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I. General information

1. Brief information on the project

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is an international cooperation enterprise for sustainable development with worldwide operations on behalf of the German Government.

The global program “Sustainability and Value Added in Agricultural Supply Chains” is part of the special initiative “Transformation of Agricultural and Food Systems”. On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the program promotes the sustainability of selected agricultural supply chains in partner countries.

Agricultural commodities like coffee, cocoa, natural rubber, palm oil, or soybean play an important role in rural development in many developing and emerging countries - where they form the basis for the life of millions of households. However, their production and processing are accompanied by numerous ecological, economic, and social challenges. For instance, the expansion of coffee, cocoa, palm oil, and soybean production leads in many cases to deforestation and forest degradation. These commodities are often traded internationally to other markets like the EU or China.

To minimize its contribution to deforestation and forest degradation, biodiversity loss and greenhouse gas emissions, the European Union (EU) has initiated the EU Regulation on Deforestation-Free Products (EUDR). The EUDR requires companies placing relevant products on the EU market or exporting them to ensure through due diligence that the production of these commodities has not led to deforestation and complies with relevant legislation of the country of production. Indonesia as a major producer and exporter of related agricultural products like

palm oil, natural rubber, coffee and cocoa, will be affected by the EUDR and has raised concern about the impacts on its economy, especially smallholder farmers.

The European Commission has commissioned GIZ together with the German Federal Ministry for Economic Cooperation and Development (BMZ) to support EU delegations in Indonesia, Laos, Malaysia, Thailand and Vietnam with dialogue and communication around the EU regulation on deforestation-free products (EUDR) through the project "Engagement with Indonesia, Malaysia, Laos, Thailand and Vietnam to raise awareness on and to promote better understanding of the EU approach to reducing EU-driven deforestation and forest degradation" (EUDR Engagement). This project is formally integrated into the Indonesia component of the global program "Sustainability and Value Added in Agricultural Supply Chains". To do so, the team for EUDR Engagement in Indonesia supports the EU Delegation in Jakarta through the provision of expertise on sustainable agricultural supply chains, engagement with key stakeholders in Indonesia as well as communication support to improve understanding of the elements and the expected impact of the EUDR.

2. Context

GIZ is looking for a videographer/comic artist to support the production of practical communication products to demystify and clarify information on EUDR for all five commodities relevant to Indonesia. The products will focus on (audio and) visual design and developed in easy to understand, Indonesian language and visuals to ensure accessibility.

3. GIZ shall hire the contractor for the anticipated contract term, from **March** to **30 June 2024**

4. The contractor shall provide the following work/service*:*

Output 1: Production of one series of Frequently Asked Questions (FAQ) comic strip on what EUDR is and isn't

Develop a series of comic strips in the format of high-resolution JPEG and Adobe Illustrator/InDesign formats on EUDR's FAQ. The comic will be divided into four thematic topics, each will contain approximately 3-4 comic strips. The comic will be made in Indonesian and English. Under this task, the service provider is expected to:

- Conduct initial discussion on design and concept with GIZ's staff to align expectations and ideas,
- Obtain a general understanding of the technical information to be communicated and translate it into key messages that are easily understood by the target audience,
- Propose and finalise a design and script for the infographic/comic based on agreed concept for GIZ's review and approval,
- Produce a first draft of infographic/comic for GIZ's review,
- Revise and finalise the infographic/comic based on GIZ's review.

Output 2: Production of one video explaining EUDR and two shorthened video

Develop one high-resolution video with maximum duration of 10 minutes in Indonesian and English[1] and two shorthened high-resolution video with maximum duration of 3 minutes, each with standard screen proportions and social media reels proportion. Under this task, the service provider is expected to:

- Conduct initial discussion on design and concept with GIZ's staff to align expectations and ideas,
- Propose and finalise a design and script for the video based on agreed concept for GIZ's review and approval,
- Develop and finalise a storyboard for the video based on the agreed script,
- Conduct initial casting of talents and propose to GIZ for approval,
- Produce a first draft of video for GIZ's review,
- Produce a first draft of shorthened video for GIZ' review,
- Revise and finalise the full and shorthened video based on GIZ's review.

Period of assignment: from March to June 2024.

