

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

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| <b>Communication initiatives for anti-corruption</b> | <b>Project number/<br/>cost centre:</b> |
|  | 20.2106.1-001.00                        |

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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

The Transparency, Integrity and Accountability Programme in South Africa (TIP) supports state and non-state actors to contribute towards the implementation of the National Anti-corruption Strategy (NACS) in a whole-of-government and societal manner. The TIP provides capacity development for anti-corruption actors in the state, civil society and the business sector. The project supports:

- Active citizenry where citizens can contribute actively to activities and initiatives in favour of transparency, integrity and accountability;
- The strengthening of institutional capacity of collaborative mechanisms, particularly the National Anti-corruption Advisory Council (NACAC) to coordinate the implementation of the NACS; and
- Multi-stakeholder partnerships to improve transparency, integrity and accountability in the areas of business integrity, public procurement and whistleblowing.

In addition to the whole-of-government and societal approach of the TIP, the programme actively pursues a human rights-based orientation including gender equality. The strategic reference points for the TIP are the NACS, Agenda 2030, the Medium-term Strategic Framework 2019-2024, Germany's approaches to governance, democracy and anti-corruption as well as Agenda 2063 (African Union) and Sustainable Development Goals 16.5 and 16.6.

The TIP is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The programme is part of the newly established Peaceful and Inclusive Societies cluster of BMZ and the action field Good Governance. The TIP is co-financed by the Swiss State Secretariat for Economic Affairs (SECO).

These terms of reference pertain to a series of communication-related outputs that are broadly categorized as follows:

- a. content production for anti-corruption advocacy/public engagement campaigns;
- b. capacity building in strategic communication; and
- c. event-related communication support.

## 2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

- a. Content production for multimedia campaigns on anti-corruption themes of whistleblowing, gender & corruption, civic engagement (particular focus on youth):**
  - I. Up to 60 days of ad hoc filming.
  - II. Up to 60 days of ad hoc post-production including simple graphic/text and element animation to produce social media video content.
  - III. Up to 60 days of graphic design.
  - IV. Up to 10 days of campaign strategy design and development.
  - V. Boosting on social media – paid content in line with strategy.
  - VI. Allocation for PR/bought media (e.g., radio spots).

VII. Social media live coverage and content production for up to 10 campaigns over the duration of the contract.

**b. Capacity building in strategic communication (topics and focus areas plus target groups will be jointly defined by TIP's Communications Advisor and the service provider):**

- I. Design up to 3 workshops – content, agenda, facilitation.
- II. Organize all logistics i.e. venue, catering, AV, any training materials for all workshops.
- III. If required, submit a workshop report.

**c. Event-related communications (as and when required):**

- I. Rapporteur and produce a report for up to 3 workshops/conferences.
- II. Facilitation for up to 3 workshops/conferences.

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

| <b>Milestones/process steps/partial services</b> | <b>Deadline/place/person responsible</b>  |
|--|---|
| Inception meeting                                | Within the first week of starting the contract  |
| Task 2a & 2c                                     | Throughout the duration of the contract, as and when required, with deadlines mutually agreed on. |
| Task 2b  | March-August 2025   |

Period of assignment: from 1 December 2024 until 1 September 2025.

### 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 2) (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 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).

## **Project management of the contractor (1.6)**

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

### **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**

##### Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines) and the personnel (communication specialist and short-term expert pool).
- End-to-end<sup>1</sup> coordination for bought media (e.g., ensuring radio spot placements, talk show slots etc).
- Coordination of workshop logistics (in-person for strategy workshops and virtual branding design sprints).
- Coordinating and ensuring communication with GIZ, partners and others involved in the project.
- Planning and steering the assignments together with GIZ-TIP's Communications Advisor.
- Regular reporting in accordance with deadlines.

##### Qualifications of the team leader

- Education/training (2.1.1): University degree/Tertiary qualification in communication or strategic communication or mass media/mass communication or social marketing or multimedia design/digital communication or project management.
- Language (2.1.2): C2-level language proficiency in English.
- General professional experience (2.1.3): 7 years of professional experience in the marketing/ social marketing/ media/ mass communication sector.
- Specific professional experience (2.1.4): 5 years in strategic communication/ mass communication/ social marketing.
- Leadership/management experience (2.1.5): 3 years of management/leadership experience as project team leader or manager in a communications or marketing agency.

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<sup>1</sup> End-to-end defined from concept to execution to any monitoring/data collection post event.

- Regional experience (2.1.6): one year of experience in projects in the African region.
- Development cooperation (DC) experience (2.1.7): 2 years of experience in DC projects.
- Other (2.1.8): evidence of leading/executing up to 2 successful national and/or provincial multimedia communication campaigns for social change around a particular societal/ health/ sociopolitical/ lifestyle issue or topic.

### **Key expert 1 : Communication specialist**

#### Tasks of the communication specialist

Working with GIZ-TIP's Communications Advisor:

- Co-conceptualize content under section 2 and oversee implementation thereof.
- Coordinate content-related aspects of 2b and 2c.

