

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

Strategic Communication and Marketing	Project number/ cost centre: G-012513-001; G- 011659-001; G- 011775-001
--	--

0.	List of abbreviations	2
1.	Context.....	3
2.	Tasks to be performed by the contractor	4
3.	Concept.....	10
	Technical-methodological concept	10
4.	Personnel concept.....	11
	Team leader – communications and public relations expert	11
	Expert 1: Communications and Public Relations Specialist	12
	Key expert 2: Communications and administration.....	12
	Key expert 3: Animation and graphic designer	13
	Key expert 4: Web and platform developer.....	13
	Key expert 5: Storytelling and content strategist.....	14
5.	Costing requirements	15
	Assignment of personnel and travel expenses	15
	Sustainability aspects for travel	15
6.	Requirements on the format of the tender	18
7.	Outsourced processing of personal data	18

0. List of abbreviations

AfCFTA	African Continental Free Trade Area
AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
BMZ	Federal Ministry for Economic Cooperation and Development
EAC	East African Community
EU	European Union
DEEP	Digital Economy, E-Commerce, E-Payment, and Public E-Services
FK	Expert
FKT	Expert days
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
KZFK	Short-term expert
SMEs	Small and medium-sized enterprises
ToRs	Terms of reference

1. Context

1.1. Background

This assignment is implemented on behalf of three GIZ programmes commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ):

- the East African Alliance for Digital Skills, AI Research and Innovation in the EAC (EAC Regional AI Alliance), and
- the Support to East African Integration (SEAMPEC II) programme.
- The Support to Pandemic Preparedness in the EAC (PanPrep) project

The East African Community (EAC) is undergoing rapid digital transformation, but significant disparities limit its ability to fully harness artificial intelligence (AI) for economic and social development. While countries like Kenya and Rwanda are emerging as regional AI leaders, others, including South Sudan, Burundi, and Somalia continue to lag due to limited digital infrastructure and institutional capacity. These gaps hinder regional integration and slow progress toward an inclusive digital economy.

The EAC Regional AI Alliance brings together universities, research institutions, the private sector and international partners to accelerate digital skills, AI research and innovation across the region. It focuses on practice-oriented training, applied research and a regional AI policy framework that responds to labour market needs in sectors such as agriculture, health and trade. By 2028, the Alliance aims, among others, to reach fifty thousand (50 000) of East Africans with practical AI teaching formats and to enable broad access to AI resources such as data and compute.

The “Support to East African Integration” programme works to improve framework conditions for economic growth in the EAC, e.g., by removing identified trade barriers and assisting the business sector in developing game-changing policy recommendations to inform government policy making decisions and for creation of a more conducive business environment. Furthermore, the programme assists selected economic sectors in their implementation of regional agreements that improve framework conditions for increasing value-addition. On the level of organisational development, SEAMPEC II strengthens the capacities of the EAC Secretariat to implement the EAC Development Strategy which focuses on increasing value-addition, industrial development, innovation and investment. As well as assisting the EAC to ensure high-quality communication of benefits of EAC integration to regional and international stakeholders.

The Support to Pandemic Preparedness in the EAC Region (PanPrep) project supports EAC Partner States to strengthen the prevention, preparedness, and response to infectious disease outbreaks with epidemic potential. Implemented through a regional approach and involving stakeholders from all Partner States, the project works with the EAC Secretariat to build institutional, individual, and community capacities that enable a uniform, effective, and coordinated response at both regional and national levels. In doing so, PanPrep recognises the importance of continuity of essential health services during public health emergencies and supports systems that safeguard access to outbreak-response and essential health commodities, including Sexual and Reproductive Health and Rights (SRHR). Anchored in a One Health approach that integrates human, animal, environmental health and other sectors,

PanPrep focuses on four areas of intervention, including rapid response capacities and risk communication; One Health and food safety; improving medical commodities availability as

well as decentralised laboratory strengthening. In this regard, the project aims to advance its outreach to various target audiences as a key contributor to health security by focusing on practical and achievable communication actions with the guiding narrative: *“Strengthening East African Health Systems through a One Health Approach Integrated with Public-Private Partnerships to Protect the World from Pandemics”*

1.2. Objectives

The overall objective of this assignment is to design and implement an integrated digital outreach campaign and content production package for the EAC and its institutions, the Inter University Council for East Africa (IUCEA), the East African Science and Technology Commission (EASTECO) and the EAC Secretariat. To this end, the EAC Regional AI Alliance, SEAMPEC II, and PanPrep require modern, coherent communication approaches that make complex regional initiatives tangible for citizens, opinion leaders and partners.

