

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

CONFIDENTIAL

H2Uppp: Videography and photography support for three PtX PPPs **Project number/
cost centre:
G-012446-018**
Tender number

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1. Context

The International Hydrogen Ramp-up Programme (H2Uppp) by the German Federal Ministry for Economic Affairs and Energy (BMWE) operates in the energy and hydrogen sector and aims to promote green hydrogen (H₂) projects and the hydrogen market development in selected developing and emerging countries. H2Uppp focuses on the early phase of project development. The program is a global initiative currently in its second phase, running until the end of December 2026.

The program operates on three main pillars: identifying and preparing projects, implementing pilot projects through public-private partnerships (PPP), and conducting project-wide activities in regulation and trade. Additionally, the program continuously tracks monitoring, evaluation, communication, and gender issues.

H2Uppp supports the international hydrogen market ramp-up and assists German technology providers in foreign markets to ensure long-term global climate protection and the achievement of the Paris climate goals. The program closely coordinates with other instruments and actors such as the Export Initiative Energy and the German Chambers of Commerce Abroad (AHKs) in the partner countries. The program is part of the Green Hydrogen / Power-to-X Cluster (H₂/PtX-Cluster), which includes the PtX Hub, the Global Hydrogen Diplomacy (H₂-Diplo) initiative, and the Green Hydrogen Fund (GHF).

2. Tasks to be performed by the contractor

The contractor is responsible for achieving the objectives and indicators described in this document.

The core objective of the services offered is to create professional photos and videos for the three active PPP projects in the hydrogen/PtX sector in South Africa. These should be designed to be appealing and professional to effectively communicate the projects and enhance public perception. The videos should partially include animations to make complex content easily understandable.

In doing so, the programme seeks not only to build visibility, but to:

- Inspire future partnerships by showcasing successful use cases and project journeys.
- Develop marketing material for PPP projects for them to fund-raise.
- Inform key stakeholders (e.g. policymakers, funders, industry actors) about the project's role and contributions.
- Build brand recognition for H2Uppp and its collaborators as credible actors in the green hydrogen transition.

GIZ seeks to commission a contractor with proven experience in visual storytelling, creative production, and technical media documentation, particularly in contexts involving renewable energy, infrastructure, or public-private development projects

The contractor is responsible for providing the following work packages and for achieving the corresponding milestones:

Work package 1: Videography

- Capture and produce three videos (4 – 5 minutes) – one per supported PPP project – summarising each project’s approach, strengths, societal relevance, and H2Uppp’s support.
- Production includes scriptwriting (in cooperation with GIZ and PPP partners) as well as directing.
- Where applicable, conduct short stakeholder interviews (on-site or pre-arranged) with programme representatives, company executives, or partners to enhance storytelling.
- Videos should include:
 - Branded intro/outro (based on H2Uppp and GIZ guidelines).
 - Selective use of animations to clarify technical details and system relationships
 - Subtitles and audio mixing.
 - Light musical backing (license-cleared).
 - Overlaid text for speaker names, titles, and locations.
- Deliver in both full-resolution and social media-friendly formats.
- Derive one short-form video (1 – 2 minutes) from each of the three videos.
- Ensure that everyone depicted in a video has given written consent to being filmed, in accordance with the EU General Data Protection Regulation (GDPR). GIZ will provide the necessary forms.

The order includes up to four correction loops per video.

Milestones for work package 1	Delivery period
Script/storyline for three videos proposed by bidder	31.05.2026
Script/storyline for three videos approved by GIZ and PPP projects	30.06.2026
Videos and short-form videos for first two PPPs completed	01.09.2026
Videos and short-form video for third PPP completed	01.11.2026

Work package 2: Photography

- Capture high-quality still photographs of the three PPPs – either during on-site photo shoots or during events / workshops (e.g. stakeholder engagements, business case labs, public-private partnership launches, H2Uppp-branded events).
- Deliver edited and curated image sets per event (min. 25 images/PPP), including:
 - Wide shots, key speakers, audience interaction, group shots.
 - Photos suitable for media use, web, social media, and reports.
 - Include information on event, copyright and an alt text in the IPTC photo metadata for each photo (e.g. by using viewers like Irfanview for entering these infos
- Ensure photos are edited for clarity, brightness, colour correction, and resized according to different use cases (e.g. high-res for print; web-optimised).

