# Terms of reference (ToR) for the procurement of services

giz

**Consultancy Service:**
**Content Writer**

Project number:
12.9097.2-135.00

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## General information

a. Brief information on the project

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.

The Sustainable Urban Transport Programme Indonesia (SUTRI), a Nationally Appropriate Mitigation Action (NAMA) registered with the UNFCCC, aims to tackle the challenges of growing urban traffic congestion and increasing urban transport-related greenhouse gas emissions by transforming urban transport in Indonesia with a mix of technical advisory services, capacity-building and investment provided through a national sustainable urban transport program. Implementation of SUTRI NAMA commenced in December 2017 funded by the German Federal Ministry for Economic Affairs and Climate Action (BMWK) and Department for Business, Energy and Industrial Strategy of the United Kingdom (BEIS) through the Mitigation Action Facility.

A technical assistance component, Indonesia Bus Rapid Transit Corridor Development Project (INDOBUS), is designed to particularly support the Bus Rapid Transit (BRT)-corridors in selected pilot cities of Indonesia and improve national framework conditions for BRT. It addresses sub-national and national levels through planning, project management, operations management, and funding plans as well as reform of the private minibus sector. The INDOBUS component is financed by the State Secretariat of Economic Affairs of Switzerland (SECO).

The programme donors have appointed GIZ as the implementing agency in close partnership with the Ministry of Transportation (MoT) as the appointed counterpart by the Government of Indonesia. The programme is scheduled to be completed on 31 December 2024.

b. Context

Effective communication with target audiences is critical for achieving the programme's objectives. In order to be effective, studies and reports need to be summarised and simplified as to ensure greater learning and comprehension of the topic.

c. GIZ shall hire the contractor for the anticipated contract term, from 29 September 2023 to 31 October 2024.

d. The contractor shall provide the following works:

1) Create content in form of publication from given studies into publications in the form of factsheet, booklet or infographic in the studies' original language (Bahasa or English).
2) Transform acquired information into clear, easily understandable content tailored to the specific target audience based on the provided guidelines/templates
3) Ensure consistency, both analytical and stylistic and ensure the consistency of the narrative with that of the project's
4) Ensure reader-friendly, jargon-free products appropriate for varied audiences.
5) Provide guidance and input to designer where needed.
6) Review and quality control of the translated document by GIZ's translator (when needed)

**Tender requirements**

**1. Qualifications of proposed staff**

**1.1. Expert 1:**

1.1.1. General qualifications
Education:Bachelor's degree in Transport, Mass Communication, Journalism, Advertising, or related studies.
Professional experience: 6 years' experience in scientific writing, data writing, and creative writing, preferably in the field of transportation.

1.1.2. Experience in the region/knowledge of the country: 6 years of experience in projects in Indonesia

1.1.3. Language skills: business fluency in Bahasa Indonesia and English

**2. Specification of inputs**

| Deliverables | Description | Quantity | | Expected Deadline |
|---|---|---|---|---|
| | | Develop Publication | Review Translated Document | |
| Factsheet | Summarising information from given studies into 1-4 pages | 5 | 4 | November 2023 *(1st payment 40%)* |
| | | 5 | 3 | May 2024 |

| | | | | |
|---|---|---|---|---|
| | | 5 | 3 | October 2024 |
| Booklet | Summarising information from given studies into 4-20 pages | 3<br><br>4<br><br>3 | 3<br><br>3<br><br>2 | November 2023<br><br>May 2024<br>*(2nd payment 30%)*<br><br>October 2024 |
| Infographic | Translating data and information that will be interpreted into an infographic by a designer | 2<br><br>3 | 1<br><br>2 | May 2024<br><br>October 2024<br>*(final payment 30%)* |
| | **TOTAL** | **30** | **21** | |

## 3. Fixed lump sum price – contract for work

Since the contract to be concluded is a contract for work (deliverables based), we request that you provide us with a fixed lump sum price for your services that includes an itemised breakdown of all the relevant costs (expert fee, travel costs, etc.). We require this information for our internal calculations. The assessment of the financial bid is based on the lump sum price tendered, which must be realistic for the services to be rendered. The specifications for pricing are defined in the price schedule.

## 4. Requirements on the format of the tender

The CV submitted has a maximum of five pages.If the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. The CV must clearly show the position and job the proposed person held in the reference project and for how long. CV must be submitted in English.

## 5. Further conditions of the consultancy

The documents provided by or on behalf of SUTRI NAMA & INDOBUS will be handled confidentially. The consultant will also impose a duty of confidentiality on any parties that it engages. Any breach of the duty of confidentiality by the consultant or its engaged third parties will give GIZ grounds for exclusion of the consultant, without requiring any prior written or verbal warning.