

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

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<b>PR and Social Media Support to the GIZ Programme Promoting Green Hydrogen in South Africa (H2.SA)</b>	<b>Project number/ cost centre: 2021.2230.7-001.00</b>
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## **0. List of abbreviations**

AVB	General terms and conditions of contract ('local terms and conditions') for supplying services and work on behalf of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in South Africa from 2022.
BMZ	German Federal Ministry for Economic Cooperation and Development
DC	Development Cooperation
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
H <sub>2</sub>	Hydrogen
H2.SA	Promoting a Green Hydrogen Economy in South Africa
IC	International Cooperation
PtX	Power-to-X
ToRs	Terms of reference

## 1. Context

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is an international cooperation enterprise for sustainable development with worldwide operations. Its corporate objective is to improve people’s living conditions on a sustainable basis.

In the context of a rapidly decreasing global carbon budget and urgency to identify adequate solutions for decarbonizing the so-called hard-to-abate sectors, the demand for green hydrogen (H<sub>2</sub>) and hydrogen-based products, such as ammonia and synthetic jet fuels, is steadily increasing.

The renewed discussion on H<sub>2</sub>, Power-to-X (PtX) and their production in the partner countries of International Cooperation (IC) has clearly gained momentum in the course of global decarbonisation and efforts. This is reflected both in increased political activity (e.g. National Hydrogen Strategy in Germany) and in GIZ’s commissions on this topic.

Many off takers (e.g., Germany, the EU, Japan, etc.) are willing to pay a premium price and to sign long-term supply agreements to stimulate green H<sub>2</sub>/PtX market development. An essential pre-condition for a green hydrogen economy would be the massive development of low-cost renewable energy capacities and to this end, existing market barriers would need to be removed, the political and regulatory framework would need to be adjusted and a far-reaching capacity building, skills development and training initiative implemented.

Based on discussions with the German Federal Ministry for Economic Cooperation and Development (BMZ) and representatives of the South African government in late 2019, GIZ developed a concept for the project **“Promoting a Green Hydrogen Economy in South Africa” (H2.SA)**, to be implemented between August 2021 and December 2023.

H2.SA has four focal areas:

Strategy Development and Framework	Green H <sub>2</sub> Sector Development	Research, Innovation and Training	Sustainability and Just Energy Transition
Supporting policy and regulatory framework conditions for a green hydrogen economy.	Supporting actors to build a hydrogen export economy.	Enhancing capacity and knowledge of South African stakeholders in the H <sub>2</sub> /PtX sector.	Mitigating the potential implications of a H <sub>2</sub> /PtX economy on the environment, society, and the economy.

As such, there is a growing need to communicate effectively through various platforms, including social media. The development of impactful communication and social media campaigns is important for informing and educating relevant target groups, as well as instrumental in creating a positive investment climate and public perception to promote the expansion of renewable energy and the use of green hydrogen as one of the building blocks of South Africa’s just energy transition.

It is on this backdrop that GIZ is seeking to appoint an integrated marketing and communication agency that will develop and execute various deliverables including PR and social media strategy, conceptual design & planning, content development and management (e.g., website, blog, social media footage, videos, photos, graphic elements, etc.) and monitoring and evaluation.

## 2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

### 1) *Overarching*

- Prepare and manage a project management plan that outlines the names of the task managers, the timeline with the number of working days, all milestones with respective responsibilities and delivery dates. This plan should be aligned with the H2.SA operation plan, be regularly updated and made available;
- Coordination of joint venture/consortium (where applicable): webhosting, video production, photographer, journalists, writers, editors, graphic designers, etc.;
- Support the H2.SA project management team with additional tasks related to the social media communication;
- Liaise with GIZ's appointed design and layout agency to ensure brand consistency on all platforms and on all collateral;
- Liaise with GIZ's appointed event management agency to produce content from project events, conferences, and trainings;
- Ensure that all communication material is in line with GIZ's corporate design guidelines (see GIZ Corporate Design Centre website: <https://www.giz.de/cdc/en/html/index.html>) and H2.SA visual project design;
- Participate in H2.SA's coordination meetings on a needs basis.

### 2) *PR and Social Media*

- Development of a PR and social media strategy;
- Develop and manage PR and social media campaigns and content plan. Elements may include (but are not limited to):
  - Content marketing (press releases, blog, LinkedIn Group, website, etc.)
  - Digital marketing
  - Search engine optimization
- Drafting of press releases and opinion pieces;
- Media liaison and outreach;
- Event communication.

