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PUBLIC

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## **Terms of Reference**

### **Design of PR Materials and Publications for GIZ Ghana**

**Project No: 99.9235.5.-001.00 (Country Office Accra)**

**Term: July 2026 to June 2027**

#### **I. General information**

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federal enterprise with worldwide operations. GIZ supports the German Government in the field of international cooperation for sustainable development and is also engaged in international education activities around the globe. GIZ has over 50 years of experience in a wide variety of areas, including economic development and employment, energy and environment, and peace and security. The diverse expertise of our federal enterprise is in demand around the world, with the German Government, European Union institutions, the United Nations and governments of other countries all benefiting from our services. GIZ's main commissioning party is the German Federal Ministry for Economic Cooperation and Development (BMZ).

GIZ has been working with the Ghanaian government and other partner organizations in Ghana since 1975. GIZ actively contributes to Ghana's development in three core areas:

- Sustainable Economic Development, Training and Employment
- Climate and Energy, Just Transition
- Peaceful and Inclusive Societies.

At the same time, the portfolio also extends to other areas such as agriculture and health with the aim of achieving sustainable, equitable economic growth and foster poverty reduction in a democratic environment. By promoting progress and positive change through the implementation of impactful projects, GIZ's work supports the strong relationship between Ghana, Germany and Europe.

For more information, please visit [www.giz.de/ghana](http://www.giz.de/ghana).

#### **1. Brief information on the project: Design of PR Materials and Publication for GIZ Ghana**

To present and brand GIZ Ghana and enhance its public perception, and to inform all relevant stakeholders including the media and interested public as well as staff members about the work of the company and its programmes and projects, there is a constant need for information material and design work that goes along with it. Therefore, the Country Office is currently looking for an experienced design agency to support in this regard.

#### **2. Context & Objective**

To create effective and innovative designs to convey desired impact, we are looking for a design agency to create visual communication materials such as fact sheets, press folders, brochures, posters, print and electronic banners, Christmas cards, giveaways etc. for GIZ Ghana. Your company profile should indicate that you possess both artistic and collaborative qualities to adequately meet the needs of GIZ Ghana.

3. GIZ Ghana shall hire the agency for the anticipated contract term, from **July 2026 to June 2026**
4. **The contractor shall provide the following work/services:** A timely design of various PR Materials which includes various information, education and communication (IEC) materials.

The agency shall ensure compliance of all products with GIZ's corporate design guidelines, especially the recommendation on the use of fonts and colours and placement of logos. GIZ will provide the guidelines. If a product is realized jointly with a programme partner, the agency shall also ensure compliance with design requirements of the partner institution (e.g. EU, other Governments, Departments, private business). With regards to the design, the agency shall consider that GIZ is a state-owned non-profit organization.

#### **5. Tasks to be Performed by the agency include**

- Design of PR materials (e.g. fact sheets, press folders, brochures, posters, print and electronic banners, Christmas cards, incentives and giveaways) and templates for GIZ projects/programmes and Country Office in Accra.
- Develop corporate designs (CD) for individual programmes and projects of GIZ Ghana and their relevant partners, and implementation on a range of information, education and communication (IEC) materials (e.g. fact sheets, folders, letterheads, press release, fax, memo, invite forms, business cards, PowerPoint presentations, posters, banners).
- Design of professional publication (e.g. reports, research results, manuals, workshop documentations).
- Design of merchandising materials.
- Design for GIZ's participation in exhibitions and fairs (e.g. pull-up banner, back drops, etc).
- Other related tasks.

The activity will sometimes require short reaction times: **The agency must have the capacity to process a request (basic layout/setting of a 4-page document) within one working day.** GIZ will deliver the content as word files.

The GIZ Ghana Country Director is responsible for all communication activities. However, the agency shall cooperate closely with the GIZ Ghana Communications Unit and report to the Lead Corporate Communications Specialist at the Country Office and the individual GIZ client and/ or Head of the Procurement, Contracting and Logistics (PCLE) Unit.

A product is final when the relevant GIZ client is satisfied with the result and when it is approved by the GIZ Ghana Communications Unit.

The agency shall submit a timesheet and an original invoice. Payment will be made following performance of services, submission of reports and acceptance of services performed. The final deliverables will be submitted to GIZ by no later than the agreed upon date.

