

**TERMS OF REFERENCE (TORS) FOR THE
PROCUREMENT OF SERVICES BELOW THE
EU THRESHOLD**

COMMUNICATIONS SERVICES FOR DS4JI	Project number/ cost centre: 22.2042.4-001.00
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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
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToRs	Terms of reference

1. CONTEXT

Leveraging the learnings from its predecessor, Digital Skills for Jobs and Income, the Digital Skills for Jobs and Income II (DS4JI II) project was commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) in the period of 01. April 2024 to 31. March 2027. Its objective is to enhance employment opportunities for young individuals in the rapidly evolving South African digital economy.

This iteration is to refine the integration of support services, delivering seamless navigation for youth transitioning from Technical and Vocational Education and Training (TVET) and youth not in education, employment or training (NEET) into the digital labour market.

a. Output 1: Professional Orientation and Guidance

Provide vocational students at selected TVET Colleges with career planning support and information on digital career pathways.

b. Output 2: Demand-oriented Further Training Measures

Offer targeted training measures that meet the digital economy's demands and support job readiness.

c. Output 3: Transition to Employment or Self-employment

Assist young people in navigating the move from training to working environments or starting digital businesses.

d. Output 4: Development of Evidence-based Digital Career Pathways

Establish clear, demand-oriented career paths in the digital sector, leveraging labour market analyses.

The DS4JI II project is implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), in partnership with the South African Department of Communications and Digital Technologies (DCDT) and guided by the National Digital and Future Skills Strategy and Implementation Plan.

The Communications Services are essential for the DS4JI II project to ensure the effective dissemination of project information, enhance visibility, and engage stakeholders through strategic communication activities. Given the project's scope and the need to reach diverse audiences, professional communication services will facilitate the creation of compelling content, impactful visual materials, and engaging social media interactions. By documenting events, producing high-quality publications, and supporting the project's digital presence, the service provider will play a critical role in promoting the project's achievements, fostering stakeholder engagement, and ultimately contributing to the project's success in enhancing digital skills for job creation and income generation in South Africa.

2. TASKS TO BE PERFORMED BY THE CONTRACTOR

The contractor is responsible for providing the following services:

1. Photography Services

- Produce 20 high-quality stock images usable in various communication products that speak to the project's activities and objectives (youth employment, digital skills development, career orientation, vocational education, self-employment, women empowerment, inclusion etc.). These images shall be selected by and approved by GIZ.

- Capture high-quality photographs of 20 events, 20 site visits, and beneficiaries. Provide 200 edited and retouched images suitable for publication in reports, social media, and other communication materials.
- Maintain a searchable digital archive of all photographs taken for easy retrieval and use in various formats.
- Ensure consent documents in accordance with GDPR and POPIA are available for attendees for events and site visits, unless this is managed by a specialized events organizer.

2. Videography Services

- Record videos of 20 events, 10 interviews, and 10 impact stories
- Produce 5 edited and professionally finished 10 minutes long videos, including adding subtitles, graphics, and music as needed.
- Deliver 2 videos highlighting the project achieved impact, based on the M&E tracer study findings and report in various formats suitable for online and offline use.
- Archive raw footage and final edited videos for future reference.
- Ensure consent documents in accordance with GDPR and POPIA are available for attendees for events and site visits, unless this is managed by a specialized events organizer.
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3. Graphic Design

- Develop and design 5 banners, and other visual identity components.
- Create visually appealing and informative 2 project infosheets, 2 booklets, and 10 further publications.
- Design event materials including 5 banners, 25 posters, and 2 presentation templates.
- Ensure all graphic design work meets GIZ branding guidelines and project-specific requirements.

4. Copywriting

- Write engaging and informative content for 5 articles, 40 social media posts, 10 newsletters, and impact stories
- Develop content that highlights project milestones, successes, and key messages.
- Adapt the tone and style of writing to suit different platforms and audiences.
- Conduct 10 interviews and gather information from stakeholders to create compelling narratives.

5. Editing Services

- Transcribe 10 audio and video recordings of interviews and events.
- Proofread and edit all written content to ensure clarity, coherence, and grammatical accuracy.
- Adjust the messaging and tone of content to align with the project's communication strategy.
- Optimize content for search engine optimization (SEO) to enhance online visibility and engagement.