Specific Objectives

The assignment therefore aims to:

- Demonstrate how digital skills, AI, improved trade policy and business framework conditions, and pandemic preparedness contribute to economic growth and regional integration in the EAC, ensuring clear and consistent communication to strengthen stakeholder engagement.
- Reach at least 150,000 East Africans with information on the Jumuiya e-Academy, the EAC AI Alliance and PanPrep, highlighting learning opportunities, career pathways and programme impacts through GIZ and partner platforms.
- Equip EAC institutions and GIZ with high-quality, reusable digital and multimedia communication tools (including web content, toolkits, videos, stories, factsheets and social media assets) to support sustained outreach and engagement across programmes.

These Terms of Reference outline the services to be delivered by a communications and digital marketing provider in support of the EAC AI Alliance, SEAMPEC, and PanPrep as detailed in Chapter 2

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

Work Package 1: Digital Outreach Campaign (website, toolkit, social media, micro influencers and communities)

The Consultant shall design and implement an integrated digital outreach campaign that mobilises at least 150,000 East Africans through coordinated use of web platforms, social media, WhatsApp communities and micro-influencers. The following is expected under this work package:

1. Inception Report and Outreach Strategy

The Consultant shall develop an inception report and integrated outreach strategy covering SEAMPEC II, the EAC AI Alliance and PanPrep. This shall include:

- Assessment of communication needs, priorities, existing messaging approaches and stakeholder groups across the three programmes.
- Definition of the channel mix and language approach (English, French; Kiswahili if required).
- Development of content formats, a publishing calendar and KPIs, including outreach and engagement targets.
- Development of a clear work breakdown structure for implementation.

2. Web page/landing page (full-service)

- Design, develop and maintain a web page/landing page for the EAC AI Alliance (hosting to be clarified with the Client) which highlights:
 - ✓ The Alliance vision, mission, partners and activities, AI career pathways (developer, researcher, policy expert, data engineer, etc.)
 - ✓ Learning offers from various partners of the Alliance, with clear calls to action.
 - ✓ Success stories from researchers, innovators and role models from the region.
- Use an open-source CMS or framework and ensure the website is:
 - ✓ Mobile-first and low-bandwidth friendly
 - ✓ Accessible and usable across EAC Partner States
 - ✓ Easy to update by EAC, IUCEA and EASTECO staff without advanced technical skills.
- Integrate basic analytics (e.g. tracking visits, click-throughs to partner learning content) and simple dashboards to monitor performance.
- Provide technical documentation and short training for the Client's and/or partners staff on how to update and maintain the site after contract end.

NB: All web code and configuration developed under this contract shall be based on open-source components, and the Consultant shall grant GIZ, EAC, IUCEA and EASTECO full rights of use and modification.

- Optimisation of the [EAC–Germany](#) website (Strapi CMS) to improve usability, visual clarity and content flow across sector and project pages, strengthening communication of regional integration and programme results. This will be implemented using existing CMS functionalities, in collaboration with the current EAC-Germany web developer and without structural changes to the platform.
- Develop and update PanPrep-related content on the EAC–Germany website and partner platforms on a monthly basis, including stories, news articles and programme updates.

