

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

360 Communication Services and Impact Stories for PSInno	Project number/ cost centre: G-018082-001
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0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2018
ToRs	Terms of reference

1. Brief information on the project

1.1 The Private Sector and Innovation Promotion Programme

The Private Sector and Innovation Promotion in Ghana (PSInno) programme is an innovation-driven initiative commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). The programme is jointly implemented by the Ministry of Trade, Agribusiness and Industry (MoTAI) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The programme aims to strengthen the competitiveness of companies in Ghana, thereby creating employment and income-generating opportunities, particularly within the agriculture and digital economy sectors, especially for women and youth, with a strong focus on **northern Ghana**.

PSInno pursues an integrated approach to both promoting resilience and economic development in agricultural value chains in northern Ghana and fostering the digital economy. The multi-level approach incorporates ensures that companies can operate more productively and cost-effectively through effective framework conditions, supported by the utilisation of technical and entrepreneurial skills, as well as incorporating innovations in business processes, products and services.

Given its emphasis on innovation, private sector development, and inclusive economic growth, effective communication and strategic stakeholder engagement are essential to increase public awareness, strengthen visibility, and promote the programme's objectives and achievements especially in the northern regions. Strategic engagement will play a key role in amplifying programme activities, showcasing success stories, and fostering informed dialogue around innovation, digital transformation, and agribusiness development in Ghana.

Against this backdrop, PSInno seeks to engage the services of a qualified communication firm to support the implementation of selected communication activities under the project. The objective is to strengthen the visibility of the project, enhance stakeholder engagement, and ensure the effective dissemination of project achievements and key messages to target audiences.

The communication firm will work closely with the PSInno project team to develop and implement communication activities, produce high-quality communication materials, support media engagement, manage digital communication efforts, and provide strategic communication support to enhance the overall visibility and impact of the project.

2. Context

The objective of this assignment is to provide strategic communication support to amplify the impact of the German Development Cooperation through the implementation of the PSInno project. The assignment will contribute to enhancing the visibility of the German Development Cooperation and PSInno by effectively communicating the project's contributions to private sector development, innovation promotion, investment, resilience, security, and sustainable job creation in Ghana.

The assignment is intended to increase awareness and understanding of PSInno's work and results; strengthen engagement with priority stakeholders; and document credible evidence of

the programme's contribution to private-sector development, innovation, employment and income generation. Priority audiences include public-sector partners, private-sector actors, SMEs and entrepreneurs, business-support organisations, development partners, media, women and youth, particularly in northern Ghana, and the general public.

3. Tasks to be performed by the Contractor.

GIZ shall hire the contractor for the anticipated contract term, from **1st November 2026 to 30th November 2027**.

The assignment will be implemented through written service requests issued by PSInno. Each request will specify the required deliverable, scope, location, responsible PSInno focal person, applicable expert days or unit rates, delivery deadline, and approval process. The contractor shall only commence externally facing work after written approval by the designated PSInno focal person.

The tasks include media engagement, media buying, and public relations services; designing graphic materials; producing branded visibility materials; and developing other communication products to enhance project visibility. The consultant will support the production of communication materials that are suitable for a variety of communication channels, including regular outputs such as impact videos, documentaries, photography services, and ad hoc products such as factsheets. Due to the operational scope of PSInno, occasional travel to project regions and communities may be required as necessary.

The contractor can be booked regularly by PSInno, for corporate communication services and publications on strategic project and events. The contractor is responsible for providing the required professional equipment.

Minimum Quality Standards for Communication Products

1. General Requirements

All products must comply with:

GIZ Corporate Design rules and brand architecture as per Corporate Design Center (CDC). <https://www.giz.de/cdc/en/html/index.html>

- Content must be accurate, target-group appropriate, inclusive, and factually verifiable.
- Final deliverables must be provided in final-use formats and in editable source formats (where applicable).
- Materials must be suitable for digital and print dissemination; use official templates where available.
- Before external publication, a communication/CD check by the responsible unit is mandatory.

For every deliverable, the contractor shall submit a draft for review by the designated PSInno focal person. Unless otherwise agreed in writing, the price shall include up to two rounds of consolidated revisions. Final products will only be deemed accepted after written approval by PSInno.