Milestones/partial works	Date/location/responsibility	Criteria for acceptance
Milestone 1: First draft of comic and storyboard for the full length video • Initial discussion on comic and video concepts (Once contract signed) • Propose the concepts and scripts for comic and video (1 weeks after contract signed) • Finalise the concepts and scripts for comic and video (3 weeks after contract signed) • Submit first draft of comic and storyboard for the full length video (5 weeks after contract signed)	5 weeks after contract signed	• Discussion between consulting company and GIZ conducted • Concepts are clear and aligned with GIZ' and EU's vision and understanding of EUDR • Concepts, scripts, storyboard, and comic draft went through a review process by GIZ (and EU) and incorporated GIZ' (and EU's) input accordingly. • Concepts and scripts received approval from GIZ
Milestone 2: Final version of comic, full-Length video, and shortened videos • Submit final version of comic along with the first draft of the full-length and shorthened videos (10 weeks after contract signed) • Submit final version of the full-length and shorthened videos (12	12 weeks after contract signed	• Drafts made in accordance to the agreed concept and script and received approval from GIZ • Final product already went through a review process by GIZ (and EU) and received formal approval from GIZ.

[1] please see the following link for reference video: https://www.youtube.com/watch?v=5e12ZojkYrU

weeks after contract was signed)		

This will be an output-based contract. Payments to consulting company will be done in two terms, once each of the above milestones were received and approved.

II. Tender requirements

1. Qualifications of proposed staff

1.1. Expert 1: Team Leader

1.1.1. General qualifications

Education: first degree qualification in graphic design, videography, communications, media, public relations, or other relevant backgrounds
Professional experience: 5 years' experience in leading similar projects with proven portfolio

1.1.2. Experience in the region/knowledge of the country

Minimum of 5 year work experience in Indonesia. Experience of working with international development agency or sustainable agriculture sector is preferred.

1.1.3. Language skills

Business fluency in English and Indonesian.

1.2. Expert Pool: Support Team

1.1.4. General qualifications

Education: first degree qualification in graphic design, videography, communications, media, public relations, or other relevant backgrounds
Professional experience: 1 years' experience in participating in similar projects with proven portfolio

1.1.5. Experience in the region/knowledge of the country

Minimum of 1 year work experience in Indonesia. Experience of working with international development agency or sustainable agriculture sector is preferred.

1.1.6. Language skills

Business fluency in English and Indonesian.

2. Quantitative requirements

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 (download at https://www.bundesfinanzministerium.de).

All travel activities must be agreed in advance with the staff member responsible for the project.

Sustainability aspects for travel
GIZ would like to reduce greenhouse gas emissions (CO_2 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_2 efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.
If they cannot be avoided, CO_2 emissions caused by air travel should be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

The market for carbon credits is made up of a large number of providers, each with different claims as to their climate impact. The Development and Climate Alliance has published a list of standards. GIZ recommends using the standards specified there.

Fee days	**Number of experts**	**Number of days per expert**	**Comments**
• Preparation/debriefing	1	5	
• Implementation	Max. 4	5	
Travel expenses	**Number of experts**	**Number of days/nights per experts**	**Comments**
• Per-diem allowance in country of assignment	1	9	Travel to collect footage to 3 locations (West Kalimantan, Central Sulawesi, and Lampung). 3 nights stay per location.
• Overnight allowance in country of assignment	1	9	See above
• Travel costs (train, private vehicle)	1	12	See above
Flights	**Number of experts**	**Number of flights per experts**	**Comments**
• International flights			
• Domestic flights	1	3	See under Travel expenses section.
Other costs	**Number of experts**	**Amount per experts**	**Comments**
• Flexible remuneration	1	769	A budget of EUR 769 is foreseen for flexible remuneration. Please take this budget into account in your price schedule. Use of the flexible remuneration item

			requires prior written approval from GIZ.

Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price schedule.

Since the contract to be concluded is a contract for works, you should offer your services at a fixed lump sum price, which provides **an itemised breakdown of all the relevant costs (fees, travel costs, etc.). The specification of inputs should provide guidance in this respect.** The assessment of the financial bid is based on the lump sum price tendered, which must be realistic for the services to be rendered. In the contract itself, the budgets will be contractually agreed as **maximum amounts**.

3. Conceptual design (please delete if assessment involving a concept is not envisaged)

The tender should indicate how the services outlined in Section I.4 (Tasks) are to be provided. Reference should be made to the following criteria:

- Production timeline
- Portfolio of previous relevant works (at least containing 2 videos and 2 comic strips/infographics)

III. Requirements on the format of the tender

The CV submitted for each expert can have a maximum of four pages. The concept (if required) should not exceed five pages. 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 references to portfolio as external content (links). Please identify the external content with its date of creation. This date may not lie outside the tender deadline.

Annexes

- Introduction Presentation to EUDR Engagement Project
- Link to EUDR FAQ: Deforestation Platform and other EUDR implementation tools - European Commission (europa.eu)