
Conceptualization, organization and implementation of events and event series in the innovation ecosystems of the Southern African region	Project number/ cost centre: 20.2258.0-008.00
--	---

0.	List of abbreviations	2
1.	Context.....	3
	Digital entrepreneurship	3
	Make-IT in Africa II	3
	Initial situation	4
	Goal of the assignment	4
2.	Tasks to be performed by the contractor	4
	2.1. Service package 1: Conceptualization of events and event series	5
	2.2. Service package 2: Preparation of events	5
	2.3. Service package 3: Participant management and speaker support	5
	2.4. Service package 4: Public relations for events	6
	2.5. Service package 5: Implementation of events	6
3.	At the beginning of the assignment period, the Client and the Contractor will hold an assignment clarification meeting.	7
	Concept.....	7
	Technical-methodical conception	7
	Strategy.....	7
	Other specific requirements.....	7
4.	Personnel concept	8
	Team leader (national / regional).....	8
	Proposed pool of experts (national/regional).	8
5.	Costing requirements	9
	Estimated effort for the different service packages	9
	Assignment of personnel	9
	Travel.....	9
	Subcontracts	9
	Other costs.....	10
	Flexible remuneration item	10
6.	Inputs of GIZ or other actors	10
7.	Requirements on the format of the bid.....	10

0. List of abbreviations

GTTC	General Terms and Conditions of Contract for supplying services and work 2022
PD	Person days (8 working hours)
ToRs	Terms of reference

1. Context

Digital entrepreneurship

Digital entrepreneurship is the driver of digital transformation in Africa. Entrepreneurs have the potential to modernize the economy and society of their countries, to find innovative solutions to development problems, to create new perspectives and employment opportunities.

Yet many young technology companies (tech startups) from Africa fail to make the leap to international market maturity. They lack access to customers, suitable personnel, digital infrastructure and capital. To succeed, entrepreneurs need a functioning "entrepreneurial ecosystem" of reference customers, investors, funding institutions, networks and training partners, among others. But many ecosystems are patchy, leaving tech startups lacking important contacts, (follow-on) funding, and opportunities for further development.

Make-IT in Africa II

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the 'Make-IT in Africa II' project on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) on a pan-African basis. Until mid-2022, the focus was primarily on the eastern and western regions of Africa. Now we are also starting regional implementation in the southern region of Africa. It is part of the BMZ initiative "Digital Africa". "Make-IT in Africa II" is a funding program (01/2021-04/2024) that follows on from its predecessor project "Make-IT in Africa", which was implemented from 2017 to 2020. The main focus of the project is to support national and pan-African digital innovation ecosystems to become resilient and future-proof.

Specifically, "Make-IT in Africa" works on this in three fields of action:

- Competence development in the area of market-oriented business management – through capacity building of startups, gender-specific "human capacity development" measures, and the establishment of partnerships between startups and key ecosystem actors.
- Capacity development at the intermediary level - through capacity building of intermediaries and conducting networking events on local and regional level as well as between African and European startup and innovation actors.
- Harmonizing the promotion of innovation ecosystems - by organizing targeted policy dialogues and networking events, evaluating the gender sensitivity of collaborative partners, and publishing a toolkit of tools and methodologies.

See also www.make-it.africa

Initial situation

As already mentioned, Make-IT in Africa is being implemented in the southern region of Africa since mid-2022, in addition to the implementation in western and eastern Africa. The team for the southern African region works mainly from Windhoek, Namibia. As part of the implementation, various events are to be planned and implemented in southern Africa to strengthen innovation ecosystems and promote start-ups. These can be individual events as well as event series that take place in different countries in the region, for example.

In addition, the team is working on developing event series as project products. A first example of this is the so-called Startup Connect Week series, the first edition of which took place in Botswana in April 2022. Here, various events were organised and held throughout the city of Gaborone with different local partners, such as innovation hubs. Make-IT in Africa designed the framework for the event week (including the involvement of political partners, an event design and communication material) and provided financial support for the individual events. This event week is now to be implemented in other countries in order to strengthen local innovation ecosystems and encourage the various actors to engage in more exchange and cooperation.

Goal of the assignment

The aim of this contract is to holistically conceptualise, organise and execute various events and event series together with Make-IT in Africa in order to strengthen local and regional innovation ecosystems and promote exchange between relevant stakeholders.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

The contractor organizes and conducts in person and hybrid events in several countries in the southern African region as well as digital events for a local, regional, pan-African as well as international audience. Since the events might be connected to political decisions the event organization can sometimes occur at short notice, possibly with short delivery periods.