#### Qualifications of the communication specialist

- Education/training (2.2.1): University degree/Tertiary qualification in communication or strategic communication or mass media/mass communication or social marketing or multimedia design.
- Language (2.2.2): C2-level language proficiency in English.
- General professional experience (2.2.3): 7 years of professional experience in the marketing/ social marketing/ media/ mass communication sector.
- Specific professional experience (2.2.4): 5 years in developing and rolling out communication strategies for multimedia campaigns in the non-profit/social marketing sector; campaigns should include the use of social media with a focus on advocacy and social change/behaviour change.
- Development cooperation (DC) experience (2.2.7): 2 years of experience in DC projects.
- Other (2.2.8): evidence of up to 2 successful national and/or provincial multimedia communication campaigns for social change around a particular societal/ health/ sociopolitical/ lifestyle issue or topic, possibly involving local micro-influencers.

#### Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

## **Short-term expert pool with maximum 5 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

- Carry out all aspects of video production – filming (in some cases with 2 cameras), lights, sound, interviews, and transferring footage to GIZ-TIP Comms after a shoot.
- Transcribe and translate interviews (as and when required).
- Editing to produce final cuts at minimum 1080p to an aspect ratio of 16:9 or 1:1 or 9:16.
- Editing interview soundbites for radio or podcast material.
- Subtitling in English for social media video content.
- Graphic and text animation.
- Visual scripting/storyboarding.
- Producing specific content for social media (posts/ video clips).
- Monitoring engagement metrics for social media content/campaigns (which metrics to monitor will be identified by the service provider's team and GIZ-TIP).
- Social media campaign coordination – scheduling paid posts according to pre-determined criteria.
- Graphic designing of workshop reports (up to 3, A4-sized PDFs – the relevant Corporate Identity guidelines will be provided), social media posts, and material such as pull-up banners, leaflets, posters, flyers, invitation, reports for printing (in some cases, templates will be provided to the designer in an Adobe software, pre-formatted according to Corporate Identity guidelines so the designer would only need to edit text/images/iconography/layout).

### Qualifications of the short-term expert pool

- Education/training (2.6.1): 3 experts with university/tertiary qualification in multimedia content production, including video direction and production; 1 expert with university/tertiary qualification in digital communication or multimedia design; and 1 expert with university/tertiary qualification in graphic design.
- Language (2.6.2): 5 experts with C2-level language proficiency in English.
- General professional experience (2.6.3): 3 experts with 5 years of professional experience in the media production sector; 2 experts with 5 years of professional experience in the digital communication and multimedia design sector.
- Specific professional experience (2.6.4): 3 experts with 5 years of professional experience in video direction, production and editing, 2 experts with 5 years of professional experience in social media content production and graphic design.
- Development cooperation (DC) experience (2.6.6): 3 experts with 2 years 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 (CO<sub>2</sub> 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 CO<sub>2</sub> efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO<sub>2</sub> 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  |
|--|-------------------|---------------------------|-------------|---|
| Team Leader                            | 1                 | 60                        |             |   |
| Key expert 1: Communication Specialist | 1                 | 90                        |             |   |
| <i>Short-term expert pool</i>          | 5                 | 60                        |             |   |
| Transport                              | Quantity          | Number per expert         | Total (ZAR) | Comments  |
| Fixed travel budget                    |                   |                           | 18,000      | A budget is earmarked for travel to the following countries:<br>. |



|                              |        |        |                | <p>A fixed budget of EUR is earmarked for settling travel expenses against evidence.</p> <p>You can find further information on the travel expense budget in the 'Price schedule' document. Please use the 'Explanations' column in the price schedule to break down the individual items. Settlement is possible only until the budget is depleted.</p> |
|------------------------------|--------|--------|----------------|--|
| Other costs                  | Number | Price  | Total (ZAR)    | Comments   |
| <b>Flexible remuneration</b> |        |        | 20,000         | <p>A budget of EUR is foreseen for flexible remuneration. Please incorporate this budget into the price schedule.</p> <p>Use of the flexible remuneration item requires prior written approval from GIZ.</p>   |
| <b>Workshops</b>             | 3      | 12,000 | 36,000         | The budget contains the following costs listed under section.  |
| <b>Other costs</b>           |        |        | <b>400,000</b> | <p>The budget contains the following costs:</p> <p>License fees (e.g., for design/editing software, music etc);</p> <p>social media content boosting;</p> <p>PR/bought media;</p> <p>event-related communication.</p>  |

## 6. Inputs of GIZ or other actors

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

- Conceptual and technical guidance.
- Collaborative support in planning and steering the assignment.
- Participants names for the workshops.
- An overview of the timeline/deadlines.

## 7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. 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 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. Option

N/A

## 9. Outsourced processing of personal data

To deliver the assignment, the contractor can be entrusted with personal data collected by GIZ. The contractor will be acting as an independent data controller of personal data it processes in connection with the contract and shall comply with applicable obligations under the data protection legislation. The contractor is required to ensure proper data management and alignment with EU General Data Protection Regulation (GDPR) as well as Protection of Personal Information Act (POPIA) throughout the whole project circle. A holistic concept must be produced and conceptualized for that as part of the bid. In particular this means Personal data will be processed on behalf of the client (GIZ). For this purpose, the service provider must outline the technical and organisational measures (TOM) taken for compliance with the data protection requirements in accordance with Art. 28 GDPR.

## 10. Annexes

N/A

## Other Requirements

- Please submit your proposal (technical and price proposal) in separate files/folder to [ZA\\_Quotation@giz.de](mailto:ZA_Quotation@giz.de) no later than **13<sup>th</sup> December 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**