Milestones for work package 2	Delivery period
Approved work plan for photo shoots of three PPPs	30.06.2026
Photographs for first two PPPs submitted and approved	01.09.2026
Photographs for third PPP submitted and approved	01.11.2026

Technical Requirements

- All content must be delivered in editable and finalised formats (e.g. RAW/JPEG/PNG for images; MP4 and project files for videos; source files for animation).
- Files must be organised and labelled clearly, with folders per activity.
- Delivery must meet GIZ security and GDPR/data privacy guidelines (e.g. signed image release forms where needed).

The contractor agrees to deliver upon request video formats with no embedded subtitles plus SRT files to be used for Youtube

Period of assignment: from 01.05.2026 until 31.12.2026.

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

The contractor must undertake a critical examination of the ToRs and justify their **strategy** for delivering the services put out to tender (section 1.1.2 of the assessment grid), by:

- Explaining their script development process and how they will cooperate in this process with the three PPP owners;
- Highlighting how they intend to convey technical content in an approachable way that also places the PPPs in a wider PtX context;

Outlining how they will develop and use animations in their videos to aid storytelling.

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, timelines and milestones in accordance with Chapter 2.

Further requirements (1.7)

The tenderer is required to submit the following work samples:

- Five videos of a similar length (4 – 5 minutes) and of a similar storytelling purpose (i.e. explaining and contextualizing technical content to a wider audience) to the ones described in chapter 2.
- Three short-form videos derived from the submitted longer videos (see above)
- Three videos that make use of animations in a (similar) way that the contractor envisions to use for this assignment.
- Selection of 20 photos that showcase the tenderer's ability to capture outdoor locations, professional settings, and corporate events.

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 (project manager / videographer)

Tasks of the creative project manager

- 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
- Videography and photography as described in chapter 2

Qualifications of the team leader

- Education/training (2.1.1): university degree (German 'Diplom'/Master) in media studies.
- Language (2.1.2): C1-level language proficiency in English
- General professional experience (2.1.3): 10 years of professional experience in the communication, media and journalism sector
- Specific professional experience (2.1.4): 3 years of professional experience in videography in the development cooperation sector.
- Leadership/management experience (2.1.5): 2 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 2 years of experience in projects in South Africa
- Development cooperation (DC) experience (2.1.7): 3 years of experience in DC projects

Key expert 1 (scripting / storytelling)

Tasks of key expert 1

- Coordinate with the PPPs to jointly develop a story and narrative for their videos
- Scriptwriting for long-form and short-form videos for three PPPs
- Creative directing of videos

Qualifications of key expert 1

- Education/training (2.2.1): university degree (German 'Diplom'/Master) in journalism, literature studies or a related field.
- Language (2.2.2): C1-level language proficiency in English
- General professional experience (2.2.3): 7 years of professional experience in the communication, media and journalism sector
- Specific professional experience (2.2.4): 3 years of professional experience in scriptwriting / creative directing in the development cooperation sector
- Leadership/management experience (2.2.5): not applicable
- Regional experience (2.2.6): 3 years of experience in projects in South Africa
- Development Cooperation (DC) experience (2.2.7): 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 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 from the [German Federal Ministry of Finance – tax treatment of travel expenses and allowances for international business travel as of 1 January 2026 \(GERMAN ONLY\)](#)).

Accommodation allowances are reimbursed as detailed in the specification of inputs below.

With special justification, additional Accommodation costs up to a reasonable amount 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 has undertaken an obligation 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.

CO₂ emissions caused by air travel must 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	16	16	
Key expert 1	1	16	16	
Travel expenses	Quantity	Number per expert	Total	Comments
Fixed travel budget	1	2	1	<p>A budget is earmarked for travel to the following countries: South Africa.</p> <p>A fixed budget of ZAR 40,000 is earmarked for settling travel expenses against evidence.</p> <p>You can find further information on the travel expense budget in the 'Price schedule' document. Please use the 'Explanations' column in the price schedule to break down the individual items. Settlement is possible only until the budget is depleted.</p>
Other costs	Number	Price	Total	Comments
Flexible remuneration	1	55,000	55,000	<p>A budget of ZAR 55,000 is foreseen for flexible remuneration. Please incorporate this budget into the price schedule.</p> <p>Use of the flexible remuneration item requires prior written approval from GIZ.</p>
Subcontracts	1	120,000	120,000	<p>The budget contains the following costs: Subcontracted animation and or sound/music services.</p>

Workshops, events and trainings

Not applicable

6. Inputs of GIZ or other actors

Not applicable

7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. 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.

The complete tender must not exceed 5 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.

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

Not applicable

10. Annexes

Not applicable