All communications services included must meet the communication guidelines and standards of BMZ, GIZ and Make-IT in Africa, must be GDPR compliant and must meet the creative common guidelines. Selected technical systems must comply with GIZ's data protection guidelines.

All rights to all materials produced are transferred to GIZ. The work results are delivered in the appropriate formats (.docx, .pdf, .pptx, .ai, .indd, .psd, .mp4, etc.), in web and print versions in English.

The contractor may, after approval by GIZ, employ a subcontractor for individual tasks, if necessary. This should happen only in exceptional cases, such as for photography and video services.

2.1. Service package 1: Conceptualization of events and event series

(A total of 15 PD, including 6 PD for the team management and 9 PD for the expert pool).

Service package 1 includes the conceptualization of events and event series, including but not limited to:

- Creation of concepts for events and event series in close coordination with Make-IT in Africa and (political) partners
- Consideration of the different local and regional conditions, the individual event goals as well as different target groups
- Involvement of local and regional partners in the creation of the concept
- Submission of holistic, appealing event concepts and presentation of the concepts to the Make-IT in Africa team as well as (political) partners

2.2. Service package 2: Preparation of events

(A total of 45 PD, including 10 PD for the team management and 35 PD for the expert pool).

Service package 2 includes a holistic event preparation, including but not limited to:

- Research and visit venues for the events and check for suitability in terms of dates, logistics, size and infrastructure.
- Booking of the venues after coordination with Make-IT in Africa
- Developing a design concept for the respective venue, including set-up
- Booking of catering service providers after coordination with Make-IT in Africa;
- Booking of service staff to look after the event (e.g. admission, checkroom, looking after guests);
- Proposing speakers to meet the specific requirements of the event
- Booking of speakers in agreement with Make-IT in Africa
- Proposal of moderators on the specific requirements of the event
- Booking of moderators after coordination with Make-IT in Africa
- Preparing an information package (e.g. agenda and map) and sending it to all participants
- Preparing a communication kit (e.g. Social Media postings, Visuals, banner, flyer, press release) to be shared with partners
- Preparation of a detailed program schedule (script) with clear division of tasks between Make-IT in Africa, partners and the consultant

2.3. Service package 3: Participant management and speaker support

(A total of 8 PD, including 2 PD for the team management and 6 PD for the expert pool).

Service package 3 includes the participant management and speaker support, including but not limited to:

- Preparation of lists of participants and invitation lists after coordination with Make-IT in Africa

- Writing letters to invitees (save-the-date, invitation letter, reminder)
- Collecting acceptances/declarations in database
- Printing of name badges
- Submitting brief descriptions of speakers and presenters (experience, area of expertise, etc.)
- Travel arrangements of the booked speakers including settlement of travel expenses according to GIZ travel expense guidelines in close collaboration with Make-IT
- Support of the speakers during the event

2.4. Service package 4: Public relations for events

(A total of 8 PD, including 2 PD for the team management and 6 PD for the expert pool).

Service package 4 includes public relations for events, including but not limited to:

- Close coordination with the communication agency Make-IT in Africa has contracted in Southern Africa to create communication material for the event (including but not limited to back-drops, event design, banners, flyers, stickers, program brochures, badges for participants, roll-ups, social media visuals).
- Close coordination with the communication agency in the planning and implementation of a communication concept, including a social media plan, advertising as well as press work.
- Proposing to relevant press representatives and inviting them as agreed
- Preparation and implementation of press conferences
- Writing drafts of press release before and after each event for promotion
- Provision of approved press material (including photos, graphics, agenda of the event) to press representatives
- Booking of a photographer and/or videographer to document the respective event, image editing and provision of the photos for use by GIZ
- Provision of videos from the event

2.5. Service package 5: Implementation of events

(A total of 57 PD, including 18 PD for the team management and 39 PD for the expert pool).

Service package 5 includes the holistic implementation of events, including but not limited to:

- Preparation of the location
- Service provider management
- Guest and speaker management (see above)
- Partner management
- Technical support of events;
- Provision and support of event technology to include technology available at the venue - such as sound, microphones, projectors, lighting, seating, stage, signage;
- Final evaluation of public outreach and evaluation of success of each event through survey. Key metrics and lessons learned will be delivered as a report.

Period of assignment: from 17 October 2022 to 31 March 2024.

3. At the beginning of the assignment period, the Client and the Contractor will hold an assignment clarification meeting.

Concept

In the bid, the bidder is required to show how the objectives 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.

Technical-methodical conception

Strategy

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). 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).

The bidder is required to present the actors relevant for the services for which it is responsible and describe the **cooperation** with them.

The bidder is required to present and explain its approach to **steering** the measures with the project partners and its contribution to the results-based monitoring system.