The contractor shall maintain an organised and secure archive of all approved final products, editable source files and original visual materials, using file names and folder structures agreed with PSInno. The complete archive shall be handed over at the end of the assignment.

3. Photography

- Delivery: high-resolution, lossless originals (RAW where feasible) and a curated, edited set (JPG, 300 dpi for print; web versions for online).
- Composition: depict project activities and human-interest in line with CDC imagery guidance.
- Rights & consent:
- Obtain and archive model consents for identifiable persons; ensure lawful processing under applicable data protection.
- Provide captions incl. credit line format (e.g., © GIZ/Photographer, year; location; context).
- Metadata: include IPTC with title, date, location, author, project tag, usage rights.
- Share all raw and edited footages of both videos and photo via file transfer

The contractor shall not use photographs or footage for purposes outside this assignment, including its own portfolio or social-media channels, unless prior written approval has been provided by GIZ and such use is consistent with the relevant consent declarations.

4. Video Production

- Resolution: Full HD (1080p) or higher; codec H.264; aspect ratios adapted for channel deliverables (16:9, 1:1, 9:16).
- Audio: clean mix, loudness normalized; separate music/sfx/dialogue stems if possible.
- Master files (MP4) plus social-media cuts; burned-in English subtitles and separate .srt.
- Project/source files (e.g., Premiere/DaVinci) with asset lists where required.
- CDC-compliant intro/outro, lower thirds, and logo usage; donor visibility per project rules.
- Credits and legal notices as agreed with the project team.
- Accessibility: subtitles for all language versions; consider captions for hearing-impaired.
- Videos for YouTube and television shall have a maximum duration of 5 minutes, while videos for LinkedIn, Instagram, and Facebook shall have a maximum duration of 2 minutes. Documentary videos for workshops and events shall have a duration of 8–10 minutes. All videos shall be produced in high visual and audio quality in English with subtitles.

5. Ethical Storytelling, Safeguarding and Drone Use

The contractor shall ensure that all content is produced in a respectful, inclusive and non-stereotypical manner. Participation in photography, filming or interviews must be voluntary and based on informed consent. Particular care shall be taken when depicting children, vulnerable persons or sensitive personal circumstances.

Where drones are used, the contractor shall be responsible for obtaining all required permits and authorisations and for complying with applicable aviation, safety and site-access requirements in Ghana.

6. Sustainability for Materials and Paraphernalia

- Prefer reusable/recyclable or environmentally friendly materials; minimize waste and transport footprint.
- T-shirts: prefer certified sustainable textiles (e.g., GOTS/OCS, fair production), or 100% cotton at minimum where certification not feasible; justify choices.
- Align with GIZ procurement rules and existing framework contracts; submit proposed items/specifications will be given to you by the PSInno communications person before order.

7. Quality Assurance and Review

- Internal content and CD check by PSInno communications person
- All communication products shall be subject to review and approval by the PSInno project team before final publication or dissemination.

The contractor is responsible for providing the following services:

3.1 Service package 1: Facilitate Media Engagements at PSInno Events

(A total of up to **30 Expert Days (ED)**).

Coordinating media houses for the coverage, reporting, and publication of PSInno project activities is essential to enhancing visibility and positioning German Development Cooperation through PSInno as a strong and innovative brand within the digital and agriculture sectors. All communication products shall align with the corporate identity and communication guidelines of BMZ and GIZ. The PSInno Communication Officer will serve as the main focal point for the contractor, facilitating coordination and ensuring effective communication within the project team

Media engagement will always be done with the consent and approval of the GIZ team. The task would be done for up to 8 events within the contract duration, with not less than 4 media house per event.

The media outlets engaged shall be selected based on relevance to the event, geographic reach, target audience and the subject matter of the activity. The requirement is at least four relevant media outlets per event; this does not constitute a guarantee of editorial coverage, publication tone or reach.

This includes the following tasks:

- Invite media firms to cover Events.
- Coordinate publishing of press releases, news articles and features.
- Coordinate interview sessions, press conferences, information sessions as well as possible strategic brand visibility formats.

- Ensure proper reportage in accordance with BMZ, GIZ, PSInno and partners communication protocols.
- Provide press clippings.
- Provide periodic communication report, highlighting project visibility and online engagement.
- Prepare a media engagement plan and proposed media list for approval before each event.
- Develop and circulate approved press kits, press releases and key messages.
- Submit an event media report within five working days after the event, including outlets contacted, coverage achieved, links or recordings, reach where available, and lessons for future engagement.

