

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

Communication products for CPD4E	Project number/ cost centre:
	PN: 20.2107.9-001.00

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0. List of abbreviations

A	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
BMZ	Federal Ministry for Economic Cooperation and Development
CPD4E	Career Path Development for Employment
DHET	Department of Higher Education and Training
FK	Expert
FKT	Expert days
GDPR	General Data Protection Regulation
IRM	Installation, Repair, Maintenance
JET	Just Energy Transition
JET-IP	Just Energy Transition Investment Plan
KZFK	Short-term expert
SECO	State Secretariat for Economic Affairs
SMME	Small, Micro, and Medium Enterprise
POPIA	Protection of Personal Information Act
ToRs	Terms of reference

1. Context

The Career Path Development for Employment (CPD4E) is a German Technical Cooperation project implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Swiss State Secretariat for Economic Affairs (SECO). The project is implemented in partnership with the Department of Higher Education and Training (DHET) in South Africa and other relevant stakeholders. CPD4E aims to improve the employment prospects of young people in South Africa in low-carbon footprint economic sectors to support a Just Transition by applying an integrated approach to employment promotion. This involves integrating the following crucial dimensions through collaborative interventions with various stakeholders:

- Strengthening the **supply-side** of the labour market to improve the employability of young people in the country.
- Providing labour market **demand-side support**, specifically in area of MSME business development and support.
- Enhancing the employability of young people through targeted **matching interventions** to support better transitions from learning to earning
- Improving framework conditions in the labour market through **innovation and learning**

CPD4E, within the framework of the Just Energy Transition Partnership (JET-P), addresses future skills needs and employment implications of the Just Energy Transition, focusing on promoting employability among youth, disadvantaged gender groups, and employees in the fossil fuel industry facing job loss. Its communication objectives is to promote youth opportunities for skills for JET working with multiple implementation partners in various interventions this includes the Installation, Repair and Maintenance (IRM) and SMMEs sector. The key message for the project is paving pathways to employment prospects for youth in South Africa, especially for those who are from disadvantaged areas, as well as economic enhancement through entrepreneurial development and support.

2. Tasks to be performed by the contractor

The service provider is expected to provide different communication products for the CPD4E project, (see overview below), including the oversight of the production process up to the timely delivery of the final products to CPD4E. The objective of the CPD4E communication products is to increase the visibility of the programme's interventions, position the programme in the German and South African cooperation context, share achievements and relevance of its interventions amongst key stakeholders, in particular political partners, commissioning bodies, other donors, intermediary organisations, public and private South African stakeholders and within GIZ.

In order to clarify requirements for the CPD4E communication products, a kick-off meeting is planned between the CPD4E Advisor for Communication, the CPD4E Management team and the successful bidder to present the concept and how it will be implemented within the timeframe. The contractor shall cooperate closely with the CPD4E Advisor for Communication throughout the implementation of the contract.

The successful bidder ensures compliance of all products with the GIZ Brand Guidelines/Design Manual, especially the recommendation on the use of fonts, colours, and placement of logos. The Manual is provided by GIZ in English. If a product is realised jointly with a partner of the CPD4E programme, the successful bidder also ensures compliance with

design requirements of the partner institution (e.g. ministry, research institution, development partner). The bidder will in addition be supplied with the CI manual of the political partner and co-financing partner of the which their visibility is required in communications products developed.

The following communication products are to be provided:

Workpackage 1: Up to 18 Intervention Information Sheets

The design and layout for approximately 18 Intervention Information Sheets. CPD4E staff will provide the content to be applied to the design plus existing examples during the kick-off meeting which might serve as guidance.

The contractor is responsible for providing the following services:

1. Design visual concepts
2. Layout of content, images, and visuals
3. Supply artwork in specified formats (PDF & MS Word Template) for printing and digital delivery
4. Proof-reading and optimisation of content provided by GIZ
5. Ensuring that the text is correctly placed for maximum benefit in the template
6. Preparation of artwork for printing and digital delivery
7. An MS Word template shall be developed from the final design concept and be accessible and easy to edit i.e., in a format, that GIZ staff can edit.