3. Career and Learning Toolkit

- Development of a concise, visually engaging AI Career & Learning Toolkit for learners, universities, partners and influencers across the EAC. The toolkit will:
 - ✓ Map key AI-enabled career roles and entry points relevant to East Africa, including technical, policy and sector-specific profiles (e.g. AI engineer, data scientist, AI policy expert, and AI applications in agriculture, health and trade).
 - ✓ Show how learners can progress into these roles through learning opportunities offered by the Jumuiya e-Academy and the EAC AI Alliance.
 - ✓ Produce a toolkit in English and French including key messages, captions and visual materials (infographics/posters) explaining sector opportunities, learning options and career pathways.

- ✓ Include practical guidance for women and under-represented groups on entering AI and digital careers.

The toolkit should provide sufficient content and visual assets (indicatively 100) to support sustained outreach and engagement over an extended period across digital and partner channels. It should be integrated into the web page and made available as a downloadable PDF.

4. Content and Channel Strategy

The Consultant shall plan and implement the use of different communication channels such as X, BlueSky, LinkedIn, Instagram and WhatsApp to share programme content. This includes:

- Development of platform-specific content plans and publishing schedules.
- Prepare and publish content across EAC, GIZ and partner platforms, including up to three web stories/articles per month, at least three opinion pieces with key stakeholders, and developing visual assets (e.g. infographics, photos and short clips).
- Build a network and engage with relevant regional and international media, including building relationships and supporting the placement and amplification of selected content.
- Monitor performance and adjust content and channel use accordingly.

5. Social Media Content Production and Management

The Consultant shall:

- Where necessary develop and manage social media channels together with partners for various thematic areas i.e., digital economy and invest East Africa channels.
- Produce and schedule content derived from the programme priorities e.g. career pathways, jumuiya e-academy campaigns, international health days etc.,) into platform-specific formats (posts, threads, reels, short videos, infographics).
- Propose and implement a limited paid promotion plan for high-level thematic topics subject to Client approval.
- Facilitate cross-posting and amplification through EAC, GIZ and partner platforms and manage basic community interaction/engagement.

An indicative benchmark of approximately 200-250 posts (all languages combined) is expected to generate substantial outreach, measured through impressions, engagement rates, click-throughs to the website and applications or registrations for course offerings.

6. Micro-Influencer Programme

The Consultant shall design and implement a regional micro-influencer programme to promote AI-enabled careers, regional integration and programme priorities. This includes:

- Identification and shortlisting of micro-influencers in each EAC Partner State (indicatively 1 or 2 per country, e.g. tech creators, opinion leaders, youth leaders, women in STEM, edtech and AI champions, campus communities).
- Transparent selection criteria (audience authenticity, relevance, gender balance, content quality, compliance with ethical standards).
- Development of a micro-influencer toolkit (key messages, brand guidance, content dos and don'ts, ethical and safeguarding standards).
- At least one virtual onboarding and briefing session
- Co-creation and dissemination of influencer content (e.g. reels, short videos, campus-based content).
- Use of trackable links or QR codes directing audiences to the content featured in the web platforms and learning offers.

- Ongoing monitoring of compliance with GIZ, EAC and data protection standards. Indicatively, the micro-influencer programme shall generate at least 3-4 coordinated campaigns during the assignment and generate 40 – 60 influencer posts across platforms.

7. WhatsApp Messaging Communities

The Consultant shall establish and manage WhatsApp messaging communities to support targeted outreach and engagement. This includes:

- A community engagement concept and group structure (e.g. country-based, university-based or thematic sectors).
- Moderation and safeguarding guidelines (code of conduct, escalation procedures, posting rules).
- Regular sharing of adapted campaign content (short texts, images, PDFs, voice notes, short videos) linked to the web platform and learning opportunities.
- Alignment with key programme milestones (e.g. trainings, applications, events/campaigns).

In summary key deliverables for work package 1 include:

- 1. Inception report and outreach strategy**, including assessment of communication needs, target audiences, key messages and implementation approach across all programmes.
- 2. Web platform outputs and monthly content updates**, including development of AI Alliance website, optimisation of the EAC–Germany website and regular publication of programme content.
- 3. Career & Learning Toolkit**, including development of a web-integrated and downloadable toolkit with key messages, visuals and learning pathways.
- 4. Multi-channel campaign implementation**, including content planning, publishing schedules and coordinated use of EAC, GIZ and partner platforms.
- 5. Social media, influencer and community engagement**, including content production, micro-influencer campaigns and WhatsApp-based outreach.
- 6. Media engagement outputs**, including development and placement of articles and opinion pieces with regional and international media.
- 7. Monitoring and reporting**, including regular analytics tracking and a final performance report with results and recommendations.