3.2 Service Package 2: Printing of Branded Materials and Souvenirs

(A total of up to 20 ED)

The contractor will be responsible for printing and delivering high-quality branded project materials and souvenirs in line with corporate design specifications. Example of branded materials that may be needed include.

- Production of branded visibility and promotional items including T-shirts, tote bags, notebooks, pens, flash drives, stickers, lanyards, key holders, mugs, and other approved souvenirs.
- Develop outdoor visibility and branding materials to enhance project visibility at events and public spaces, including banners, posters, hoardings, display panels, signages, pull-up banners, event backdrops, and related branding materials.

NB:

The quantities of branded materials to be produced will be determined based on project needs and demand throughout the implementation period. However, for planning and budgeting purposes, the estimated quantities include **200 notepads, 200 T-shirts, 100 flash drives (pen drives), 25 posters, 25 stickers, and about 10 banners** (quantity to be determined based on event and activity requirements). These estimates may be adjusted as required during project implementation

3.3 Service Package 3: Photography, Videography (Documentaries and Impact Stories)

(A total of up to 70 ED)

The consultant shall be responsible for capturing high-quality photographs and videos to support the impact stories and document project activities. The visual content produced will be used for impact storytelling, photo carousels, promotional materials, social media, monitoring and evaluation reports, and other communication products. The Communication Officer, in

collaboration with the responsible Technical Advisor, will lead the development of impact stories, including storyboarding, preparing interview guides, and coordinating interviews with implementing partners and beneficiaries. The Communication Specialist and Technical Adviser will also accompany contractor during field visits to project sites

Events photography

- The contractor can be booked regularly by PSInno to capture footage at events in different contexts (e.g., political contexts, tech events) both in Accra and the North. A maximum number of days will be agreed upon in the contract and can then be requested as need arises.
- The contractor shall consider the legal framework for taking pictures according to the EU GDPR and Ghana's Data Protect Act 2012 (Act 843). They are responsible for obtaining the legally required declarations of consent, which templates will be made available by the project team, from the people depicted and hand them over to PSInno.

Field photography

- The contractor will be engaged by PSInno and its partners for field visits to capture high-quality photographs and videos for documentation, impact storytelling, and other communication purposes. This includes documenting project activities and key moments across different locations. The applicable expert days for each assignment shall be specified in the service request. The contractor shall deliver a curated and edited selection of photographs within the agreed timeframe, together with captions, credits and metadata.
- Where required, the contractor shall edit the photographs and videos in consultation with the client, ensuring that all visual materials comply with the corporate identity and communication guidelines of PSInno, GIZ, and BMZ.
- The contractor shall consider the legal framework for taking pictures according to GDPR and data protection act of Ghana. He or she is responsible for obtaining the legally required declarations of consent from the people depicted and handing them over to PSInno (European law applies)

Videography

Product	Indicative quantity	Typical duration	Required formats
Documentary videos	4	To be agreed, normally up to 10 minutes	Master file, web version, subtitles, source files
Impact videos	4	Normally up to 5 minutes	Master file, web and social versions, subtitles
Project videos	3	Normally up to 5 minutes	Master file, web and social versions, subtitles
Event/photo assignments	Up to agreed allocation	N/A	Edited images, captions, metadata, originals

- The contractor shall produce at least four (4) documentaries, four (4) impact videos, and three (3) project videos for the PSInno Project. The Communication Officer shall provide the creative direction and content for each production, including the concept,

storyboard, interview guide, and other relevant briefing materials, while the contractor shall be responsible for filming, editing, and producing the final videos.

- The contractor shall edit raw video footage into finalized short videos, including subtitles where required. The contractor shall ensure the use of licensed or royalty-free music and sound elements and adhere to the corporate design guidelines of GIZ and BMZ. The final videos shall include the approved opening and closing credits. Completed video files shall be shared with the client through a secure file transfer platform.
- The contractor shall consider the legal framework for taking pictures according to GDPR. He or she is responsible for obtaining the legally required declarations of consent from the people depicted and handing them over to PSInno (European law applies).