Work package 2: Design of an overview of CPD4E project interventions

The contractor is responsible for the following services:

1. Design of an overview of all project interventions to be used in presentations and CPD4E information material. The contractor shall be provided with an intervention list and input regarding the overviews design by CPD4E team members.
2. The overview shall be made available in a format that can be easily adapted by CPD4E team members in case interventions change, e.g. in Powerpoint, Word or another format.

Work package 3: 35 professional stock images developed for CPD4E communication products

The production of 35 professional stock images to be used for the Intervention Information Sheets and for future CPD4E communication products.

The contractor is required to providing the following services:

1. Planning and visits of 5 CPD4E implementation sites together with CPD4E staff
2. Creation of engaging and diverse photographic content at the site visits
3. Responsible of signature of consent forms to ensure compliance with GIZ Data protection regulations (see Annex 3)
4. Post-production and professional image editing

To get in touch with the implementation partners to plan the site visit, the contractor will be supported by GIZ.

Work package 4: 5 impact stories from beneficiaries

The collection of impact stories from beneficiaries of different interventions during the site visits and processing the material in videos. These videos should be 1 minute to 2 minutes long per beneficiary.

The contractor shall be responsible for the following services:

1. Coordination with the GIZ staff to plan and development of a production plan schedule to film the beneficiaries,
2. Develop interview questions to be asked
3. The questions developed by the contractor should be in line with the intervention from which the beneficiary has benefited.
4. Making arrangements and confirmation of interviews with the beneficiaries.
5. Conduction of interviews with beneficiaries
6. Responsible of signature of consent forms with beneficiaries to ensure compliance with GIZ Data protection regulations (See Annex 3)
7. Post-editing of videos

Work package 5: One short video presenting the CPD4E project

The production of one short video of approx. 3 to 5 minutes long. This video should be formatted to cater to different online and social media platforms such as LinkedIn, Twitter/X, Facebook and Instagram. The focus of the video will be about the project, focusing on several interventions supported as well as the approach undertaken by the project in terms of its implementation and collaborative partnership with our co-financing partner, implementing partners and political partner.

The video might include:

- Animated information material
- Video material of project staff
- Video material of implementation partners and beneficiaries
- Video material of key stakeholders, political partners and co-financing partners

The contractor will be responsible for the following:

1. Prepare a storyboard and concept of the project video,
2. Prepare a production schedule for filming beneficiaries from the identified sites,
3. Lease with GIZ staff for confirmation of GIZ staff to feature in the video production,
4. Coordinate with GIZ to schedule production for the film for selected partners who will form part of the video.
5. Responsible of signature of consent forms with beneficiaries to ensure compliance with GIZ Data protection regulations (See Annex 3)
6. Provide the video in AV HD quality

Work package 6: One PowerPoint presentation template for the project

The development of one PowerPoint presentation template to be used by CPD4E staff for presenting the project to external and internal stakeholders. The presentation template should include infographics templates which the project can use to present numbers with percentages for the different interventions. The presentation template developed by the contractor should be able to be shared via emails and other online platforms.

The contractor will be responsible for the following:

1. Develop slides in line with the GIZ CI manual,
2. Ensure to use of approved project stock images as part of the presentation template,
3. Develop up to 10 infographics that are in line with the project intervention,
4. Develop a structure and a presentation flow which is line with the project requirements.

