

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

Participatory semi-documentary short film on rural youth employment in Malawi

**Project number/
cost centre:**

17.0133.3-001.00

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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

Africa is the continent with the largest proportion of young people— on average, the population of sub-Saharan Africa is about 18 years old. Every year, around 25 million young people enter the labour market. Despite urbanisation, most of these young people live in rural areas, where small-scale farming is the most important source of income. Two-thirds of the population in these regions earn their living from agriculture, the agri-food industry, and their up and downstream sectors. Women and young people are disproportionately affected by unemployment, underemployment, and poor employment conditions. Traditional smallholder agriculture is often low in productivity, and many young people do not consider it as a promising occupation for themselves. To feed the rapidly growing population, agricultural production in Africa needs to double by 2050. At the same time the demand for processed and higher quality food is rising. Increased productivity, quality and value addition, a wider use of innovative technologies, and sustainable farming methods are the prerequisites for this development. The agri-food sector and its up- and downstream branches offer great potential for income and employment for youths while young people can at the same time play a vital role in the development of rural areas and the modernisation and transformation of agri-food systems. In order to realise these potentials, however, general and specific challenges for rural youth need to be overcome ranging from skills development, access to productive resources to awareness raising and the representation of youth in relevant policy processes.

Only a rudimentary transformation of the agricultural and food economy in many countries is visible, which is effective for youth employment. There is no sufficiently conducive environment and investment climate for exploiting the potential of the agricultural and food sector to reduce youth unemployment. Effective approaches to employment promotion in rural areas with a focus on the demand for labour, especially for young people, are not yet sufficiently available and institutionally anchored. Insufficient access to qualifications, knowledge, productive resources, capital, operating resources, services and markets restricts the self-employment of young men and women and the demand for labour by enterprises in the agri-food sector. In addition, there are major deficits in bringing together the supply and demand sides for labour, especially among graduates of training institutions.

Accordingly, the broad-based promotion of employment in rural areas is a key concern of the German Federal Ministry for Economic Cooperation and Development (BMZ). The **Global Project on Employment in Rural Areas with a Focus on Youth** (PN 2017.0133.3, Duration: 2018 – 2025), **commissioned to GIZ by BMZ has the objective to** promote rural youth employment in Kenya, Burkina Faso, Mozambique and Malawi.

To achieve this objective, the project supports the following **four** areas with an integrated approach to employment promotion, the so called **360° AgriJobs approach** (<https://agrijobs.snrd-africa.net/>):

- 1) **Needs-based training and skills development:** youth and women participate in short term trainings, based in market potentials and suitable business models.
- 2) **Strengthening labour demand:** Micro, small and medium enterprises, start-ups and small-holder businesses in the agri-food sector are supported with coaching to increase their performance, access finance and markets and thus increase their demand for labour in rural areas.
- 3) **Matching:** Young people and trainees are matched to job and economic opportunities, including rural job fairs, internship programs, digital job platforms etc. In addition, the project supports **rural youth networks and organisations** to improve their functioning

and services for members, to become strong partners in advocacy and link youth to agribusiness.

- 4) **Transnational innovation and knowledge management:** the project together with local partners develop transnational knowledge products and share experiences on a south-south basis.

After 5 years of project implementation, there are almost 50.000 young people that benefitted from the project activities in the four countries. Many of them have become change agents for their generation and peers. One of the lessons learnt of the project is the need to differentiate between the youth target group. Youth are not a homogenic group, but differ in terms of age, gender, education, family background, access to services, motivation, entrepreneurial spirit, work experience, creativity, the way they respond to challenges and risk such as the economic situation of the country, social norms or climate change etc. - just to name a few. It is essential to tailor project activities as well as policies better to the specific needs of the target groups and be aware of the heterogeneity and demands. Youth often still lack advocacy and a place at the table and a voice that is heard and considered when it comes to decision-making, in family, in project planning, or on policy level.

The project has developed several shorter video sequences that also reflect a project perspective, especially in terms of supported activities, or rather technical questions, e.g. how to produce and market compost by young agripreneurs. However, it became clear that there is a need and opportunity for a more in-depth film, that is not linked directly to the project and its activities, but rather to the main topic and the divers target group of rural youth and the change agents that have come up in the last 5 years of project implementation.

The **objective of the services rendered is to produce a short film, max. 20 minutes, that tells the story of rural youth in Malawi** from the perspective of different youth cohorts, represented by different main characters, in order to highlight their reality, advocate for their demands and situation and to increase awareness of the topic rural youth especially in regard to education/skills, employment/entrepreneurship, land/environment, and perspectives/future of the agri-food sector. Potential protagonists are young farmers and young agripreneurs starting their agri-business (production, processing or services), male and female youth, with/without own children, from different family and education backgrounds and different rural settings.