## 6. Schedule and scope of the assignment

As a contribution to the above-mentioned assignment, the contractor provides the following services. These must be provided in the form listed below (results, times) within the defined maximum workload. In total, an amount of up to 2560 working hours are estimated.

| PR material                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Service to be rendered in total (up to)                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Design of materials for Country office, individual programmes and projects of GIZ Ghana, according to the corporate design guidelines.</li> <li>fact sheets, press folders, brochures, posters, print and electronic banners, Christmas cards, incentives and giveaways, folders, letterheads, press releases, fax, memo, invite forms, business cards, PowerPoint presentations, flyers.</li> <li>Design of professional publication</li> <li>reports, research results, manuals, workshop documentations.</li> </ul> | <ul style="list-style-type: none"> <li>321 working days or 2584 working hours.</li> </ul> |

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

| Milestones/partial works                                                        | Date/location/responsibility |
|---------------------------------------------------------------------------------|------------------------------|
| Kick-Off Meeting to discuss the assignment & Corporate Design guidelines of GIZ | August 2026                  |
| Presentation of timesheet schedule for work done                                | August 2026                  |
| Presentation of timesheet schedule for work done                                | August 2027                  |

## II. Tender Requirements

The agency is required to provide evidence to show he/she fits the position described, on the basis of their CVs, the range of tasks involved and the required qualifications. The specified qualifications below represent the requirements to reach the maximum number of points.

## 1. Team Lead/ Consultant

### Tasks

- Overall responsibility for the advisory packages of the agency (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.
- Regular reporting in accordance with deadlines.
- Lead in the design of the PR materials.

### Qualifications

- **Education/Training:** Masters in Graphic Design, Journalism, Public Relations, Mass Communication, Fine Arts, Film & Television or other related fields.
- **Professional Experience:** Minimum 10 years proven experience in Brand Communication, Marketing, Journalism, Public Relations and Graphic Design.
- **Specific Professional Experience:** Minimum 10 years experience in brand designs, graphic designing, marketing communication, photo editing, various office applications and interactive digital media.
- **Leadership/management experience:** 6 years of management/leadership experience as project team leader or manager in a company.
- **Development Cooperation (DC) experience:** Minimum 5 years experience in DC projects.
- **Language:** Level B1 English Language proficiency
- Must have excellent knowledge of recent trends in graphic designing, brand communication and marketing.
- Ability to plan projects and activities, work to tight deadlines, and manage conflicting priorities.
- Demonstrate the ability to create innovative and visually appealing design.
- Must possess efficient, partner- and client-focused working methods.
- The company's approach must be creative and at the same time dedicated to details.
- The company must be available throughout the year and on short notice.
- Understanding and experience of implementing corporate designs.
- Work with professional design software, for example Adobe InDesign.
- Be able to advice on good designing (what causes what feelings, association, etc.) and innovative ways to present GIZ.
- Must be able to work under very tight and strict deadlines without compromising quality of work.

### 1.1 Other Experts

#### Tasks

- Coordinating and ensuring communication with GIZ, partners and others involved in the project.
- Support in the designing of the PR materials.
- Designing high-quality PR materials.

## General Qualifications

- **Education/Training:** First Degree in Journalism, Public Relations, Communication, Fine Arts, Film or other related fields.
- **Professional Experience:** Minimum 5 years professional experience in Journalism, Mass Communication, Public Relations and Fine Arts.
- **Specific Professional Experience:** Minimum 5 years experience in Graphic Designing, Corporate Brand Communication and Marketing.
- **Language skills:** English Language proficiency – Level - B1
- **Development Cooperation (DC) experience:** At least 3 years experience in DC projects.
- Must be creative and at the same time dedicated to details.
- Must be available throughout the year and on short notice.
- Understanding and experience of implementing corporate designs.
- Work with professional design software, for example Adobe InDesign.
- Experience in photo editing and using professional software.
- Be client-oriented and flexible.
- Be able to advice on good designing (what causes what feelings, association, etc.) and innovative ways to present GIZ.
- Must be able to work under very tight and strict deadlines without compromising quality of work.

## 2. Qualifications of proposed staff – Short term expert pool

The tenderer is required to propose personnel for the positions specified here and described with respect to the areas of responsibility and qualifications on the basis of relevant CVs. The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment. The bidder must provide a clear overview of all proposed short-term experts and their individual qualifications.

## 3. Quantitative Requirements

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 \(German only\)](#).

Overnight accommodation allowances are reimbursed as set out in the specification of inputs below.

Reasonable accommodation costs above the specified amounts can also be reimbursed against evidence where specifically justified.

All travel activities must be agreed in advance with the staff member responsible for the project.

### Sustainability aspects for travel

GIZ is required 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.

CO<sub>2</sub> emissions caused by air travel must be offset. GIZ specifies a budget for this, through which the carbon offsets are settled against evidence.

