2.1.2): C1-level language proficiency in English is a must **(technical exclusion criterion – non-fulfilment will lead to disqualification)**
- **General professional experience** (2.1.3): 8 years of professional experience in providing high-quality printing services to clients across various industries.
- **Specific professional experience** (2.1.4): 8 years in implementing project management processes to ensure projects are completed on time and within budget.
- Leadership/management experience (2.1.5): 8 years of management/leadership experience as project team leader or manager in an organisation with a focus on communication materials
- Regional experience (2.1.6): 8 years of experience in projects in Southern Africa, 5 years' experience in Zambia is a must **(technical exclusion criterion – non-fulfilment will lead to disqualification)**

Key expert 1: field operational manager

Tasks of key expert 1

- Management of printing operations
- Coordination and supervision of staff during the contract period
- Communication and coordination with GIZ-F4F team

Qualifications of key expert 1

- Education/training (2.2.1): Diploma in information technology or related topic
- Language (2.2.2): C2 level language proficiency in English is a must **(technical exclusion criterion – non-fulfilment will lead to disqualification)**, B2 level in English.
- General professional experience (2.2.3): 5 years' experience in providing high-quality printing services to clients across various industries.
- Specific professional experience (2.2.4): 5 years' experience in using state-of-the art printing equipment.
- Leadership/management experience (2.2.5): 5 years' experience in delivering diverse printing needs for a wide range of clientele.
- Regional experience (2.2.6): 5 years working experience in different locations in Zambia is a must **(technical exclusion criterion – non-fulfilment will lead to disqualification)**

5. Costing requirements

Costs per product specifications

Specification of inputs in your offer as below.

Name of Product	Quantity	UOM	Total
Fish Tales Playing Cards 54 in each box	**500**	Box	
A3 TO A6, 8-Fold Brochure	**500**	Each	
Pocket size spiral wiro bound customized manual	**2000**	Each	
A3 100-Piece Puzzle in each box	**500**	Box	
Perfect bound customized success story booklet	**500**	Each	
"Know your fish" booklet	**2000**	Each	
Curriculum Development booklets 100 x 8 versions	**800**	Lot	
Blue Economy Strategy	**1000**	Each	

National Fisheries and Aquaculture Policy	**1000**			Each	
National Fisheries and Aquaculture Policy-Implementation plan	**1000**			Each	
Endline Report	**50**			Each	
Gender Lessons Learnt Booklet	**50**			Each	
Stickers - Two versions, 250 of each version	**500**			Lot	
Pull up banners	**Up to 20 banners**			Each	
Backdrop banner	**Up to 4 banners**			Each	
A2 event calendar	**200 calendars**			Each	
Other costs- Flexible remuneration	**Unit price**	**Price**	**Total amount**		**Comments**
Flexible remuneration to be used for the product specification.	**16**	**K1000**	**K16000 - Please include this figure in your offer**		The budget contains the design cost, upon provision of actual designs. (This will only apply for the materials that do not have designs yet and will need prior GIZ approval)

6. Inputs of GIZ or other actors

GIZ and/or other actors are expected to make the following available:

- Print ready versions of all communication materials listed above.

7. Requirements on the format of the tender

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

The complete tender must not exceed 8 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

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 each. They 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.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

8. Annexes

- Project Factsheet