

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

	Project number/ cost centre:
Service Contract for Visual Designer to Support ReNOKA, the national Programme for Integrated Catchment Management in Lesotho	18.2194.1-004.00
<hr/>	
0.List of abbreviations.....	2
1.Context.....	3
2.Tasks to be performed by the contractor	3
3.Concept.....	4
Technical-methodological concept	5
Project management of the contractor (1.6)	5
Further requirements (1.7).....	6
4.Personnel concept.....	6
Team leader	6
Key expert 1	7
Short-term expert pool with minimum , maximum members.....	8
5.Costing requirements	8
Assignment of personnel and travel expenses	8
Sustainability aspects for travel	9
2 <i>Alternative for contracts for works:</i>	12
Workshops and training.....	13
6.Inputs of GIZ or other actors.....	13
7.Requirements on the format of the tender	13
8.Option	14
Type and scope.....	14
Requirements.....	15
Quantitative requirements for the optional services	15
<i>Alternatives for contracts for works:</i>	17
Requirements on the format of the tender for the option.....	17
9.Outsourced processing of personal data	17
10.Annexes	18

1. List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToRs	Terms of reference

2. Context

The Government of Lesotho, with support of international partners, has embarked on an ambitious national programme for Integrated Catchment Management (ICM) under the name ReNOKA. The European Union (EU) and the German Federal Ministry for Economic Cooperation and Development (BMZ) has commissioned the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to support the Government of Lesotho in the implementation of integrated catchment management. The Action aims to implement ICM in line with climate change adaptation principles that will rehabilitate degraded watersheds across the country and to put in place prevention measures that will halt the further degradation of Lesotho's catchment areas. The sustainable management of Lesotho's catchments are of critical importance for water, energy and food security not only in Lesotho itself but in the entire Orange-Senqu Basin and Gauteng Province, Southern Africa's economic centre. Target areas of implementation include policy harmonization; institutional development; human capacity building and behaviour change communication; implementation of watershed rehabilitation measures; and support for data and monitoring. In doing so, the Action supports Lesotho's national ICM programme and movement ReNOKA which aims to promote ICM in Lesotho to safeguard Lesotho as the "Water Tower of Southern Africa" and to ensure water security in the region.

Under ReNOKA, the Action implements amongst others awareness raising campaigns, Communication & Visibility activities and develops lessons learned and good practices for dissemination at SADC level. Furthermore, the Action has the contractual obligation to communicate its interventions to stakeholders at the local, national, regional and international level, whilst adhering to the EU Requirements. The Action requires therefore the services of a visual designer for the development of communication and knowledge products that will serve to increase visibility of ICM. In previous service contacts with visual designers have developed a design identity for ReNOKA which is to be adhered to in the framework of the tendered services.

3. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

- Copywriting, proofreading & editing as well as designing and layouting of programme publications (reports, studies, memoranda, factsheets, brochures, briefs, etc.) before publication;
- Visual design of all types of collateral (online and physical) including illustrations, infographics, digital design of ReNOKA boardgame and story;
- Design of up to 5 short animation explainer videos (each between 60 and 240 seconds long depending on the topic) for training and awareness raising purposes e.g. short visualisations and interpretations of concepts promoted within the ReNOKA programme such as rehabilitation measures;

- Technical support to the communication team, e.g. guidance on design software to be used by ReNOKA and basic graphic support / orientation / capacitation to GIZ and ICU communication staff.

All design work to be done strictly in line with the ReNOKA Corporate Identity Style and the EU Requirements.

The following products are examples of products the service provider might be expected to proof-read, layout and / or design:

- Compendium of Soil and Water Conservation Measures Version 2
- Visual materials for event exhibitions and presentations
- Visibility material for regional and international events such as summits, symposiums, workshops and regional learning journeys (specific events to be confirmed)
- Visibility materials and supporting programme documents
- Design and layout of various Training Materials, reports and print media communications
- Visibility signages for regional and national offices
- Brochures, pamphlets for field trips and events
- Social media banners and visual materials in line with the Communication & Visibility work plan
- 5 animated short explainer videos

All deliverables to be agreed between GIZ, ICU and the contractor in line with the task description above.

The service provider is expected to provide GIZ with high-quality design services adhering to the EU's Requirements and ReNOKA CI guide. Each deliverable will be signed off by GIZ and ICU.

