

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

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<b>Promoting Green Hydrogen in South Africa: PR &amp; Social Media Support</b>	<b>Project number/ cost centre: 2021.2230.7-003.00</b>
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## **0. List of abbreviations**

AVB/GTCC	General Terms and Conditions of Contract for supplying services and work 2022
BMZ	German Federal Ministry for Economic Cooperation and Development
DC	Development Cooperation
GHSA	Green Hydrogen South Africa
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
GH2	Hydrogen
H2.SA	Promoting a Green Hydrogen Economy in South Africa
IC	International Cooperation
PtX	Power-to-X
SAGHS	South Africa Green Hydrogen Summit
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 (GH<sub>2</sub>) and hydrogen-based products, such as ammonia and synthetic jet fuels, is steadily increasing.

The renewed discussion on GH<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 GH<sub>2</sub>/PtX market development. An essential pre-condition for a GH<sub>2</sub> 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 2025.

H2.SA has four focal areas:

Strategy, Policy & Regulatory Framework	Private Sector Cooperation	Capacity Building, Research & Development	Sustainability & Just Transition
Support for the SA Government in strategy development and setting up the right regulatory framework.	Support for private sector stakeholders to bring their projects to market.	Build capacities for a future GH <sub>2</sub> economy and support for SA's R&D networks.	Build stakeholders' knowledge of potential benefits and impacts for a sustainable GH <sub>2</sub> 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.

H2.SA is working closely with Infrastructure South Africa (ISA) within the Department of Public Works and Infrastructure (DPWI) and under the leadership of The Presidency of South Africa. Most communication activities are promoted under the brand Green Hydrogen South Africa (GHSA) and have to be coordinated closely with GIZ's political partners.

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;
- Management of sub-contractors (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/marketing 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;
- Liaise with GIZ's project partners like Infrastructure South Africa (under the leadership of The Presidency) to coordinate communication activities;
- Make sure that all communication material is in line with GIZ's corporate design guidelines and GHSA branding guidelines;
- Participate in H2.SA's coordination meetings on a needs basis.

### **2) PR and Social Media**

- Review and update H2.SA's PR and social media strategy;
- Develop and manage PR and social media campaigns; Elements may include (but are not limited to):
  - Content marketing (press releases, LinkedIn Groups, websites, etc.)
  - Digital marketing
  - Search engine optimization
- Drafting of press releases and opinion pieces;
- Media liaison and outreach;
- Event communication.

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

- Hosting of GHSA/SAGHS website: <https://greenhydrogensummit.org.za/home-new/>
- Content management: Regular update of SAGHS information, GH2 project profiles, new & events, publications & studies, educational material, photos, videos, etc.;
- The website should be managed in such a way that it can be handed over to a SA government organisation or a third-party service provider.

### **4) Contribute content and promote LinkedIn Group: GHSA [\(7\) Green Hydrogen South Africa \(GHSA\) | Groups | LinkedIn](#)**

- Contribute content to LinkedIn Group on a regular basis (at least once per week);
- Promote LinkedIn Group to increase number of members to 1,200.

### **5) Video production**

- Conceptual design and production of 10 short videos (3-5 minutes) about successful GH2 pilot projects, initiatives, best practices from public sector, industry, research & development and civil society (storytelling);
- Conceptual design and production of 10 short educational videos (3-5 minutes) about technical topics (e.g., green hydrogen production, storage, transport, electrolyzers, fuel cell, renewable energy, energy transition, decarbonisation etc.).
- Publication of videos (e.g. through website, social media, youtube channel, etc.).

### **6) 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 event marketing and social media (e.g. invitations, backdrops, banners, landing pages, key visuals, pop-ups, gifs, etc.).

### **7) Media monitoring**

- Regular monitoring of new articles about GH2 and projects related to H2.SA's work;
- Provide a press clipping of most relevant articles.

### **8) Monitoring and evaluation of communication measures**

- Set-up and manage 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.