7. Event Support and Documentation

- Provide comprehensive communication support for a maximum of 25 workshops, 6 conferences, 40 site visits, and 10 other events.
- Document 10 events through photography and videography.
- Create 2 presentation materials including PowerPoint slides, handouts, and other relevant documents.
- Produce event summaries and reports highlighting key outcomes and impacts.

8. Social Media Content Creation and Management

- Develop a content calendar and posting schedule for social media platforms.
- Create 40 engaging posts for social media including images and videos.
- Support the project's social media presence, in line with GIZ requirements through regular updates and interactions.
- Monitor social media analytics to assess the effectiveness of content and adjust strategies accordingly.

9. Storytelling and Impact Narratives

- Develop 10 storytelling formats such as articles and videos that showcase project impact and success stories.
- Create compelling narratives that highlight the human aspect of the project's work.

10. Reporting and Documentation

- Provide quarterly reports on communication activities.
- Maintain a comprehensive archive of all communication materials produced.
- Ensure all deliverables are submitted in a timely manner and meet the required quality standards.

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

Milestones and Actions

Milestone	Action
Initial Planning and Strategy Development	Conduct an initial meeting with the project team and develop a comprehensive communication strategy and plan.
Branding and Design	Create and finalize project branding elements such as banners, and templates. Design and produce initial project infosheets, booklets, and publications.
Social Media Content Calendar	Develop and present a detailed social media content calendar, outlining planned posts and engagement strategies.

Milestone	Action
Event Coverage and Documentation	Provide photography and videography services for all major project events, workshops, conferences, and site visits. Produce and deliver edited photos and videos.
Monthly Content Creation and Posting	Create and post content for social media platforms according to the approved content calendar. Submit a monthly report on social media analytics and engagement metrics.
Quarterly Publications	Produce and distribute quarterly project publications such as newsletters, infosheets, and booklets.
Annual Impact Reports	Develop and publish comprehensive annual impact reports highlighting the project's achievements, success stories, and key metrics.
Mid-Term Review and Adjustment	Conduct a mid-term review of the communication strategy and activities. Adjust and refine the communication plan based on feedback and performance metrics.
Final Project Documentation and Handover	Compile and submit all project communication materials, including photos, videos, publications, and reports. Provide a final report summarizing the communication activities, outcomes, and lessons learned.

Period of assignment: from 20 November 2024 until 31 March 2027.

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 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 Tasks to be performed) (1.1.2).

The tenderer is required to present **the actors relevant for the services** for which it is responsible (1.2.1) and **describe the cooperation** (1.2.2) 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** and describe associated challenges (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).

The tenderer is required to describe its **contribution to knowledge management** for the partner (1.5.1) and GIZ and to **promote scaling-up effects** (1.5.2) under learning and innovation.

The tenderer is required to explain its approach related to project management, especially its **procedure for coordination with the GIZ project** (1.6.1). In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer is required to draw up a **personnel assignment plan** (1.6.2) with explanatory notes that lists all the experts proposed in the tender; 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 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), 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
- 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 (Master) in communications, public relations, marketing, journalism, or a related area.
- Language (2.1.2): C1-level language proficiency in English.
- General professional experience (2.1.3): six years of professional experience in communications, public relations, or marketing.
- Specific professional experience (2.1.4): four years in content creation including writing and designing content
- Leadership/management experience (2.1.5): four years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): three years of experience in projects in Southern Africa, of which 2 years in projects in South Africa.
- Development cooperation (DC) experience (2.1.7): two years of experience in DC projects

Short-term expert pool with a minimum two, a maximum four 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

1. Photographer/Videographer

- **Event Coverage:** Capture high-quality photographs and videos of project events, workshops, conferences, site visits, and beneficiary interactions.
- **Editing:** Edit and retouch photos and videos to ensure professional quality, including adding subtitles, graphics, and music as needed.
- **Impact Stories:** Produce documentary-style videos and photo stories that highlight the project's impact and success stories.
- **Digital Archive:** Maintain an organized digital archive of all photos and videos for easy retrieval and future use.

2. Graphic Designer

- **Branding:** Develop and design project branding elements, including logos, banners, and visual identity components that align with GIZ guidelines.
- **Communication Materials:** Design and produce visually appealing project infosheets, booklets, publications, and event materials such as posters and banners.
- **Presentation Materials:** Create professional PowerPoint presentations and other visual aids for workshops, conferences, and meetings.
- **Consistency:** Ensure all graphic design work maintains a consistent look and feel across all communication materials.

