

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

Development of Communication Strategy and Communication Materials	Project number/ cost centre: 2021.2258.8
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0. List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
DoH	Department of Health
DSI	Department for Science and Innovation
FK	Expert
FKT	Expert days
KZFK	Short-term expert
SAHPRA	South African Health Product Agency
SAVax	Vaccines for Africa: Roll-out and Production in South Africa
ToRs	Terms of reference

1. Context

The project “Vaccines for Africa: Roll-out and Production in South Africa” (SAVax) was commissioned in October 2021 by the German Ministry for Economic Cooperation and Development (BMZ) and is implemented by GIZ in cooperation with the Department of Health (DoH) and the Department of Science and Innovation (DSI) between January 2022 and December 2025. SAVax’s objective is to improve access to high-quality vaccines for all population groups in South Africa. In order to achieve this objective, the project works along two components:

- (a) support to the COVID-19 vaccine roll-out and pandemic preparedness in South Africa and
- (b) strengthening the main stakeholders for local manufacturing of vaccines in South Africa for Africa.

Under the roll-out component, SAVax will provide technical support to the Department of Health focused on strengthening policy, organisational and delivery capacity for vaccination rollout and pandemic preparedness. On the African continent, South Africa has been most severely affected by COVID-19. This is reflected in the number of deaths as well as the extra pressure exerted on the public health system.

Under the production component, SAVax supports the Department of Science and Innovation in skill development in the vaccine production ecosystem in South Africa, the South African Health Product Agency (SAHPRA) concerning trainings on key regulatory processes and the digitalization of central work-processes, and the capacity development for market analysis and market-shaping measures regarding vaccines produced in South Africa.

The focus of the terms of reference (ToR) is on the development of communication materials for the project. The objective of the assignment is to develop a coherent communication strategy for SAVax and to support the development of identified communication tools and materials including social media, text writing/editing, layout and design of publications. Better communication of results on vaccine production and pandemic preparedness will help SAVax showcase its relevance to partners, the donor as well as the general public.

2. Tasks to be performed by the contractor

Within the framework of this contract, the contractor will provide a range of communication and design services in close coordination with SAVax communications staff and technical advisors (and relevant partners where applicable).

The contractor is responsible for providing the following services:

1. Develop a communications strategy, including timelines and responsibilities in cooperation with the project staff
 - Review current strategy and related current communications products and identify updates and future requirements
 - Establish internal systems and templates to ensure easier internal delivery of communications in the future
 - Identify stories and case studies and create products from them
2. Production of communication materials in advance as well as on an ad-hoc basis
 - Content development and design of print communication materials like factsheets, posters, banners, etc.

- Content development and design of online communication materials and/or tools like PowerPoint presentations, social media posts, etc.
 - Development and design and editing of photographs, graphs and graphics
 - Development of branded materials including the design, layout and production
 - Photo production on the ground to complement the communications activities or to update communication materials when necessary
3. Proofreading and editing of texts, this also includes research on background information that might be needed for text revisions.

Materials developed might need to be translated into German by the contractor.

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

Milestones/process steps/partial services	Deadline/place/person responsible
Initial Planning Meeting	Within 2 weeks of contract start
Communication strategy developed	Within 1-2 months of contract start
Development of materials	Ongoing
Proofreading/editing of text	Ongoing

Period of assignment: from 01.05.2024 until 31.12.2025.

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).

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 describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of the GIZ team? in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

Further requirements (1.7)

A special focus should be put on the work of the political partners (DoH and DSI) as well as SAHPRA and on the GIZ approach on gender and vulnerable population groups as the project addresses both groups specifically in the implementation. SAVax's work on these areas should be highlighted in communication materials.

The tender is required to include exemplary work (specifically work for development cooperation (GIZ projects), government, EU funded projects, NGO's).

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
- Responsibility for controlling the use of funds and financial planning in consultation with the person responsible for the assignment at GIZ and overall project management.

Qualifications of the team leader

- Education/training (2.1.1): university degree (German 'Diplom'/Master) in communication studies, media studies, communication management or equivalent
- Language (2.1.2): C2-level language proficiency in English
- General professional experience (2.1.3): 8 years of professional experience in designing, coordinating and implementing communication strategies and processes
- Specific professional experience (2.1.4): 7 years of experience designing/shaping communication management tools (editorial plans, monitoring dashboards, and similar)
- Leadership/management experience (2.1.5): 3 years of management/leadership experience managing communication projects
- Regional experience (2.1.6): 5 years of experience in projects in SADC (region), of which 2 years in projects in South Africa (country)
- Public sector or development cooperation (DC) experience (2.1.7): At least 2 GIZ projects or 2 government project, EU experience would be an asset

Short-term expert pool with minimum 1, maximum 3 members

For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV for each pool member (see below Chapter 7 Requirements on the format of the bid) for the assessment.

Tasks of the short-term expert pool

- Design/development of communication strategy
- Design/development of communication materials
- Proofreading/editing of texts

Qualifications of the short-term expert pool

- Education/training (2.6.1): 1-2 experts with university qualification (German 'Diplom'/Master) in graphic/multimedia design or equivalent field, 1 experts with university qualification (German 'Diplom'/Master) in marketing or equivalent field
- Language (2.6.2): 1-2 experts with C2-level language in English
- General professional experience (2.6.3): 1-2 experts with 5 years of professional experience in graphic design sector the sector, 1 expert with 5 years of professional experience in the communication and media research, verbal communication, strategy communication, audio-visual communication sector
- Regional experience (2.6.5): 1 expert with 2 years of experience in SADC region
- Public sector or Development cooperation (DC) experience (2.6.6): 2 experts with at least one project with DC or government

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

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 (CO₂ 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 CO₂ efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO₂ 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

Designation of TL	1	40	40	
Designation of short-term expert pool	3	40	120	
Travel expenses	Quantity	Price	Total	Comments
Per-diem allowance in country of assignment	10	24	240	
Overnight allowance in country of assignment	10	20	200	
Transport	Quantity	Price	Total	Comments
International flights	0			Travel to the place of service delivery
Domestic flights	10	400	4000	Flights within the country of assignment during service delivery
CO₂ compensation for air travel	0			A budget is earmarked for settling carbon offsets against evidence.
Travel expenses (train, car)	10	25	250	Travel within the country of assignment, transfer to/from airport etc.
Other travel expenses	0			e.g. visa costs
Fixed travel budget	0			A budget is earmarked for national travel in South Africa.
Other costs	Number	Price	Total	Comments
Flexible remuneration	1	1000	1000	A budget of EUR 1000 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.
Workshops	1	750	750	The budget contains the following costs for a digital or in person workshop.

Subcontracts	1	2000	2000	The budget contains the following translation costs.
Procurement of materials and equipment	0			The budget contains the following costs .
Local contributions	0			The contractor administers the following local <i>contributions</i> in accordance with Section 2.7 AVB: .
Other costs	0			The budget contains the following costs .

Workshops and training

Please describe in your concept how you implement GIZ's minimum standards for sustainable event management (see annexes to the terms of reference).

The contractor implements the following workshops/study trips/training courses:

- 1 digital or in person workshop on the presentation of the communication strategy for the SAVax team

6. 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.

1. Other Requirements

- Please submit your proposal (technical and price proposal) in separate files/folder to ZA_Quotation@giz.de no later than **5th April 2024** all documents must be in PDF.

- 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