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter 2 are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 2.

The bidder is required to describe its contribution to knowledge management for the partner and GIZ and promote scaling-up effects (**learning and innovation**).

Other specific requirements

The bidder's technical experience will also be assessed by evaluating specific work samples per service package (see Chapter 6). The work samples will be evaluated in summary form in the evaluation scheme under item 1.7 Additional Requirements. The work samples to be submitted are:

- 3 Concepts of organized and implemented events in different southern African countries
- 1 Concept of an organized and implemented event series
- 1 example of a self-created or coordinated event design
- 1 example of a self-created or coordinated communication kit of an event

The evaluation of the work samples is based on the following qualitative criteria:

- Professionalism
- Creativity, inventiveness and innovation
- Visuals and images that showcase the 'Look and Feel' of the event

4. Personnel concept

The Contractor shall provide an experienced team for the respective conception and production steps over the entire term of the contract. A permanent project manager as coordinator and contact person shall be appointed by the Contractor for the provision of services. The identification of a suitable personnel concept is left to the bidder.

The experience of the entire proposed project team (project manager and experts) must be proven by the curriculum vitae and concrete references (compiled as a PDF) (cf. item 0).

The pool of experts proposed by the Contractor will be summarily evaluated as to whether the overall qualifications offered are sufficient to fill the areas of responsibility or tasks.

Team leader (national / regional)

Tasks of the team leader

- Overall responsibility for the Contractor's consulting packages (quality, adherence to deadlines and coordination of the project team on the part of the Contractor)
- Coordination and assurance of communication with the client
- Personnel management, in particular identification of the need for short-term assignments within the available budget
- Budget control

Qualifications of the team leader

Qualifications of the team leader

- Education/training (2.1.1): University qualification ('Diplom'/Master) in communication, public relations, event management, business administration, leadership or another suitable subject
- Language (2.1.2): Very good business language skills in English (C2)
- General professional experience (2.1.3): 8 years of professional experience
- Specific professional experience (2.1.4): 5 years in management of events connected to innovation ecosystems and/or political events
- 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 implemented in the Southern Africa region

Proposed pool of experts (national/regional).

Expert pool with at least 3 experts, at most 5 experts

Tasks of the experts of the expert pool

- Implementation of the services requested by GIZ

Qualifications of the experts of the expert pool

- Education/training (2.6.1): University qualification ('Diplom'/Master) in communication, public relations, event management or another suitable subject
- Language (2.6.2): Very good language skills in English (C2)
- General professional experience (2.6.3): 4 years of professional experience
- Specific professional experience (2.6.4): 3 years of experience in events connected to innovation ecosystems and/or political events
- Regional experience (2.6.5): 3 years of experience in projects implemented in the Southern African region

5. Costing requirements

Estimated effort for the different service packages

- Service package 1 up to 15 specialist days
- Service package 2 up to 45 specialist days
- Service package 3 up to 8 specialist days
- Service package 4 up to 8 specialist days
- Service package 5 up to 57 specialist days

If available, the bidder shall precisely explain specific cost-relevant conditions for the calculation of the services provided.

Assignment of personnel

Team leader: Assignment in the Southern African region for up to 38 PD

Expert pool: deployment in the Southern African region for up to 95 PD

Travel

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

Subcontracts

The contractor may, after approval by GIZ, employ a subcontractor for individual tasks, if necessary. This should happen only in exceptional cases.

A budget of up to ZAR 500,000 for subcontracts is part of the contract. This budget is earmarked for but not limited to for example:

- Photography and videography services
- Venue and Catering
- Moderators, Speakers
- Technical equipment for events

Other costs

Please calculate other costs in the amount of maximum ZAR 100,000. These include but are not limited to:

- Communication and advertising materials

Flexible remuneration item

In case that during the assignment period the work on the above listed tasks is a lot more than calculated in this document, flexible remuneration can be made use of. Hence, bidders are required to include a budget of ZAR 145,000 in their financial proposal. In accordance with the general terms and conditions of contract section 3.3.5.7, use of the flexible remuneration item must be approved by GIZ before the costs in question are incurred.

6. Inputs of GIZ or other actors

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

- The GIZ shall provide the Contractor with all project-relevant documents for the provision of the services.
- Guidelines and format templates for social media postings (e.g., as a template for maintenance and temporary takeover of social media channels by other teams or partners) will be provided.
- Charts, 1 logo, 1 diagram, 2 infographics/graphic element(s)/icon(s) will be provided from the overall communications strategy

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 (language).

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 also be submitted in English (language).

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 no later than **03.10.2022**, 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.