Work package 7: Background design for MS Teams meetings

The contractor is responsible for the following services:

1. Design of a background for the CPD4E team members to be used in MS Team meetings in line with GIZ regulations

Workpackage 8: 15 Professional photos of the CPD4E project team

The contractor is responsible for the following services:

1. Coordination of a visit of the CPD4E team at the GIZ offices in Pretoria
2. Shooting of professional photos of the project team
3. Post-production and professional image editing

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

Milestones/partial works	Date/location/Responsibility	Criteria for acceptance
Kick-off Meeting	GIZ	Approval by GIZ
Content Development Plan	Consultant	Approval by GIZ
Template for Information Sheets	Consultant	Approval by GIZ
Content drafting for up to 18 Information Sheets	GIZ and consultant	Approval by GIZ
Design of project intervention overview	GIZ and consultant	Approval by GIZ
Production of 35 stock images	Consultant	Approval by GIZ
Short video development and production	Consultant	Approval by GIZ
Powerpoint template development	Consultant	Approval by GIZ

Design of MS Teams background	Consultant	Approval by GIZ
Photos of project team	Consultant	Approval by GIZ
Finalization of 18 Information Sheets	Consultant	Approval by GIZ

Period of assignment: from 01 August to 31 December 2024.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further 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 2 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 **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering** the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

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 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

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 6), 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

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
- Planning and conduction of Interviews with Beneficiaries

Qualifications of the team leader

- Education/training (2.1.1): National Diploma in Marketing and Communication Science, Journalism, Advertising and Public Relation Journalism or equivalent
- Language (2.1.2): C1-level language proficiency in English
- General professional experience (2.1.3): 7 years of professional experience in Marketing, Public Relations Communications, Graphic Design, Journalism or similar sector
- Specific professional experience (2.1.4): 7 years of management/leadership experience as project team leader or manager in a company, work experience with international development organisations and/or GIZ

Short-term expert pool with minimum 3, maximum 4 members

For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV for each pool member (see below Chapter 7 Requirements on the format of the bid) for the assessment.

Tasks of the short-term expert pool

- Graphic Design of Project Information Sheets, Powerpoint Template
- Development of photographic and video graphic content
- Editing of content and post-production

Qualifications of the short-term expert pool

- Education/training (2.6.1): 3-5 experts with National Diploma in the field of Graphic Design, Photography, Videography, Editorial or equivalent
- Language (2.6.2): 3-5 experts with C1-level language proficiency in English
- General professional experience (2.6.3): 3-5 experts with 5 years of professional experience in the field of graphic design, photography, videography, editing or similar sector
- Specific professional experience (2.6.4): Proven experience with the development of visual and text-based material, e.g. photos, videos, factsheets, information material, additional proven experience with various photo and video editing software packages

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

5. Costing requirements

Assignment of personnel and travel expenses

Per-diem and overnight accommodation allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable at <https://www.bundesfinanzministerium.de>).

Accommodation costs which exceed this up to a reasonable amount and the cost of flights and other main forms of transport can be reimbursed against evidence

All business travel must be agreed in advance by the officer responsible for the project.

Sustainability aspects for travel

GIZ would like to reduce greenhouse gas emissions (CO₂ emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO₂ efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO₂ emissions caused by air travel should be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#) has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

Specification of inputs:

Fee days	Number of experts	Number of days per expert	Total	Comments
Designation of Team leader	1	18,5	18,5	
Designation short-term expert pool	1	19	19	Calculation for three short-term experts
Designer	1	13,5	13,5	
Photographer/Videographer	1	9	9	
Editing				
Travel expenses	Quantity	Number per expert	Total	Comments
Per-diem allowance in country of assignment				
Team Leader	1	10	10	
Short-term expert	1	10	10	
Overnight allowance in country of assignment				
Team Leader	1	10	10	
Short-Term expert	1	10	10	

Transport	Quantity	Number per expert	Total	Comments
International flights				Travel to the place of service delivery
Domestic Return flights				Return flights within the country of assignment during service delivery
Team Leader	1	5	5	
Short Term expert	1	5	5	
CO ₂ compensation for air travel				A fixed budget of ZAR 12.000 is earmarked for settling carbon offsets against evidence.
Travel expenses (train, car) • Rental car	1	10	10	Travel within the country of assignment, transfer to/from airport etc.
Other travel expenses				e.g. visa costs
Other costs	Number	Price	Total	Comments
Flexible remuneration				A budget of ZAR 52,805 is foreseen for flexible remuneration. Please incorporate this budget into the price schedule. Use of the flexible remuneration item requires prior written approval from GIZ.
Workshops				
Subcontracts				
Procurement of materials and equipment				The budget contains the following costs .
Local contributions				The contractor administers the following local <i>contributions</i> in accordance with Section 2.7 AVB: .