4. Milestones and Deadline for the Consultancy

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

Milestones	Deadline
Inception Report with work plan	1 st November 2026
Midterm report	February 2027
Final Reporting to GIZ	20 th November 2027

Reaction time

The actual work plan and times of delivery will depend on the project implementation. The consultant will develop a tentative workplan at the beginning of the assignment and update the document continuously in close exchange with the PSInno team.

Services will be requested in advance by PSInno team including inputs and the provision of contents for the various deliverables.

5. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 3 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.

Technical-methodological concept

Strategy: 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 3). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 3).

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter 3 are to be provided. The bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 3.

The bidder is required to describe its contribution to knowledge management for the partner and GIZ and promote scaling-up effects (**learning and innovation**).

Other specific requirements

The bidder is requested to submit the following work samples:

- Presentation of three results of Media buying media engagement and PR services.
- Presentation of two results of event coverage, photo and video production portfolio in the tech, agribusiness and/or innovation environment
- Presentation of up to 5 news clippings or press releases which fit to the requested topics and sectors (see Chapter 3)

Project management of the contractor

The bidder is required to explain its approach for coordination with the GIZ project.

- The contractor is responsible for selecting, preparing, training and steering the experts (international and national, short and long term) assigned to perform the advisory tasks.
- The contractor makes available equipment and supplies (consumables) and assumes the associated operating and administrative costs.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.

The contractor reports regularly to GIZ delegated staff.

The bidder 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 bid.

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between GIZ and field staff

- Contractor's responsibility for seconded personnel
- Process-oriented technical-conceptual steering of the consultancy inputs
- Securing the administrative conclusion of the project.

6. Personnel concept

Qualifications of Consulting Firm

Bidders are requested to include their company portfolio as an annex to the bid. The following specifications need to be met and should be highlighted in the company profile:

- Registered communications firm with at least five (5) years' experience in public relations, branding and brand management, news reporting and publicity.
- At least five (5) years of experience with media and event management.
- At least five (5) years of experience with international development organizations in Ghana.
- At least five (5) years of experience of developing and implementing corporate designs.
- Worked with or consulted with a minimum of five (5) projects in northern Ghana, with an established working relationship with media houses.
- Must have the capacity to process a request at a shorter notice as the need arises.
- Working experience in northern Ghana

5.1 Qualifications of proposed staff

Please note that the qualification of proposed personnel will be evaluated based on the attached assessment grid.

Team Leader

General qualifications (assessment grid 2.1.1):

Tasks

- provide overall responsibility for the delivery of the assignment (quality and deadlines).
- Coordinating and ensuring communication with GIZ, partners, and others involved in the consultancy.
- Regular reporting in accordance with agreed deadlines.

Education: Bachelor's degree in Communication Studies, Communication Design or equivalent experience

General Professional experience: (2.1.3)

- a minimum of 10 years of professional experience in strategic corporate communication, mass communication, journalism, marketing, public relations, media or related fields.

Specific Professional Experience: (2.1.4) 5 years in communication, journalism, marketing, public relations, media or related fields, regarding entrepreneurship, tech, agribusiness and innovation topics and international development. Experienced in the development and implementation of communication strategies experience in the development of strategies.

Experience in the region/knowledge of the country (assessment grid 2.1.6):

- At least five (5) years' experience working in Ghana for development corporations, especially in northern Ghana.

Language skills (assessment grid 2.1.2):

- Business fluency in English.

Expert 1 (Media Engagement Expert)

General qualifications (assessment grid 2.3.1)

Tasks

- The contractor will be responsible for preparing the press kit for the media houses, which must be finalized with the PSInno team before sharing.
- The contractor will mobilize not less than 4 media houses to cover and report on the Project events on their various platforms agreed with PSInno team.
- The contractor will compile and share press clippings of the published / broadcasted news items with GIZ.
- The contractor will share a monitoring report with PSInno per the template agreed upon.

Education: Bachelor's degree in Communication Studies, PR, Communication Design or equivalent experience

General Professional experience:(2.3.3) at least ten (10) years' experience in media relations (please provide evidence with reference to your CV)

Specific professional experience: (2.3.4) Minimum of 4 years' experience in **media relations, media outreach, press engagement, journalist coordination, media monitoring and developing media engagement plans**, particularly for entrepreneurship, technology, agribusiness, innovation and development-related initiatives.