The general outline of the deliverables will follow the below outline, however the exact deliverables and timelines will be defined in line with the Action's needs:

Milestones/process steps/partial services	Deadline/place/person responsible
Agreement on provisional workplan reached	2 weeks after contract start date
Design and layout of the following: Digital designs like posters for field visits and conferences, materials for communities, etc	30th September
Proofreading / editing and copywriting, of documents/materials to be defined and finalised based on programme needs	Deadlines to be defined as the documents/materials become available, in accordance with GIZ until 31 st March 2025
Design and / or layout of documents / materials / animation videos / any other collateral and communication products to be defined and finalised based on programme needs	Deadlines to be defined as the need arises, in accordance with GIZ until 31 st March 2025

Period of assignment: from 01 September 2024 until 31 March 2025 with an option to prolong the service contract until 31st December 2025 or beyond based on a possible extension of the Action (see below for more details).

4. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter The Government of Lesotho, with support of international partners, has embarked on an ambitious national programme for Integrated Catchment Management (ICM) under the name ReNOKA. The European Union (EU) and the German Federal Ministry for Economic Cooperation and Development (BMZ) has commissioned the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to support the Government of Lesotho in the implementation of integrated catchment management. The Action aims to implement ICM in line with climate change adaptation principles that will rehabilitate degraded watersheds across the country and to put in place prevention measures that will halt the further degradation of Lesotho's catchment areas. The sustainable management of Lesotho's catchments are of critical importance for water, energy and food security not only in Lesotho itself but in the entire Orange-Senqu Basin and Gauteng Province, Southern Africa's economic centre. Target areas of implementation include policy harmonization; institutional development; human capacity building and behaviour change communication; implementation of watershed rehabilitation measures; and support for data and monitoring. In doing so, the Action supports Lesotho's national ICM programme and movement ReNOKA which aims to promote ICM in Lesotho to safeguard Lesotho as the "Water Tower of Southern Africa" and to ensure water security in the region.

Under ReNOKA, the Action implements amongst others awareness raising campaigns, Communication & Visibility activities and develops lessons learned and good practices for dissemination at SADC level. Furthermore, the Action has the contractual obligation to communicate its interventions to stakeholders at the local, national, regional and international level, whilst adhering to the EU Requirements. The Action requires therefore the services of a visual designer for the development of communication and knowledge products that will serve to increase visibility of ICM. In previous service contacts with visual designers have developed a design identity for ReNOKA which is to be adhered to in the framework of the tendered services.

Tasks to be performed by the contractor (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.

Project management of the contractor (1.6)

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

- 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.

Further requirements (1.7)

The bidder is requested to provide at least four work samples of previous design work for EU Co-Funded projects in the natural resource management sphere (1.7). The samples will be assessed based on quality and adherence to EU Communication & Visibility requirements.

5. 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 EU Requirements)
- ReNOKA Corporate Identity Manual
- ReNOKA Communication & Visibility Plan
- ReNOKA Factsheet
- Documents ready for design, layouting and editing

Requirements on the format of the), 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.

Lead Visual Designer / 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
- 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

Qualifications of the team leader

- Education/training (2.1.1): university degree (Bachelor/Master) in Visual/Graphic Design, Communication or similar
- Language (2.1.2): C2-level language proficiency in English
- General professional experience (2.1.3): 10 years of professional experience in visual design for not-for-profit clients
- Specific professional experience (2.1.4): 2 years of visual design for EU funded projects and 2 years of visual design for projects with focus on water resources and ecosystem management
- Regional experience (2.1.6): 5 years of experience of design works for projects in SADC region, of which 2 years for projects in Lesotho
- Development cooperation (DC) experience (2.1.7): 2 years of experience in development cooperation projects
- Other (2.1.8): N/A

Short-term expert pool for editing / proof-reading / copy-writing with minimum 1, maximum 3 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

- Copywriting, editing and proof-reading of all documents provided by the programme in line with ReNOKA's quality requirements and according to the set deadlines

Qualifications of the short-term expert pool

- Education/training (2.6.1): all experts with university degree (Bachelor/Master) in English, Journalism, Communication or similar and/or proficient writing / editing certificate
- Language (2.6.2): all experts with C2-level language proficiency in English
- General professional experience (2.6.3): all experts with 5 years of professional experience in copywriting and editing for not-for-profit clients and / or in development cooperation
- Specific professional experience (2.6.4): all experts with 2 years of professional experience in copywriting and editing in any environmental science field

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

Short-term expert pool for design of animation videos with minimum 1, maximum 3 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

- Conceptualise images with client based on script
- Draft and finalise sketches & storyboarding based on feedback from GIZ and ICU
- Voice-over recording (professional voice-over artist), video editing, sound and audio mix and subtitling including securing rights for elements used