6. 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 (language).

The complete tender must not exceed 10 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 (language).

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.

7. Data Protection

The execution of the contract may be associated with processing of personal data by the contractor on behalf of the GIZ, such as (but not limited to) photographs and videos. Such data processing shall be carried out only on behalf of and in accordance with the instructions of the GIZ. Therefore, the GIZ and the contractor shall conclude a contract for commissioned processing (AuV) in accordance with Article 28 GDPR. It shall be annexed to these tender documents.

The bidder must set out the technical and organizational measures (TOM) it takes to ensure a high level of data protection and data security in an annex to its bid. This also applies if the bidder has already been audited by the contractor in the past. Details on the relevant TOM can be found at the end of the AuV (see section "Note on technical organizational measures (TOM)"). The TOM of the bidder/contractor must reflect the state of the art, the nature, scope, context and purposes of the processing of personal data, as well as the risk to the rights and freedoms of the data subjects. The contractor should also indicate in its bid all relevant certifications it has (e.g., according to ISO 27001). After a positive review, the contract is concluded with the Annex AuV.

Additionally, the contractor must help the GIZ comply with data protection principles and formalities, such as, ensuring to obtain the consent of relevant data subjects.

GIZ does not have access to personal data for the impact stories of beneficiaries (work package 3) hence the contractor must access this information from implementing partners. Implementing partners handle the personal data according to their organisational rules and POPIA. It is advised that a contractual agreement on data protection is concluded between the contractor and the implementing partners.

8. Annexes

Annex 1: GIZ Design Manual

Annex 2: AuV

Annex 3: Template for Consent Forms

9. Other Requirements

- Please submit your proposal (technical and price proposal) in separate files/folder to ZA_Quotation@giz.de no later than **03rd July 2024** all documents must be in PDF.
- Submission to any other email address may invalidate your bid.
- Please do not mention any price for this measure on your cover letter/Technical proposal.
- Please submit your tax clearance certificate with the bidding documents.
- Please submit your price proposal in **ZAR**.
- Our General Terms of Conditions (attached) shall not be changed/amended should you be the winner of this tender. These General Terms and Conditions will form part of the contract should you be awarded this contract. By submitting your proposal, we will conclude that you have read and accepted these terms and conditions.
- Participating more than once in same tender is not allowed and it will lead to your proposal as well as that of the company where you appear more than once being disqualified. The responsibility rests with the companies to ensure that their partners/experts are not bidding/participating more than once in same tender.
- **Bidders are not allowed to communicate directly with any other person regarding this bid other than the procurement official/s. Failure to comply with this requirement may lead to your bid being disqualified.**
- Bidders must strictly avoid conflicts with other assignments or their own interests. Bidders found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Bidders, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this EOI and tender process, if they:
 - a) are or have been associated in the past, with a firm or any of its affiliates which have been engaged by GIZ or the Interim Supply Chain Management Council to provide services for the preparation of the design, specifications, Terms of Reference, cost analysis/estimation, and other documents to be used for the procurement of the services in this selection process;
 - b) were involved in the preparation and/or design of the programme/project related to the services requested under this EOI and tender;

- c) are serving or have been serving in the past three months in the structures of the Interim Supply Chain Management; or
- d) are found to be in conflict for any other reason, as may be established by, or at the discretion of GIZ.

Scientific data

In the event of any uncertainty in the interpretation of a potential conflict of interest, Bidders must disclose to GIZ, and seek GIZ's confirmation on whether or not such a conflict exists.

- Similarly, the Bidders must disclose in their proposal their knowledge of the following:
 - a) if the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of GIZ staff involved in the procurement functions and/or the Interim SCM Council or any Implementing partner receiving services under this EOI or tender; and
 - b) all other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices.
- **Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.**

Bids sent via Dropbox and WeTransfer will not be accepted