### 3) *Website development, hosting and content management*

- Conceptual design of H2.SA website; Basic structure and functionalities:
  - Home, about us
  - Document centre, publication, download
  - Event calendar
  - Contact
  - For reference view: [www.sagen.org.za](http://www.sagen.org.za)
- Website hosting; the following service providers are reviewed by the GIZ Data Protection Management Unit:

- Hetzner (Xneelo)
  - netclusive
  - All-inkl
  - Mittwald
  - Strato
- Content management (in close cooperation with H2.SA team): Regular update of general project description, new publications, new events, etc.;
  - The website should have the visual design of the H2.SA project and comply with GIZ's corporate design standards.
- 4) Develop and manage a blog about renewable energy, green hydrogen, just energy transition**
- Conceptual design;
  - Regular publications of articles and news feed about green hydrogen, renewable energy, just transition, pilot projects, initiatives, and best practices;
  - Content should be produced or provided by professional journalists and sector experts;
  - Manage/moderate reader engagement;
  - Promote media blog through appropriate channels (e.g., search engine optimization, interlinking, etc.).
- 5) Manage existing LinkedIn Group: H2 Team SA ([12](#)) [H2 Team SA | Groups | LinkedIn](#)**
- Administration and content management of the LinkedIn Group (in close cooperation with H2.SA team);
  - Bi-weekly publications of articles and news feed about green hydrogen, renewable energy, just transition, pilot projects, initiatives, and best practices;
  - Manage/moderate group member engagement;
  - Promote LinkedIn Group to increase number of (relevant) members.
- 6) Video production**
- Conceptual design and production of 15 short videos (3-5 minutes) about successful pilot projects, initiatives, best practices from public sector, industry, research & development and civil society (storytelling);
  - Conceptual design and production of 1 short video (5-10 minutes) about the H2.SA project;
  - Publication of videos (e.g. social media, blog, youtube channel).
- 7) Photo production and graphic design**
- Production of 50 photos about the South African green hydrogen sector which can be used for the content and social media marketing;
  - Production of graphic design elements for online marketing and social media (e.g. online banner, landing page, key visuals, pop-ups, gifs, etc.).
- 8) Media monitoring**
- Regular monitoring of new articles published that may impact the work of H2.SA and its stakeholders;

- Provide a press clipping of most relevant articles.

**9) Monitoring and evaluation of communication measures**

- Set-up a monitoring system to track outreach, coverage, percentage of quotes, audience, sentiment, visitors, user engagement, etc.
- Provide regular reporting on selected KPIs.

**Further requirements based on formulated demand by the project management team.**

The marketing and communication agency shall provide responsive and efficient service at all times to fulfil the respective requirements of GIZ. Telephone calls and emails should be answered within 1 day.

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

<b>Milestone and Description</b>	<b>Deadline</b>
Kick-off Meeting between GIZ and consultancy  <i>Pretoria, 2-hour event</i>	December 2022
Develop PR & social media strategy aligned with planned H2.SA activities	January/February 2023
Development of a communication and social media plan including monitoring system	
Start of media monitoring	From January 2023
Management of LinkedIn group (H2 Team SA)	From January 2023
Launch of blog and website	March 2023
15 short videos + 1 project video available  <i>Locations may be at different sites in SA.</i>	January - December 2023
50 photos available  <i>Locations may be at different sites in SA.</i>	January - December 2023

**Period of assignment: From 01.12.2022 until 31.12.2023.**

**3. Concept**

In the bid, the bidder is required to show how the objectives/tasks defined in Chapter 2 are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept). In addition, the bidder must describe the project management system for service provision and provide supporting evidence of a previous similar system developed by the bidder.

## Technical-methodological concept

**Strategy:** The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1) (**assessment grid criteria 1.1.1**). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 2) (**assessment grid criteria 1.1.2**).

The bidder is required to present the actors / sub-contractors relevant for the services for which it is responsible and describe the **cooperation** with them (**assessment grid criteria 1.2.1**).

The bidder is required to present and explain its approach to **steering** the measures with the project partners (**assessment grid criteria 1.3.1**) and its contribution to the results-based monitoring system (**assessment grid criteria 1.3.2**).

## Other specific requirements

In addition to the technical concept, the bidder is required to submit a business profile that details the bidder's experience in the MICE sector and evidence of previous experience and contactable references of previous or existing **clients** (**assessment grid criteria 1.7**).

## Project management of the contractor

The bidder is required to explain its approach for coordination with the GIZ project (**assessment grid criteria 1.6.1**).