Work Package 2: Multimedia Production, Media Engagement and Event Visibility

The Consultant shall produce multimedia content and support external visibility of programme activities across SEAMPEC II, the EAC AI Alliance and PanPrep. The following is expected under this work package:

1. Video Content

- Development of concepts, scripts and storyboards in close coordination with partners.
- Filming on location in selected EAC Partner States and/or remote recording, using approaches such as remote interviews, existing footage and AI-supported production tools to illustrate user experiences, beneficiary stories and real-world applications supporting the Toolkit.
- Production of at least 15 short videos (30–90 seconds) optimised for social media and 3 feature videos (2–4 minutes) showcasing learners, researchers, innovators or policymakers.

- Delivery in broadcast-quality and web-optimised formats, including subtitling for multi-platform use (English/French where relevant).

2. Photography

- Capture high-quality, rights-cleared photographs of selected events and activities
- Delivery of a structured image library (indicatively 200 images) with captions and consent documentation.

3. Flagship Communication Materials and Media Outputs

- Development of selected flagship communication materials, including beneficiary stories, programme factsheets, presentation decks and thematic features, translating technical content into clear, audience-friendly formats in line with GIZ editorial standards.
- Development of media kits for major campaigns and events.
- Development and dissemination of press releases for key milestones and events.
- Engagement with relevant regional and international media, including support to content placement and visibility

4. Flyers and Visual Assets:

- Development of visual communication assets (indicatively 150 assets) highlighting programme activities and results across AI Alliance, regional Integration and PanPrep including infographics, digital and printable flyers, quote cards and related formats.

5. Monitoring, Reporting and Learning

- Tracking of communication outputs, media coverage and partner contributions.
- Monitoring of digital performance, including reach, impressions and engagement.
- Preparation of monthly analytics updates and quarterly performance reports

6. Rights of Use and Handover

- Full, unrestricted rights of use for GIZ, EAC, IUCEA and EASTECO across all media.
- Where feasible, content provided under an appropriate Creative Commons licence (e.g. CC BY 4.0).
- Delivery of all editable source files and final outputs in a structured archive with a clear content inventory.

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

Milestones/process steps/partial services work package	Duration
Work package 1: Digital Outreach Campaign	
Inception Report and Integrated Outreach Strategy	September 2026
Web Development & Optimisation (AI Alliance web page, optimisation of EAC–Germany website, setup of analytics/dashboard, technical documentation and training)	November 2026
Monthly Website and Partner Platform Content Updates (including stories, news and programme updates on EAC–Germany and partner platforms)	September 2026 – November 2027
Career & Learning Toolkit (web-integrated + downloadable, EN/FR, including visuals and learning pathways)	October 2026
Content & Channel Strategy/publishing framework	September 2026
Social media content production and campaign implementation	September 2026 – November 2027
Micro-influencer programme and WhatsApp community engagement	November 2026 – November 2027
Media Engagement and Content Placement (op-eds, amplification through relevant regional/international media)	November 2026 – November 2027
Monitoring, reporting and learnings (quarterly analytics and final report)	December 2026 – November 2027
Work package 2: Multimedia Production, Media Engagement and Event Visibility	Duration
Video Content Production (concepts, scripting, production of 15 short videos + 3 feature videos, editing, subtitling, multi-format delivery)	October 2026 – November 2027
Photography and Image Library (event coverage, curation and structured archive with captions and consent)	September 2026 – November 2027
Flagship Communication Materials and Media Outputs (factsheets, decks, beneficiary stories, media kits, press releases, media engagement and placement)	October 2026 – November 2027
Flyers and Visual Assets Production (infographics, templates, campaign visuals, print/digital materials)	October 2026 – November 2027
Monitoring, Reporting and Learning (analytics inputs, quarterly + final reporting)	September 2026 – November 2027

Rights of Use and Content Handover (structured archive, documentation, file management)	November 2027
---	---------------

The allocation of expert days across tasks and deliverables is indicative and may be adjusted during implementation in agreement with GIZ to respond to emerging needs and priorities.