Qualifications of the short-term expert pool

- Education/training (2.7.1): all experts with university degree (Bachelor/Master) in Visual Design, Animation, Illustration, Communication or similar
- Language (2.7.2): all experts with C2-level language proficiency in English
- General professional experience (2.7.3): all experts with 5 years of proven and recent experience in the field of Graphic Harvesting / Recording / Scribing (manual drawing capturing for video production), Creative Industries, Animation, Video Production
- Specific professional experience (2.7.4): all experts with 5 years' experience in production of videos through graphic/visual harvesting or animation approach and additionally proven experience of at least 2 reference projects showing experience of working on issues around integrated catchment management, agricultural practices, environmental conservation and / or adaptation to climate change with ruraö communities as target groups
- Regional experience (2.7.5): 5 years of experience of animation works for projects in SADC

- Development cooperation (DC) experience (2.7.6): all experts with work experience in projects for not-for-profit clients and / or development cooperation

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

6. Costing requirements

In the financial offer, the service provider is requested to quote a price based on a daily rate (8 hours of work). The working days allocated to each design work will be agreed beforehand between GIZ and the contractor. Only the actual work provided can be invoiced to GIZ. The contractor will be requested to submit a quarterly invoice (every 3 months) for the services provided in that quarter.

No other costs are foreseen, as the work is to be provided fully remotely. The service provider is expected to provide the necessary ICT equipment and all necessary graphic design software for this assignment.

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Lead Designer	1	65	65	
Short-term expert pool “Copywriting, editing, proof-reading”	1 to 3	TBD by service provider	35	Service provider to allocate expert day per expert based on number of experts in pool and based on workload
Short-term expert pool “Animation videos”	1 to 3	TBD by service provider	55	Service provider to allocate expert day per expert based on number of experts in pool and based on workload
Travel expenses	Quantity	Number per expert	Total	Comments
Per-diem allowance in country of assignment	NA			
Overnight allowance in country of assignment	NA			

Transport	Quantity	Number per expert	Total	Comments
International flights	NA			
Domestic flights	NA			
CO ₂ compensation for air travel	NA			
Travel expenses (train, car)	NA			
Other travel expenses	NA			e.g. visa costs
Other costs	Number	Price	Total	Comments
Flexible remuneration	NA			
Workshops	NA			
Subcontracts	NA			
Procurement of materials and equipment	NA			
Local contributions	NA			
Other costs	NA			

7. Inputs of GIZ or other actors

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

- EU Requirements
- ReNOKA Corporate Identity Manual
- ReNOKA Communication & Visibility Plan
- ReNOKA Factsheet
- Documents ready for design, layouting and editing

8. 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 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 Personnel concept 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.

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.

9. Eligibility Criteria

To be eligible for this contract, the bidder must fulfil following minimum eligibility criteria:

- **Commercial eligibility:**
Average annual turnover for the last three financial years of at least 440,000 ZAR
- **Technical eligibility:**
 - at least 2 reference projects in the technical field of visual design around environmental issues in the development sector
 - at least 1 reference in Lesotho

Reference projects must have a minimum commission value of 160,000 ZAR and final deliverables submitted within the last 3 years before the closing date of the bidding process of this tender.

10. Option

After the services put out to tender have been completed, important elements of these tasks can be continued or extended. Specifically:

Type and scope

The contractor is responsible for providing the following optional services:

- Copywriting, proofreading & editing as well as designing and layouting of additional programme publications (reports, studies, memoranda, factsheets, brochures, briefs, etc.) before publication;
- Visual design of additional collateral (online and physical) including illustrations, infographics, digital design of ReNOKA boardgame and story;
- Design of up to 2 additional short animation explainer videos (each between 60 and 240 seconds long depending on the topic) for training and awareness raising purposes e.g. short visualisations and interpretations of concepts promoted within the ReNOKA programme such as rehabilitation measures;

Requirements

Exercising the option will depend on an extension of the Action by GIZ's commissioning parties. The decision on continuation is expected to be made in the period December 2024 to February 2025. If the option is exercised, it is anticipated that the contract term will be

extended to 31st December 2025 or longer depending on the duration of the project extension.

The option will be exercised by means of a contract extension on the basis of the individual approaches already offered.

Quantitative requirements for the optional services

Fee days	Number of experts	Number of days per expert	Total	Comments
Lead Designer	1	22	22	
Short-term expert pool “Copywriting, editing, proof-reading”	1 to 3	TBD by service provider	8	Service provider to allocate expert day per expert based on number of experts in pool and based on workload
Short-term expert pool “Animation videos”	1 to 3	TBD by service provider	22	Service provider to allocate expert day per expert based on number of experts in pool and based on workload

Requirements on the format of the tender for the option

Please complete both spreadsheets in the price schedule, i.e. one for the main service and one for the optional service.

11. Annexes

- ReNOKA factsheet

12. Other Requirements

- Please submit your proposal (technical and price proposal) in separate files/folder to ZA_Quotation@giz.de no later than **13th September 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