- The contractor is responsible for selecting, preparing, training and steering the international and national, short and long-term experts assigned to perform the advisory tasks.
- 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/GTCC of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

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

<b>Milestone</b>	<b>Description/Place</b>	<b>Deadline</b>
Kick-off Meeting between GIZ and consultancy	Pretoria 2-hour event	December 2023
Review and update PR & social media strategy and communication plan		January/February 2024
Media monitoring		January 2024 – November 2025
Contribute to and promote LinkedIn group		January 2024 – November 2025
Host and manage website		January 2024 – November 2025
Production of 20 short videos	Locations may be at different sites in SA.	January 2024 – November 2025
Photos production	Locations may be at different sites in SA.	January 2024 – November 2025

Period of assignment: from **01.12.2023** until **15.11.2025**.

### **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) (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)** with them.

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

### **Project management of the contractor (1.6)**

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert months) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

The tenderer is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the tender in accordance with Section 3.3.1 of the GIZ AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between the tenderer and GIZ
- Process-oriented technical-conceptual steering of the consultancy inputs
- Assuming personnel responsibility for the contractor's experts
- Process-oriented steering for implementation of the commission
- Securing the administrative conclusion of the project
- Ensuring compliance with reporting requirements
- Providing specialist support for the on-site team by staff at company headquarters

### **Further requirements (1.7)**

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

Most of the communication activities are implemented in close cooperation with Infrastructure South Africa (ISA) within the Department of Public Works and Infrastructure and under the leadership of The Presidency of South Africa. The communication agency shall therefore have experience and capability to coordinate efficiently with government institutions and representatives. It should also have experience with communication within a public and political context.

#### **Eligibility of participants**

The technical assessment is only based on reference projects with a minimum commission value of **20,000.00 EUR**.

At least **5 (five)** reference projects for the technical field of **PR and social media**, and at least **3 (three)** reference projects **in South Africa** in the last 3 years.

The tenderer must have an average number of **5** employees and managers for the past three calendar years.

#### **4. Personnel 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**

###### 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 (International Diploma, Bachelor, Master or equivalent) in Marketing, Public Relations and / or Communication or equivalent
- Language (2.1.2): C2-level language proficiency in English
- General professional experience (2.1.3): 10 years of professional experience in the Public Relations and / or Communications sector
- Specific professional experience (2.1.4): 7 years in PR, 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 (region), of which 5 years in projects in South Africa (country)
- Development cooperation (DC) experience (2.1.7): 3 years of experience in DC projects
- Other (2.1.8): 2 years of experience with public/political communication

##### **Key expert 1**

###### Tasks of key expert 1

- All tasks as outlined in chapter 2.



### Qualifications of key expert 1

- Education/training (2.2.1): University qualification (National Diploma, Bachelor, Master or equivalent) in Marketing, Public Relations and / or Communication or equivalent
- Language (2.2.2): C2 -level language proficiency 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
- Leadership/management experience (2.2.5): Not applicable
- Regional experience (2.2.6): 5 years of experience in projects in Southern Africa
- Development Cooperation (DC) experience (2.2.7): Not applicable
- Other (2.2.8): Not applicable

### **Key expert 2**

#### Tasks of key expert 2

- All tasks as outlined in chapter 2.

### Qualifications of key expert 1

- Education/training (2.3.1): University qualification (National Diploma, Bachelor, Master or equivalent) in Marketing, Public Relations and / or Communication or equivalent
- Language (2.3.2): C2 -level language proficiency in English
- General professional experience (2.3.3): 7 years of professional experience
- Specific professional experience (2.3.4): 5 years in PR, communication, online marketing
- Leadership/management experience (2.3.5): Not applicable
- Regional experience (2.3.6): 5 years of experience in projects in Southern Africa
- Development Cooperation (DC) experience (2.3.7): Not applicable
- Other (2.3.8): Not applicable

### Soft skills of team members

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

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

## 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 (CO<sub>2</sub> 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<sub>2</sub> efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO<sub>2</sub> 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
Team Leader	1	40	40	Against provision of timesheet
Key Expert 1	1	100	100	Against provision of timesheet
Key Expert 2	1	100	100	Against provision of timesheet
Travel expenses	Quantity	Price	Total	Comments
Per-diem allowance in country of assignment	40			Per diem cannot be claimed in full if breakfast and other meals are provided e.g., at workshops or meetings.
Overnight allowance in country of assignment	40			Against provision of timesheet