The Consultant shall ensure that any reallocation of effort remains within the total contracted expert days and continues to support the achievement of the defined objectives and KPIs.

The exact process of planning, schedule and milestones are to be proposed by the Consultant and agreed with the Client during the kick-off meeting.

- The Consultant is responsible for selecting, preparing, training and steering the international and national, short and long-term experts assigned to perform the advisory tasks.
- The Consultant provides equipment and supplies (consumables) and assumes the associated operating and administrative costs.
- The Consultant manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.
- The Consultant reports regularly to GIZ in accordance with the current AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

Period of assignment: from **01 September 2026** until **30 November 2027**.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 0 (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 0 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. These may include actors leveraged for dissemination and mobilisation.

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). This could include regular meetings, online tools and proven approaches that have worked in the past managing part-time expert pools.

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 0 (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 other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**, in particular how lessons from this assignment can be used for future similar assignments.

The tenderer is required to describe their approach and procedure for **project management (1.6)** in coordination with the project, draw up a personnel assignment plan including explanation and specification of expert months, and describe its backstopping strategy.

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 6), 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 – communications and public relations expert

Tasks of the team leader

- Overall responsibility for all work packages of the contractor (quality and deadlines).
- Coordination and assurance of communication structure with GIZ, partners and others involved in the project on feedback and deadlines.
- Provide overall creative direction and management of deliverables.
- Manage financial and administrative tasks (e.g., setting a budget, organising logistics, etc.).
- Staff management, in particular identifying the need for short-term assignments within the available budget, planning and steering assignments and supporting local and international experts.
- Management of subcontractors.
- Ensuring that monitoring procedures are carried out, as required.
- Regular reporting in accordance with deadlines.

Qualifications of the team leader

- Education/training (2.1.1): Master's degree in public relations, marketing, journalism, mass communications or related field.
- Language (2.1.2 Fluency in English required; knowledge of French and/or Kiswahili is an additional value to the assignment.
- General professional experience (2.1.3): 10 years in strategic communication and public relations sector.
- Specific professional experience (2.1.4): 8 years in project management and strategic communications involving political stakeholders
- Leadership/management experience (2.1.5): 7 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 5 years of experience working in Africa with affiliate partners, with demonstrable experience in strategic communications, communications

capacity development, stakeholder engagement, and the communication of development and regional integration initiatives.

- Development cooperation (DC) experience (2.1.7): 3 years of experience in DC projects.
- Other (2.1.8): Proven track record in the field of cross-media communication strategies and campaigns, diversity management, flexibility in the delivery of work, excellent writing and reporting skills.

Expert 1: Communications and Public Relations Specialist

Tasks of expert 1

- Develop and implement comprehensive and effective communication strategies that align with the Clients' objectives and values.
- Ensure storytelling, promotional and other assets are aligned with the Clients' guidelines.
- Contribute to the design and update of the AI Career Path Toolkit and related content
- Collaborate with cross-functional teams to ensure consistent messaging and branding across all communication channels.
- Support reporting and documentation

Qualifications of Expert 1

- Education/training (2.2.1): Bachelor's degree in public relations, marketing, journalism, mass communications or related field
- Language (2.2.2): Fluency in English required; additional languages such as Swahili or French is an asset
- General professional experience (2.2.3): 7 years in the Communications and Public Relations sector
- Specific professional experience (2.2.4): 3 years of professional experience in project management and strategic communications involving political stakeholders
- Leadership/management experience (2.2.5): Demonstrated experience in management or leadership of projects
- Regional experience (2.2.6): 3 years of experience working in Africa with affiliate partners, with demonstrable experience in strategic communications, communications capacity development, stakeholder engagement, and the communication of development and regional integration initiatives.