The youth themselves, coming from rural youth groups, have the best perspective of what works for them, what supports them, what are attractive perspectives, what are their hopes (private and professional life), what are challenges and struggles (big or small), how they want to solve them, what is their motivation, what is their success, how does empowerment look like, what is the benefit of collaboration and networking with peers, what are next steps to take, how to preserve heritage and tradition, how to innovate, and how to develop a livelihood and make a living in challenging times and environments.

The short film thus shall be produced in a **participatory method**, integrating the youth and especially the main characters in the development of the narrative and story line, to produce a narrative or semi documentary driven by the voices and personal narrative of the youth. The film shall be of high production value that has the potential to screen at international festivals and festivals on the African continent, to raise interest and awareness of the topic, give young people and change agents a voice, and be inspiring for other youth.

In order to ensure the capacity of the main characters and to bring in local perspectives, a **training and capacity development component shall be added to the service**. Rural

youth groups, the main youth characters as well as an established local media company, that supports the film project on the ground and is also responsible for outreach and screening of the film in Malawi, shall benefit from a training in narrative and storytelling, new technologies in film, and creating impact and awareness by film.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

1. Preparation phase:

- a) Identify suitable characters, youth from rural areas, that play a major role on the short film; the characters should come from organized structures i.e. rural youth organisations, networks and clubs in Malawi, come from different academic and social backgrounds, male and female, and vary in their livelihood system and occupation.
- b) Engage (virtually) with the proposed characters and develop story lines and a film concept by using participatory methods (e.g. user centred design, design thinking) to include the ideas, livelihood realities and creativity of the young characters to allow for a semi-documentary instead of a pure fictional film.
- c) Identify a media partner in Malawi experienced in the production of short films in Africa as well as working with rural youth. Ideally an NGO or social enterprise that pursues an own agenda in terms of rural youth as well as outreach to rural areas.
- d) Align the development of the film concept with a hands-on training to support the capacity of the rural youth organisations as well as the media partner in Malawi, especially in impact creation through film and narrative development / storytelling.
- e) Finalize the script for the film together with the youth characters.

2. Implementation phase:

- a) Manage the shoot of the short film on the ground in close cooperation with the local media partner. Ensure the young characters can participate and work in a safe working environment and express their demands, interests, and ideas. Provide them with the required funds to participate in the screening such as transportation and catering.
- b) Organise a feedback session with the local media in Malawi partner after the shoot in order to get a local perspective.

3. Postproduction phase:

- a) Postproduction and editing of the short film.
- b) Identify suitable short film festivals on the African continent as well as international festivals in coordination with the project. Handle submissions and administration for the selected festivals.
- c) Upload the film onto minimum three film platforms such as <https://steps.co.za/> to ensure outreach and accessibility.
- d) Organise in cooperation with the media partner in Malawi local screenings in the areas where the film was produced to create outreach and inspire youth in Malawi.

The contractor is also responsible for selecting, preparing, training and steering the international and national, short and long-term experts as well as the media partner in Malawi. The contractor provides equipment and supplies (consumables) and assumes the associated operating and administrative costs. 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 current AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Below milestones, laid out in the table, are to be achieved during the contract term:

Milestones/process steps/partial services	Deadline/place/person responsible
Identify youth characters and a local media partner in Malawi	17.03.2025
Submit film concept and script	25.03.2025
Submit a feedback document on shoot and training in Malawi	30.03.2025
Submit draft version of film	20.04.2025
Submit finalized version of film and upload onto film platforms	10.05.2025
Submit list of film festivals where the film has been or will be submitted in 2025	15.05.2025
Screen films in locations in Malawi	20.05.2025

Period of assignment: From 01.03.2025 until 20.05.2025.

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 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). The tenderer presents especially participatory methods to integrate rural youth in the development of narrative and script of the semi-documentary, as well as the capacitating of a local media partner and rural youth groups. The tenderer refers to similar projects and experiences made before and how the learnings and skills are incorporated into this project. The tenderer also presents its strategy to create outreach of the film into rural areas in Malawi as well as via film festivals (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2.2)** with them, especially with the local media partner as well as rural youth organizations. The tenderer describes its outreach strategy to identify and select rural youth in Malawi.

The tenderer is required to create a **schedule** 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 (1.4.1).

Further requirements (1.7)

The tenderer explains its approach to ensure gender equality, especially the active participation of young rural women in the film project.