Transport	Quantity	Price	Total	Comments
<b>Domestic flights</b>	<b>30</b>			Flights within the country of assignment during service delivery
<b>CO<sub>2</sub> compensation for air travel</b> <i>Link to <a href="#">working aid and table for determining the budget and Guidance for GIZ service providers on avoiding, reducing and offsetting GHG emissions on setting the budget.</a></i>	<b>30</b>			A budget is earmarked for settling carbon offsets against evidence.
<b>Travel expenses (train, car)</b> <ul style="list-style-type: none"> <li>• Mileage (KMs) <b>8000</b></li> <li>• Car hire <b>40</b></li> <li>• Airport transfers (Gautrain/Uber) <b>30</b></li> </ul>				Travel within the country of assignment, transfer to/from airport etc.
Other costs	Number	Price	Total	Comments
<b>Flexible remuneration</b>	<b>1</b>			A budget of EUR 9,227.15 (ZAR 179,292.00) is foreseen for flexible remuneration. Please incorporate this budget into the price schedule.  Use of the flexible remuneration item requires prior written approval from GIZ.
<b>Subcontracts</b>				The budget contains the following costs : <ul style="list-style-type: none"> <li>▪ Photography</li> <li>▪ Videography</li> <li>▪ Writer / editor</li> <li>▪ Journalist</li> </ul>
<b>Procurement of materials and equipment</b>				The budget contains the following costs : <ul style="list-style-type: none"> <li>• Marketing materials</li> <li>• Printing</li> </ul>
<b>Other costs</b>				The budget contains the following costs :

				<ul style="list-style-type: none"> <li>• Domain registration</li> <li>• Website hosting, internet traffic, search engine</li> <li>• Software licences</li> <li>• Copyright fees</li> <li>• Media campaigns</li> <li>• Media monitoring tools</li> <li>• Other associated costs that are necessary to the successful project execution (please specify in the offer)</li> </ul>
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## 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 GH2 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

## 7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToRs. 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 (language).

The complete tender must not exceed 10 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. External content (e.g. links to websites) will also not be considered.

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 each. They 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).

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.

## **8. Option**

Not applicable.

## **9. Outsourced processing of personal data**

The execution of the contract may be associated with processing of personal data by the contractor on behalf of the GIZ, such as (but not limited to) names and contact information. Such data processing shall be carried out only on behalf of and in accordance with the instructions of the GIZ. Therefore, the GIZ and the contractor shall conclude a contract for commissioned processing (AuV) in accordance with Article 28 GDPR. It shall be annexed to these tender documents.

The bidder must set out the technical and organizational measures (TOM) it takes to ensure a high level of data protection and data security in an annex to its bid. This also applies if the bidder has already been audited by the contractor in the past. Details on the relevant TOM can be found at the end of the AuV (see section "Note on technical organizational measures (TOM)"). The TOM of the bidder/contractor must reflect the state of the art, the nature, scope, context and purposes of the processing of personal data, as well as the risk to the rights and freedoms of the data subjects. The contractor should also indicate in its bid all relevant certifications it has (e.g., according to ISO 27001). After a positive review, the contract is concluded with the Annex AuV.

Additionally, the contractor must help the GIZ comply with data protection principles and formalities.

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, in particular the Art. 44-50 GDPR. 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.

Where the contractor is not subject to the GDPR and the applicable laws do not contain any explanation on the data protection principles and rights mentioned here, the definitions and meanings provided by the GDPR (Regulation (EU) 2016/679) could be helpful. The GIZ is available to support the contractor whenever need arises.

Assessments, reports, surveys, or any other data and information shared with GIZ must be provided strictly anonymously, meaning that any information relating to an identified or identifiable natural person ('data subject') must be excluded. Specifically, data relating to e.g., gender, age, health, religion, or ethnicity must be provided in an aggregated manner.

## 10. 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 13<sup>th</sup> **October 2023** all documents must be in PDF, **quoting Reference Number: 83446971 in the Subject line.**
- **Submission to any other email address may invalidate your bid.**
- 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.
  
- Participating more than once in same tender is not allowed and it will lead to your proposal as well as that of the company where you appear more than once being disqualified. The responsibility rests with the companies to ensure that their partners/experts are not bidding/participating more than once in same tender.
  
- **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.

Scientific data

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

## 11. Annexes

- H2.SA Project Factsheet
- Cooperation Logo Design Manual
- H2.SA communication strategy