

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

	Project number:
Sustainable Agriculture for Forest Ecosystems (SAFE) project	G-011488-097
Uganda	Output 02
Extension of Consultancy for Countrywide Awareness Raising on EUDR through Radio messaging	(11488020000)

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0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2020
BMZ	Federal Ministry for Economic Cooperation and Development
CSDDD	Corporate Sustainability Due Diligence Directive
EU	European Union
EUDR	European Union Deforestation-free Regulation
GIZ	Gesellschaft für Internationale Zusammenarbeit
MAAIF	Ministry of Agriculture Animal Industry and Fisheries
SAFE	Sustainable Agriculture for Forest Ecosystems
ToRs	Terms of reference

1. Background and Context

Uganda's coffee sector has continued to grow recently, with export earnings climbing to \$2.3 billion (about UGX 8.3 trillion) over the 12 months (MAAIF, 2026). At the World of Coffee in Brussels in June 2026, Uganda launched its first national coffee brand, in a bid to strengthen its position in the European Union, its largest export market. Numerous operators/operators (smallholders, traders, processors, exporters, retailers) act along the value chain and take ownership of the product as value chain operators and perform central functions in trade and processing. The coffee value chain is shaped by formal and informal rules as well as sustainability and due diligence obligations (governance). Awareness-raising campaigns support actors in understanding and implementing rules.

The EU Deforestation Regulation (EUDR) sets new requirements for deforestation-free supply chains, traceability, due diligence and data collection. Uganda's EU coffee market represents 68% of national coffee exports, an estimated 22% of national foreign exchange earnings, and the primary income source for 3–4 million smallholder farmers. EUDR requires that every consignment be deforestation-free, legally produced, and traceable to the exact farm polygon of origin, verified, digitally recorded, and audit-ready. Non-compliance means exclusion from Uganda's largest coffee market. For the Ugandan coffee chain, raising awareness among smallholders, aggregators/traders, processors and exporters is crucial to prepare for compliance, reduce risks and secure market opportunities.

Radio is an effective channel for reach in rural areas; multilingual, target group-specific content and call-in formats promote interaction and understanding. The aim of the consultation is to coordinate, control content and implement a radio campaign rolled out nationally to continue raising awareness of EUDR requirements in the Ugandan coffee value chain, with the aim that target groups:

- understand the EUDR's basic requirements (deforestation-free, cut-off dates, traceability/geolocation, due diligence, documentation),
- know their respective roles and necessary measures along the chain,
- know where they can get practical support, training and information material.

1.1 Target groups

- Primary: Smallholder farmers (including farmer cooperatives), local buyers/traders, wet mills/dry processors, export companies.
- Secondary: Involved support actors (association/cooperative associations, extension, local authorities, financial service providers), media, community leaders and women's/youth networks.
- Language areas: Luganda, Runyankole-Rukiga, Lusoga, Kupsabiny, Lukonzo, Acholi, Lango, Lumasaba, Runyoro-Rutooro, and Alur.

1.2 Justification for Extension of the EUDR Radio Awareness Campaign

The European Union Deforestation Regulation (EUDR) compliance deadline of **31 December 2026** is rapidly approaching, yet awareness and preparedness among coffee farmers and other value chain actors remain uneven across Uganda's coffee-growing regions. Continued dissemination of practical information is therefore essential to reinforce understanding of deforestation-free production, traceability, geolocation mapping, record keeping, and legal compliance requirements.

The SAFE Project has implemented a comprehensive EUDR awareness campaign through translated radio mini-drama audios, interactive call-in talk shows, community sensitisation meetings, and Information, Education and Communication (IEC) materials. Radio has proven to be the most effective and cost-efficient platform for reaching rural coffee-growing communities, enabling farmers and other value chain actors to better understand EUDR requirements and engage directly with technical experts. Feedback from farmers, cooperatives, and other stakeholders indicates that, following the initial national awareness efforts led by then Uganda Coffee Development Authority (UCDA) in 2024, there have been no sustained, structured mass communication campaigns on EUDR despite the regulation and its implementation guidance continuing to evolve. MAAIF, Coffee department has also requested GIZ SAFE to extend the EUDR awareness campaign and create lasting impact. Consequently, many value chain actors remain uncertain about the latest compliance requirements and their implications. The current awareness demand is high compared to the available campaign window. EUDR awareness call has also been requested by the Buganda kingdom where more than 50% of Robusta coffee is produced. Extending the radio awareness campaign will provide timely updates, address emerging information gaps, reinforce key compliance messages, and ensure stakeholders remain adequately prepared for the EUDR compliance deadline of 31 December 2026.

1.3 The Sustainable Agriculture for Forest Ecosystems (SAFE) project

SAFE is a global project active in 10 countries including Uganda. The project implemented by GIZ through partners is co financed by European Union Commission, German Federal Ministry for Economic Cooperation and Development (BMZ) and the Ministry of Foreign Affairs of the Netherlands, supporting the coffee value chain, from 01/10/2024 to 31/12/2027.