4. Personell 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 (Producer)

Tasks of the team leader

- Overall responsibility for the film project (organization, management, quality and deadlines, production)
- Development of the film concept, story lines and script
- Directing and production of the film
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Training of partner and youth groups
- Liaison and training of the local media partner and youth groups, organization of workshops
- Personnel management, 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 and the local media partner in Malawi
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- Education/training (2.1.1): Diploma (BA, diploma) in journalism, film production or similar qualification
- Language (2.1.2): C2-level language proficiency in English
- General professional experience (2.1.3): 15 years of professional experience in the journalism and film or broadcast sector, film concept and script development, marketing of films in international film festivals
- Specific professional experience (2.1.4): 12 years of experience in documentary and semi-documentary film production in Africa, participatory and youth-led methods, storytelling, working with and mentoring vulnerable parts of the population, experience in bringing challenging topics (employment, youth, education, climate change) into film, social impact creation through films
- Leadership/management experience (2.1.5): 10 years management/leadership experience as manager in a film company, management of film crews
- Regional experience (2.1.6): 8 years of experience in projects in Africa, of which 5 years in projects in southern Africa
- Other (2.1.8): Experience of managing local media partners

Key expert 1

Tasks of key expert 1

- Data management, technical implementation in rural areas
- Identification of key story lines and film concept
- Production of research and development document

- Manage team for pre-production, post-production and training data management
- Pre-production, post-production
- Training in data management

Qualifications of key expert 1

Education/training (2.2.1): Diploma in film and television

- Language (2.2.2): C2 -level language proficiency in English
- General professional experience (2.2.3): 5 years of experience in the film and television sector, especially the production of films and documentaries
- Specific professional experience (2.2.4): 5 years of experience in training of local partners and stakeholders, working with vulnerable groups, especially youth, editing, postproduction, data management

Key expert 2

Tasks of key expert 2

- Identification of characters
- Identification of key story lines and film concept, alignment of film concept with a training and impact outcome
- Technical training of media partner on how to engage with youth characters in the field in front of the camera
- Organization of workshops with the characters, rural youth organisations and the media partner
- Production of research and development document
- Manage team for pre-production, post-production
- Training especially in filming
- Manage submissions and administration for film festivals

Qualifications of key expert 2

Education/training (2.3.1): Diploma in film and television

- Language (2.3.2): C2 -level language proficiency in English
- General professional experience (2.3.3): 10 years of experience in the film and television sector, especially the production of films and documentaries
- Specific professional experience (2.3.4): 8 years of experience in shooting and filming, training of local partners and stakeholders (shooting, filming, documentary, postproduction techniques), working with vulnerable groups, usage of modern technologies for film (self-phones, social media, formats accessible for youth audiences)
- Regional experience (2.3.6): 8 years of experience in projects in Africa, of which 5 years in projects in southern Africa

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

- Editing and postproduction support
- Data management

- Strategy for impact and festival outreach
- Outreach to the rural youth, workshop organization, organization of local film screenings in Malawi

Qualifications of the short-term expert pool

Education/training (2.6.1): 1 expert with university qualification (BA) in Journalism and film, 1 expert with diploma in film and television

Language (2.6.2): 2 experts with C1-level language proficiency in English, 1 expert with C1-level language proficiency in Chichewa

General professional experience (2.6.3): 1 expert with 10 years of professional experience in the film, media and television sector; 1 expert with 5 years of professional experience in the film, media and television, radio and social media sector

Specific professional experience (2.6.4): 1 expert with 8 years of professional experience in editing for broadcasting companies and NGOs; 1 expert with 5 years of professional experience in social media campaigns

Regional experience (2.6.5): 2 experts with 5 years of experience in southern Africa; 1 expert with 5 years of experience in Malawi.

Development cooperation (DC) experience (2.6.6): 1 expert with experience on rural youth organisations in Malawi.

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 TL	1	80	80	
Designation of key experts	2	15	30	
Designation of short-term expert pool	3	15	45	
Transport	Quantity	Number per expert	Total	Comments
Fixed travel budget	3	2.500 EUR	7.500 EUR	<p>A budget is earmarked for travel to the following countries: Malawi.</p> <p>A fixed budget of EUR 7.500 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	Comments
Flexible remuneration	1	2.000 EUR	2.000 EUR	<p>A budget of EUR 3000 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>
Workshops	5	600 EUR	3.000 EUR	The budget contains the following costs: location, transport, catering, material, per diem for youth groups.
Procurement of materials and equipment	2	150 EUR	300 EUR	The budget contains EUR 300 for hard drives.

Other costs	3	300 EUR	900 EUR	The budget contains the following costs: logistical on the ground support from local youth group representatives for workshops.
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6. 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 5 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. Please submit up to 2 references on similar film projects as external content (links). Please identify the external content with its date of creation. This date may not lie outside the tender deadline.'

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 2 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.