

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

CONFIDENTIAL

CONSULTANCY SERVICE TO TRAIN 2500 TRAINERS TO SUPPORT THE IMPLEMENTATION OF SOCIAL BEHAVIORAL CHANGE COMMUNICATION ACTIVITIES.	Project number/ cost centre: G-012232-415
	Tender number

0.	List of abbreviations	2
I.	General information.....	3
1.	Brief Information on the develoPPP Programme	3
2.	Context.....	3
3.	Objective	3
4.	4.0 Duration of Assignment	3
5.	Tasks to be performed by the contractor	3
6.	Deliverables	4
II.	Tender requirements	4
1.	Qualifications of proposed Staff.....	4
	Technical-methodological concept	Error! Bookmark not defined.
	Project management of the contractor (1.6)	5
	Further requirements (1.7).....	5
7.	Personnel concept.....	5
	Team leader	5
	Short-term expert pool with minimum 3, maximum 4 members	6
8.	Costing requirements	7
	Assignment of personnel and travel expenses	7
	Sustainability aspects for travel	7
9.	Inputs of GIZ or other actors.....	8
10.	Requirements on the format of the tender	8

0. List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToR	Terms of reference

I. General information

1. Brief Information on the develoPPP Programme

develoPPP is a funding initiative by the German Federal Ministry for Economic Cooperation and Development (BMZ), implemented jointly with GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and DEG Impulse GmbH. The programme bridges development goals with private-sector activity, fostering partnerships where companies contribute business alignment and expertise, while GIZ brings development-policy knowledge, field experience, and a global network.

2. Context

Building on the development of Social and Behaviour Change Communication (SBCC) materials for plastic waste management in Ghana, there is a critical need to ensure these tools are effectively utilized. To achieve sustainable behavior change at the household and community levels, a robust "Training of Trainers" (ToR) program is required. This initiative will empower local leaders and educators to deploy SBCC tools, such as digital dialog boxes, VR/3D videos, and animations to influence public behaviors regarding plastic recovery and segregation.

3. Objective

The objective of this assignment is to design and implement a comprehensive Training of Trainers (ToT) program for 2,500 beneficiaries across the Greater Accra and Eastern Regions. The training will focus on the effective application of developed SBCC materials to promote waste segregation, reduce single-use plastic dependency, and increase community participation in plastic recovery.

3.1. Specific Objectives

- Train 2500 key stakeholders as per distribution below as master trainers;
 - Teachers: 1,400 participants
 - Students: 420 participants
 - Community Leaders: 420 participants
 - Farmers: 180 participants
 - Other Stakeholders: 80 participants
- Equip trainers with the skills to use VR/3D content, digital dialogue boxes and visual aid in field settings
- Ensure standardised messaging across the Greater Accra and eastern regions
- Establish a monitoring framework to track the rollout of SBCC activities by the trained trainers

Duration of Assignment

GIZ shall hire the contractor for the anticipated contract term, from **August 3, 2026, to March 18, 2027**.

4. Tasks to be performed by the contractor

The consultant/firm will be responsible for the following:

- ToT Curriculum Development: Create a training manual and toolkit based on existing SBCC materials (Digital Dialog Boxes, VR videos, Posters).
- Training Execution: Organize and facilitate training sessions for 2,500 beneficiaries in the Greater Accra and Eastern Regions.
- Regional Coordination: Manage logistics for multiple training cohorts across the two targeted regions.
- Evaluation: Conduct pre- and post-training assessments to measure knowledge transfer.

5. Deliverables

The firm will deliver, but not limited to:

- Inception Report: Detailed workplan and regional training schedule.
- ToT Manual: A simplified guide for trainers on utilizing the SBCC digital and physical tools.
- Training Reports: Monthly or periodic updates on the number of beneficiaries trained, disaggregated by region and gender.
- Final Completion Report: Summary of the 2,500 trainers reached, including feedback and recommendations for future SBCC rollouts.

II. Tender requirements

1. Qualifications of proposed Staff

Team Composition

- SBCC ToT Facilitator (Team Lead)
- Field and Logistics Coordinator
- Monitoring and Evaluation Officer

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).

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 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**.

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 days) 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 3.1 of the GIZ AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between the tenderer and GIZ
- Assuming personnel responsibility for the contractor's experts
- Process-oriented steering for implementation of the commission
- Securing the administrative conclusion of the project

Further requirements (1.7)

6. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, based on 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, 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): Master's degree Public Health, Environmental Science or Related field
- Language (2.1.2): C2-level language proficiency in English and Akan language
- General professional experience (2.1.3): 15 years minimum of professional experience in the delivery of training on behaviour change
- Specific professional experience (2.1.4): 10 years in working with developmental organisations, proven ability to provide environmental related trainings.
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader or similar role

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

Short-term expert pool with maximum 2 persons

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

- Support with monitoring and evaluation of the activities
- Support with logistics for the activities
- Manage communication between GIZ, the consultancy firm and the community

Qualifications of the short-term expert 1

- Degree in Social Science or related field
- Language (2.6.2): up to 2 experts with C2-level language proficiency in English with a good command of the Akan languages.
- General professional experience (2.6.3): At least 5 years of professional experience in organizing and delivery of environmental related trainings.
- Specific professional experience (2.6.4): At least 5 years of working experience with developmental organisations and a proven understanding of the dynamics of the plastic waste value chain actors in the eastern and greater Accra region.

Qualifications of the short-term expert 2

- Degree in Marketing, social science or related field
- Language (2.6.2): C2-level language proficiency in English with a good command of the Akan languages.
- General professional experience (2.6.3): 5 years of professional proven experience in the monitoring of environmental related training impacts.
- Specific professional experience (2.6.4): At least 5 years of working with developmental organisations with evidenced understanding of the dynamics of plastic waste value chain actors in the eastern and greater Accra region

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

7. 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
Short-term expert pool	2	35	70	
Designation of TL	1	40	40	
Travel expenses	Quantity	Price	Total	Comments
Per-diem allowance in country of assignment	3	450 cedis for 20 days	27,000	
Accommodation	3	500 cedis days for 20 days	30,000	
Transport	Quantity	Number per expert	Total	Comments
Travel expenses (train, car) • Fuel and Vehicle Rental	1	3	20,000	Travel within the country of assignment, transfer to/from airport etc.

8. Inputs of GIZ or other actors

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

- Copies of all SBCC materials to be used.

9. 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 (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.