Experience in the region/knowledge of the country (assessment grid 2.3.7):

- At least five (5) years' experience working in Ghana for development corporations, especially in northern Ghana.

Language skills (assessment grid 2.3.2):

- Business fluency in English.

Expert 2 (Photographer)

General qualifications (assessment grid 2.4.1):

Tasks

- Shoot quality photos for use by the project for purposes as may be clarified by PSInno for advancing the visual and brand image.
- Capture and store photos for use in audio-visual materials.
- Develop a shot list or plan for each field visit.
- Coordinate logistics for shooting (camera, drone etc.).
- Obtain informed consent from all individuals before photographing them, explaining the purpose of the photographs and how they will be used.

Education: Diploma in photography, cinematography or its equivalent.

General Professional experience: (2.4.3) at least eight (8) years' experience in photography using professional software (please provide evidence with reference to your CV)

Specific professional experience:(2.4.4) Minimum of 4 years of experience in **professional events, documentary and corporate photography**, including capturing project activities, stakeholder engagements, human-interest stories, results and impact for communication and reporting purposes.

Experience in the region/knowledge of the country (assessment grid 2.4.7):

- At least five (5) years' experience working in Ghana for development corporations, especially in northern Ghana.

Language skills (assessment grid 2.4.2):

- Business fluency in English.

Expert 3 (Videographer)

General qualifications (assessment grid 2.5.1):

Tasks

- Shoot high-quality videos for use by the project to enhance visibility and showcase impact.

- Capture and store video footage for use in audio-visual materials and communication products.
- Develop a shot list or filming plan for each field visit.
- Coordinate logistics for video production (camera, sound, lighting, drone, etc.).
- Obtain informed consent from all individuals before filming, explaining the purpose of the videos and how they will be used.

Education: Diploma in videography, cinematography or its equivalent.

General Professional experience: (2.5.3) At least eight (8) years' experience in video shooting using professional software (please provide evidence with reference to your CV)

Specific professional experience: (2.5.4) Minimum of 4 years' experience in **video production and visual storytelling**, including filming and editing interviews, events, documentaries, project videos, human-interest stories and impact stories from concept to final production

Experience in the region/knowledge of the country (assessment grid 2.5.7):

- At least five (5) years' experience working in Ghana for development corporations, especially in northern Ghana.

Language skills (assessment grid 2.5.2):

- Business fluency in English.

Non-Key Experts

The assignment will include three (3) non-key experts who will support the Team Leader and technical team in the implementation of specific communication assignments. They will provide technical and production support, including video and photo editing, lighting, sound and microphone setup, drone piloting, and other audio-visual production requirements. They may also support event and field production logistics to ensure the smooth delivery of communication outputs. These experts will be budgeted for but will not be subject to technical evaluation.

7. Quantitative requirements

Expert days:

N.B:

- One expert day (1 ED) equals eight working hours.
- Contractor will be responsible for accounting for work done per expert day.
- Contractor would be responsible for hiring of equipment and subcontracting if need be.
- Contractor would be paid per the work done for each individual service package.

Side Note: Expert days shall be calculated based on the agreed deliverables, where one (1) expert day is equivalent to eight (8) working hours.

The estimated effort for each deliverable is as follows:

- Video and photography coverage: 1 expert day

- Video and photo editing: 1 expert day
- Development of graphic design content: 0.5 expert day
- Mobilisation of media houses for an event: 0.5 expert day
- Coordination and publication of press releases and articles: 0.5 expert day
- Preparation of media monitoring reports: 0.5 expert day

The applicable expert days for each assignment will be clearly specified in the service booking email issued for the respective deliverable.

The below Table 2 contains specifications to be used in the financial bid for experts.