- The contractor is responsible for selecting, preparing, training, and steering the experts assigned to perform the advisory tasks.
- 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 general terms and conditions of contract ('local terms and conditions') for supplying services and work on behalf of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in South Africa from 2022.

The bidder is required to draw up a **personnel assignment plan** (**assessment grid 1.6.2**) with explanatory notes that lists all the experts proposed in the bid; 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 bidder is required to describe its **backstopping concept** (**assessment grid 1.6.3**). The following services are part of the standard backstopping package.

#### **4. Personnel concept**

The bidder 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.

##### **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 qualification (Master's degree) in Marketing, Public Relations, Journalism, Communication or equivalent
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 10 years of professional experience
- Specific professional experience (2.1.4): 7 years in PR and online media
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 5 years of experience in projects in Southern Africa
- Development Cooperation (DC) experience (2.1.7): None
- Other (2.1.8): None

##### **Expert 1**

###### Tasks of expert 1

- All tasks as outlined in chapter 2.

###### Qualifications of expert 1

- Education/training (2.2.1): University qualification (Honours degree) in Information Technology, Marketing, Public Relations, Communication or equivalent
- Language (2.2.2): Good business language skills in English
- General professional experience (2.2.3): 7 years of professional experience
- Specific professional experience (2.2.4): 5 years in PR, communication, online marketing
- Regional experience (2.2.6): 5 years of experience in projects in Southern Africa
- Development Cooperation (DC) experience (2.2.7): None
- Other (2.2.8): None



## **Expert 2**

### Tasks of expert 2

- All tasks as outlined in chapter 2.

### Qualifications of expert 2

- Education/training (2.2.1): University qualification (Honours degree) in Film, Photography & Media, Marketing, Public Relations, Communication or equivalent
- Language (2.2.2): Good business language skills in English
- General professional experience (2.2.3): 5 years of professional experience
- Specific professional experience (2.2.4): 3 years in PR and online media
- Regional experience (2.2.6): 3 years of experience in projects in Southern Africa
- Development Cooperation (DC) experience (2.2.7): None
- Other (2.2.8): None

### Soft skills of team members

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

- Team skills
- Initiative
- Communication skills
- Sociocultural competence
- Efficient, partner- and client-focused working methods

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

## **5. Costing requirements**

### **Assignment of personnel**

All Experts: Assignment in country for 240 expert days

### **Travel**

The bidder is required to calculate the travel by the specified team of experts it has proposed based on the areas of performance stipulated in Chapter 2 and list the estimated expenses separately by daily allowance, accommodation expenses, flight costs and other travel expenses.

- Flight costs – up to 20 return flights
- Accommodation – up to 40 nights
- Per Diem – up to 40 days
- Car Hire – up to 20 days
- Mileage – up to 8000 kilometres

### Other costs

- Domain registration
- Hosting, internet traffic, search engine
- Software licences
- Copyright fees
- Media monitoring tools
- Media campaigns

### Flexible remuneration

**ZAR 315,740.00** flexible remuneration. Note that the use of the flexible remuneration is subject to approval by the GIZ and can only be used in support of activities outlined in this ToR.

## 6. Inputs of GIZ or other actors

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

- Technical input and content for communication material
- Recommendations for H2 related topics for media campaigns
- List of contacts from project partners and pilot project sites (if available)
- Participation during project video production (e.g., for interviews)
- Corporate logos and design requirements (i.e. cooperation logo design manual)

## 7. Requirements on the format of the bid

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) is to be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English.

The complete bid shall not exceed **10 pages** (excluding CVs).

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. The CVs must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can be submitted in English.

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 calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.

## 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 **21.11.2022**, all documents must be in PDF.
- 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.
- 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.
  
- 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.**
- **Questions & Answers will be placed on the link provided.**

**Bids sent via Dropbox and WeTransfer will not be accepted.**

## **8. Data Protection**

The performance of the contract may be associated with the processing of personal data by the contractor, who would alone define the nature of such data and how such processing would be carried out. In such cases, the contractor shall act as an independent DATA CONTROLLER and must alone comply with ALL applicable data protection obligations, including regional and local laws. The contractor must process personal data only when a given goal cannot be reasonably attained without such data. The data protection principles such as lawfulness, data minimization, accuracy, purpose limitation, storage limitation, transparency, integrity and confidentiality, and accountability, as well as the numerous rights of the data subject must be paid due attention. The GDPR's data transfer rules must be considered whenever personal data leaves the EU for a third country. The GIZ is NOT in any way responsible for such processing.

## **9. Annexes**

- H2.SA Project Factsheet