The market for carbon credits is made up of a large number of providers, each with different claims as to their climate impact. The [Development and Climate Alliance](#) has published a [list of standards](#). GIZ recommends using the standards specified there.

| Fee days                                                                              | Number of experts | Number of days per expert         | Total | Comments                                                                                                                  |
|---------------------------------------------------------------------------------------|-------------------|-----------------------------------|-------|---------------------------------------------------------------------------------------------------------------------------|
| Team Lead                                                                             | 1                 | 60                                | 60    | Responsible for design guidelines, coordination & supervision of the entire work. Support with designing of PR Materials. |
| Other Experts                                                                         | 3                 | 87                                | 261   | Supporting team responsible for designing of PR Materials.                                                                |
| Travel expenses                                                                       | Number of experts | Number of days/nights per experts |       | Comments                                                                                                                  |
| Per-diem allowance in country of assignment                                           |                   |                                   |       | Estimated Per diem allowance for a team of 3 in-country                                                                   |
| Overnight allowance in country of assignment                                          |                   |                                   |       | Estimated accommodation for team of three experts outside Accra (Other regional capitals.)                                |
| Travel costs                                                                          |                   |                                   |       | Estimated number of travel days within and outside Accra                                                                  |
| <b>Other travel costs</b><br><i>Please give details of any costs to be reimbursed</i> |                   |                                   |       | e.g. visa costs                                                                                                           |
| Flights                                                                               | Number of experts | Number of flights per experts     |       | Comments                                                                                                                  |
| International flights                                                                 |                   |                                   |       |                                                                                                                           |
| Domestic flights                                                                      |                   |                                   |       | Estimated number of flights to locations outside Accra (Other regional capitals)                                          |
| CO <sub>2</sub> compensation for air travel                                           |                   |                                   |       |                                                                                                                           |

| <a href="#"><u>Guidance for GIZ service providers on avoiding, reducing and offsetting GHG emissions (giz.de)</u></a>                       |                   |                    |  |                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------|--|-----------------------------------------|
| Other costs                                                                                                                                 | Number of experts | Amount per experts |  | Comments                                |
| Equipment Usage                                                                                                                             |                   |                    |  |                                         |
| Flexible remuneration                                                                                                                       |                   |                    |  |                                         |
| <b>Sub-contracts</b><br><i>If provided for, please specify and describe a fixed budget with itemised costs (e.g. interpreting services)</i> |                   |                    |  | The budget covers the following costs . |

**Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above.** There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price schedule.

Since the contract to be concluded is a contract for works, you should offer your services at a fixed lump sum price, which provides **an itemised breakdown of all the relevant costs (fees, travel costs, etc.)**. **The specification of inputs should provide guidance in this respect.** The assessment of the financial bid is based on the lump sum price tendered, which must be realistic for the services to be rendered. In the contract itself, the budgets will be contractually agreed as **maximum amounts**.

#### 4. Conceptual

In the bid, the bidder is required to show how the objectives defined in **Chapter 5** are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept). In addition, the bidder must describe the project management system for service provision.

#### 5. Technical-methodological concept

**Strategy (1.1):** The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 5). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 5). The bidder 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 5** (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 5 (Tasks to be performed) (1.4.2).

### **Project management of the contractor (1.7)**

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 5 (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 3.3.1 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

### **III. Requirements on the format of the tender**

- **Submit CV:** the CV submitted for each expert can have a maximum of two pages.
- **Submit concept note:** the concept should not exceed five pages. If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.
- Submit Work/Design samples.
- External content (e.g. links to websites) will not be considered.
- The price bid for key experts.

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

The provisions on data protection and information security of the current version of GIZ's General Terms and Conditions of Contract (section 1.10 Data protection, section 1.6 Confidentiality) apply. The performance of the contract may be associated with the processing of personal data by the contractor, such as (but not limited to) names and contact information and 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 those stemming from regional and local laws. The contractor shall 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 11 accountability, as well as the numerous rights of the data subject must be paid due attention.

GIZ is NOT in any way responsible for such processing. Whenever the contractor executes the instructions of a partner to GIZ with regard to such processing, the partner shall be the data controller, and the data processing shall be carried out in accordance with the partner's instructions as well as laws and standards to which it is subject. If 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) should be considered. 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 those stemming from regional and local laws. 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 national laws are silent on the meaning of the data protection principles and rights mentioned here, such meaning shall be construed in accordance with the GDPR (Regulation (EU) 2016/679). The GIZ is available to support the contractor whenever need arises.

## **V. Input from GIZ Ghana**

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

- Provide all existing relevant information and documents.
- Provide necessary support for the conduction of the assignment.
- Provide comments and necessary adjustment on proposed work.
- Review, comments, and feedback on designs.
- Provision of technical support will be made by the respective GIZ project team during the whole period of assignment where necessary.