3. Copywriter/Content Creator

- **Content Creation:** Write engaging and informative content for various platforms, including articles, social media posts, newsletters, impact stories, and reports.
- **Interviews:** Conduct interviews with project beneficiaries, partners, and stakeholders to gather information and create compelling narratives.
- **SEO Optimization:** Optimize written content for search engines to enhance online visibility and engagement.

- **Editing and Proofreading:** Edit and proofread all written materials to ensure clarity, coherence, and grammatical accuracy.

4. Social Media Specialist

- **Strategy Development:** Develop and implement a comprehensive social media strategy to promote the project's objectives and activities.
- **Content Management:** Create content calendar, ensuring regular and timely posting of engaging content across various social media platforms (e.g., Facebook, Twitter, Instagram, LinkedIn).
- **Engagement:** Monitor and engage with the project's social media audience, responding to comments and messages in a timely manner.
- **Analytics and Reporting:** Track and analyze social media metrics to assess the effectiveness of content and campaigns, and provide regular reports with insights and recommendations for improvement.

Qualifications of the short-term expert pool

- Education/training (2.6.1): four experts with a qualification as follows:
 - **Photographer/Videographer:** Degree or diploma in Photography, Videography, Visual Arts, or a related field.
 - **Graphic Designer:** Degree or diploma in Graphic Design, Visual Communication, or a related field.
 - **Copywriter/Content Creator:** Degree or diploma in Communications, Journalism, English, Marketing, or a related field.
 - **Social Media Specialist:** Degree or diploma in Marketing, Communications, Digital Media, or a related field.
- Language (2.6.2): four experts with B2-level of language proficiency in English
- General professional experience (2.6.3): two experts with four years of professional experience in communications, marketing or journalism; two experts with four years experience in digital creative arts such as graphic design, illustration, photography and videography
- Specific professional experience (2.6.4) two experts with two years of experience in social media communication and marketing; ; two experts with two years experience in using Adobe Illustrator, Adobe Photoshop and Adobe InDesign
- Regional experience (2.6.5): four experts with two years of experience in Southern Africa (region), six experts with two years of experience in South Africa (country)
- Development cooperation (DC) experience (2.6.6): four experts with one year of experience in DC

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	70		
Designation of Expert Pool	4	50		
Travel expenses	Quantity	Price	Total	Comments
Per-diem allowance in the country of assignment	135	R400		
Overnight allowance in the country of assignment	135	R1400		
Transport	Quantity	Price	Total	Comments
Fixed Travel Budget	5	R300 000	R300 000	A lump sum is set aside and will be paid based on evidence of travel.
Other costs	Number	Price	Total	Comments

Procurement of material and equipment	1			
Flexible remuneration.	1	R184 300	R184 300	

6. INPUTS OF GIZ OR OTHER ACTORS

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

1. GIZ Inputs

- **Project Information and Documentation:**
 - Access to all relevant project documents, reports, and background materials.
 - Information on project goals, objectives, target audiences, and key messages.
- **Access to Events and Activities:**
 - Invitations to all relevant project events, workshops, conferences, and site visits.
 - Necessary logistical support for attending and covering events (e.g., transportation, accommodation if needed).
- **Brand Guidelines and Templates:**
 - GIZ branding guidelines and templates for consistency in design and communication materials.
 - Examples of previous communication materials to ensure alignment with GIZ standards.
- **Stakeholder Contacts:**
 - Contact information for key project stakeholders, partners, and beneficiaries.
 - Facilitation of introductions and meetings with stakeholders for interviews and information gathering.
- **Feedback and Approvals:**
 - Timely feedback and approvals on drafts and deliverables.
 - Clear communication channels for regular updates and coordination.

2. Inputs from Other Actors

- **Partner Organizations:**
 - Access to their events, activities, and beneficiaries for coverage and content creation.
 - Provision of relevant information, data, and materials related to the project.
- **Beneficiaries:**
 - Willingness to participate in interviews, photoshoots, and video recordings.
 - Sharing of personal stories and experiences related to the project impact.

- **Media Outlets:**
 - Opportunities for media engagement and coverage of project activities and success stories.
 - Collaboration on press releases and media campaigns.
- **Community and Local Authorities:**
 - Support in facilitating access to communities and sites for project coverage.
 - Provision of local insights and context for more effective communication.

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 15 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.