Table 2. Quantitative specifications for experts

Service Package	Expert Days					Total days	Expert
	Team lead	Non key experts	Media Engagement Expert	Photographer	Videographer		
Service package 1	5		25			30	
Service package 2	20 The team lead will be responsible procurement					20	
Service package 3	10			30	30	70	
Non key experts		30				30	
Total	35	30	25	30	30	150	
Fee days	Number of experts		Number of expert days		Total	Comments	
Non key Experts	3		10 expert days each		30		
Other Cost	Quantity		Price		Total	Comments	

Notepads	200			This will be produced based on request The number may increase
T-Shirt	200			This will be produced based on request The number may increase
Flash drives	100			This will be produced based on request The number may increase
Posters	25			This will be produced based on request The number may increase
Banners	10			This will be produced based on request The number may increase
Stickers	25			This will be produced based on request The number may increase
Car rental	7			
Procurement of materials and equipment	10			Include, if necessary, the cost for the rental of equipment

				required for this assignment.
Other expense	10			This may include miscellaneous that might not be budgeted for
Travel expenses	Quantity	Number of experts	Total	Comments
Per-diem allowance in country of assignment	7	4	28	4 days for photography) Location: Tamale 3 days for videography in Location: Tamale NB: Overnight trips expected in other parts of the country.
Overnight allowance in country of assignment	10	4	40	Nationwide NB: Overnight trips expected in other parts of the country
Transport	Quantity	Number of Experts	Total	Comments
Domestic Flights	3	4	12	Flights within the country of assignment during service delivery

Flexible remuneration item

A budget up to 10% of the contract sum can be added later for further accompaniment of PR and communication needs for project events.

8. Travel costs:

The consultant is responsible for arranging and covering travel costs, which will be invoiced to GIZ. Per-diem and overnight accommodation allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for Ghana 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>).

All travel activities must be agreed in advance with responsible PSInno staff members.

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.

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.

Table 3 below outlines the quantitative details related to travel activities for this assignment. All field trips will be carried out by a single person—either the team leader/expert 1 or the photographer/expert 2.

Data protection

Personal data will be processed on behalf of the GIZ. Therefore, an agreement on “Outsourcing of data processing (AuV)” (**Annex 2**) will be concluded with the contractor in accordance with Art. 28 GDPR. For this purpose, the technical and organisational measures (TOM) for compliance with the data protection requirements must be outlined prior to conclusion of the contract. If the contractor has already been audited by GIZ in the past, an update in accordance with GDPR must nevertheless be sent. After a positive check, the contract is concluded with the AuV attachment.

Intellectual Property

Herewith, the contractor waives the right to be named as author or originator (copyright), and assigns free of charge, a non-exclusive right of use to the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH for all video and photos documentation made during this assignment as a consultant for the Private Sector and Innovation Promotion Programme. This non-exclusive right of use shall entitle the GIZ to utilize the work to reproduce, disseminate or publicly communicate it either in whole or in part, including its storage by means of electronic data processing and electronic dissemination in multimedia form (esp. dissemination on the websites of the GIZ).

This assignment of the right of use does not require any declaration of acceptance by the GIZ.

The pictures and videos from these assignments or contracts will be used solely for the purpose of the assignment. If there is a need for its use outside of this assignment permission must be sought from the respective company or partner

Project management of the contractor

The bidder is required to explain its approach for coordination with the GIZ project.

- The contractor is responsible for selecting, preparing, training and steering the experts (international and national, short and long term) assigned to perform the advisory tasks.
- The contractor makes available equipment and supplies (consumables) and assumes the associated operating and administrative costs.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.

The contractor reports regularly to GIZ delegated staff.

The bidder 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 bid.

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between GIZ and field staff
- Contractor's responsibility for seconded personnel
- Process-oriented technical-conceptual steering of the consultancy inputs
- Securing the administrative conclusion of the project.

9. Requirements on the format of the bid

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (**Chapter 3**) is to be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English.

The complete bid shall not exceed 10 pages (including the CVs, excluding the working samples).

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 2 pages. The CVs must clearly show the position and job the proposed person held in the reference project and for how long. The CVs needs to be submitted in English.

The price bid should also include cost of materials and rental of equipment to be used to execute the tasks documented in this ToRs.

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.

10. Option

After the tasks put out to tender have been completed, important elements of these tasks can be continued or extended within the framework of a follow-on assignment. Individual points:

1. **Type and scope:** If needed the contract can be extended for further accompaniment of PR and communication needs for project events.
2. **Requirements:** This comes into play if not all EDs have been called at the end of the contract period, but the service is still necessary.

The option is exercised in the form of an extension to the contract based on the already offered individual rates.

Resources to be provided by GIZ

[Communication and design guidelines of BMZ and GIZ.](#)

(<https://www.giz.de/cdc/en/html/index.html>)