Key expert 2: Communications and administration

Tasks of expert 2

- Work closely with members of the expert pool and Client to determine unique ways to spread awareness about programme(s) and activities on digital platforms
- Develop and implement a digital marketing strategy and track performance
- Oversee the creation, management and analysis of social media content
- Manage influencer and community campaigns and monthly analytics
- Support optimisation of the website and landing pages for digital campaigns

Qualifications of Expert 2

- Education/training (2.2.1): Bachelor's degree in digital marketing, communications, public relations, information technology, or related field
- Language (2.2.2): Fluency in English required; additional regional languages such as Swahili or French is an asset

- General professional experience (2.2.3): 5 years in digital communications and marketing
- Specific professional experience (2.2.4): 3 years in development of strategic digital communications concepts and products as well as management of monitoring and evaluation tools
- Regional experience (2.2.6): 2 years of experience in the EAC region

Key expert 3: Animation and graphic designer

Tasks of expert 3

- Work closely with members of the expert pool and Client to understand the goal of a design assignment, brainstorm ideas, and share feedback at every stage of a project.
- Design products that will effectively spread awareness on programme(s) and activities
- Use design software to produce visually appealing designs
- Create visual elements like icons and illustrations to best communicate the message intended for each product or material
- Use appropriate brand guidelines, prescribed colour palette, typography, and graphic components to create visually appealing and attention-grabbing works of art
- Ensure artwork is correct and supplied in the right format/sizes/colour codes before being sent to press and production facilities

Qualifications of Expert 3

- Education/training (2.2.1): Bachelor's degree in visual arts, Fine Arts, Graphic Design, Visual Communication or related field
- Language (2.2.2): Fluency in English required
- General professional experience (2.2.3): 4 years in graphic design
- Specific professional experience (2.2.4): 2 years' experience in animations and AI tools usage

Key expert 4: Web and platform developer

Tasks of expert 4

- Lead the technical design, development and maintenance of the EAC AI Alliance web page / landing page
- Configure and customise an open-source CMS or framework
- Implement analytics, basic integrations (e.g. links to partner platforms, newsletter if applicable) and performance optimisation
- Ensure security, accessibility and low-bandwidth friendliness
- Prepare technical documentation and train Client staff for handover

Qualifications of Expert 4

- Education/training (2.2.1): Bachelor's degree in computer science, Software Engineering, Web Development or related field
- Language (2.2.2): Fluency in English required; additional regional languages such as Swahili or French is an asset
- General professional experience (2.2.3): 4 years in web development
- Specific professional experience (2.2.4): 3 years' experience in developing and maintaining CMS-based websites and/or static site generators
- Other (2.4.8): Experience with open-source projects, responsive design and web accessibility is an advantage. Examples to be provided.

Key expert 5: Storytelling and content strategist

Tasks of expert 3

- Lead story identification, narrative development and editorial quality across web, toolkit, videos and social media
- Develop scripts for videos and support interview preparation
- Ensure alignment of storytelling with the EAC AI Alliance's objectives and GIZ editorial standards
- Support conceptualisation and drafting of the AI Career Path Toolkit and stories

Qualifications of Expert 5

- Education/training (2.2.1): Bachelor's degree in communications, Journalism, Creative Writing or related field
- Language (2.2.2): Fluency in English required; additional regional languages such as Swahili or French is an asset
- General professional experience (2.2.3): 5 years in producing written and audiovisual content
- Specific professional experience (2.2.4): 3 years' experience in human-interest storytelling, campaign copy and/or scriptwriting
- Development cooperation (DC) experience (2.1.7): 1 years of experience in DC projects

Expert X: Pool 1 'Videography, Audiovisual and Multimedia Experts' with 2 experts

(section 2.X of the assessment grid) In derogation from the number of experts mentioned above, CVs must be added to the tender. The ability of the tenderer to offer the pool of experts required here is assessed solely on the basis of these exemplary CVs.

The actual number of experts assigned from the pool may differ from the number of experts required in section 4 of the Terms of Reference. For experts not named in the tender, GIZ must confirm before the assignment that their qualifications are equivalent to those of the short-term experts proposed in the tender.

Tasks of the expert pool

- Work closely with members of the expert pool and Client to understand the goal of video assignments, brainstorm ideas, and share feedback at every stage of a project
- Drive video projects from pre-production to post-production to achieve engaging video content whilst maintaining appropriate brand integrity
- Draft relevant script and storyboard inputs together with Key Expert 5
- Create quality multimedia storytelling using photography, videography and text
- Record/edit voice-overs if necessary and edit into footage
- Select and implement special visual effects, music, and special audio for each video as required
- Develop multimedia and visual materials according to the needs of each communication product
- Create content using video, photography, graphics, illustrations, animation and sound
- Support the preparation of content for different platforms and formats
- Provide technical support where required

Qualifications of the expert pool

- Education/training (2.6.1): All 2 experts with bachelor's degree Multimedia and Audio Visual, Computer Graphics, Fine Arts, Visual Communication or related field.

- Language (2.6.2): All 2 experts with fluency in English required; additional languages such as Swahili or French is an asset
- General professional experience (2.6.3): All 2 experts with minimum 5 years in delivering high-quality audio and visuals, videography, photography or video production and editing
- Specific professional experience (2.6.4): All 2 experts with at least 5 years of professional experience in creating appealing and engaging multimedia content across various platforms.
- Other (2.1.8): Proven track record on storytelling ability through visual media, experience with drones and aerial photography/videography, knowledge and a good understanding of motion graphics. As well as proficiency in Adobe Creative Suite to translate creative concepts into impactful visuals, knowledge in fields related to the communication products, expertise in video conferencing and broadcast systems, and the use of different media platforms. Examples to be provided.

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

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 (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	25	25	Overall coordination, strategic oversight, quality assurance, high-level stakeholder engagement and reporting
Designation of key expert 1	1	54	54	Media engagement, stakeholder communication, editorial outputs and positioning
Designation of key expert 2	1	102	102	Digital campaign implementation, social media management, analytics and performance tracking
Designation of key expert 3	1	44	44	Visual design, multimedia assets, branding and video support
Designation of key expert 4	1	23	23	Website optimisation, landing page development and technical support
Designation of key expert 5	1	54	54	Narrative development, content creation, scripts and editorial support
Designation of Expert Pool	2	34	68	Video production, filming and field content capture, editing, post-production and multimedia formatting
Travel expenses	Quantity	Number per expert	Total	Comments
Per-diem allowance in country of assignment				
Overnight allowance in country of assignment				

Transport	Quantity	Number per expert	Total	Comments
International flights				Travel to the place of service delivery
Domestic flights				Flights within the country of assignment during service delivery
CO ₂ compensation for air travel				A fixed budget of EUR is earmarked for settling carbon offsets against evidence.
Travel expenses (train, car) • •				Travel within the country of assignment, transfer to/from airport etc.
Other travel expenses				e.g. visa costs
Fixed travel budget				A budget is earmarked for travel to the following countries: EAC partners states. A fixed budget of EUR 10000 is earmarked for settling travel expenses against evidence. 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.
Other costs	Number	Price	Total	Comments
Flexible remuneration				A budget of EUR 3960 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				The budget contains the following costs .

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

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 2 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.

7. Outsourced processing of personal data

When the GIZ hires a contractor to develop or upgrade a data processing system (platform, website, app etc.) on behalf of a local partner, who determines the purposes and means of the data processing activity, the GIZ does not bear ANY responsibility for such processing. Although the GIZ builds such systems in conformity with the highest data protection standards, however, its responsibilities end with the handing over of the systems to the partner. As a data controller, the partner must ALONE comply with all local and regional laws applicable to such processing (including the GDPR, where applicable). Consequently, 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 should be paid due attention. We equally recommend the

partner to conclude data protection agreements with the hosting service provider(s) and the maintenance service provider(s), where applicable. The GIZ would be available to support the partner whenever need arises.