SAFE aims to support actors at the beginning of the coffee value chain to get ready for the EUDR and establish long-term, sustainable partnerships, as well as preserve natural resources and livelihoods that benefit people and the planet. SAFE provides technical assistance, strengthens capacity, scales up traceability systems and supports reliable and stable partnerships, including through exchange and learning amongst a wide range of actors. Lessons learned from the implementation of the SAFE project in Uganda are shared with wider coffee actors across African region and globally. The project is taking an integrated approach involving smallholder farmers, farmer cooperatives, traders, processors, exporters, regulators

and importers, fostering collaboration among various stakeholders and prioritizing environmental considerations

The project will deliver the following.

- Coffee on 700 hectares of land in Uganda supported by SAFE interventions is produced in line with the European Union Regulation on deforestation-free products (EUDR)
- 2,000 targeted smallholder farmers (of which 40 % are women) under coffee value chain confirm improved (socio-)economic conditions of working together in inclusive business partnerships, including in EU-related supply chains.
- 700 hectares of existing natural forest (on farm and beyond) in project intervention areas are preserved
- Two (2) proposals for policy tools with an intersectional perspective for the promotion of sustainable supply chains have been submitted to relevant key stakeholders
- 3,000 smallholder farmers (40 % of which are women) in coffee supply chain are included in tools for meeting EUDR requirements
- Five (5) business partnerships targeted towards the EU market between producer organizations and supply chain partners are made more inclusive
- Two (2) proposals for policy tools with an intersectional perspective for adapting the enabling political conditions for sustainable production are developed through multi-stakeholder roundtables

1.4 Intervention areas

In Uganda, the SAFE Project supports coffee value chain actors to achieve compliance with the EUDR through awareness raising, traceability, capacity strengthening of producer organisations and SMEs, business linkages, access to finance, development of forest management plans, and facilitation of multi-stakeholder coordination and learning platforms. The project's core field interventions are implemented in eight districts—Mityana, Nakaseke, Mubende, Kassanda, Bukomansimbi, Kyotera, Omoro, and Nwoya—in partnership with the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF). In line with its commitment to support Uganda's national EUDR compliance agenda, the project also implements nationwide awareness campaigns across the country's 14 coffee-producing regions to ensure broad dissemination of EUDR information and preparedness among coffee value chain stakeholders in the 126 coffee growing districts.

Overall Objective:

To extend the nationwide EUDR awareness campaign to strengthen knowledge, preparedness, and compliance among coffee value chain actors through continued broadcasting of translated radio mini-drama audios and interactive call-in talk shows across Uganda's 14 coffee-producing regions, thereby supporting Uganda's readiness to meet the

European Union Deforestation Regulation (EUDR) requirements by the 31 December 2026 compliance deadline.

1.5 Tasks to be performed by the contractor

The consultant will oversee the broadcast of translated pre-recorded mini-drama messages and organising interactive call-in radio talk shows across 14 radio stations in Uganda's 14 coffee-growing regions over a three-month period. The assignment aims to enhance awareness, understanding, and preparedness of coffee value chain actors for compliance with the European Union Deforestation Regulation (EUDR) through timely, consistent, and regionally appropriate radio communication. The following tasks will be undertaken by the consultant;

a) Broadcast Scheduling

Develop a detailed broadcast schedule for pre-recorded radio drama messages (2-5 minutes duration) to be aired over a period of three months:

- **Months 1, 2 and 3:** 3 broadcasts per week per radio station i.e. 504

Prepare a talk show schedule for a total of 48 radio talk shows, to be aired on 14 selected stations within the 14 coffee growing regions. Each of the 14 radio stations shall host one radio talk-show per month i.e. 3 talkshows during the 3 months period. However, due to high population reach and coffee production volumes, six regional radio stations in Kampala Metropolitan and Luwero, Greater Masaka, Greater Ankole, Rwenzori, Busoga and Elgon, will each have one additional radio talk-show in the fourth month.

Therefore, the 14 radio stations will host 48 interactive call-in talkshows. The talk shows shall be aligned to topics approved by SAFE project.

b) Radio Station Contracting

Engage selected radio stations through contracts and secure prime airtime for (i) airing the pre-recorded radio drama episodes and (ii) live talk shows based on the approved radio broadcast schedules.

c) Broadcast Management

- Consolidate and organise the translated radio drama messages according to language and region
- Ensure strict adherence to the approved broadcast schedules for both drama series and talk shows. Communicate timely, any externalities or changes in schedules.
- Guarantee consistency and quality in the delivery of radio messages across all selected stations.
- Prior to broadcast, ensure verbal mention of the scheduled programs as a mobilisation strategy to sensitise listeners on what to expect during the upcoming program.

- Ensure appropriate visibility of the GIZ, EU, the German Government and Dutch Government as enablers of the programme.
- Design together with GIZ SAFE team, route charts to ensure coordination and effective monitoring of the radio shows.
- Coordinate the delivery of radio talk shows based on topics approved by GIZ SAFE.

d) Talk show and Panellist Management

- In collaboration with the GIZ SAFE project, identify and engage two (2) expert panellists for each talk show. These should include representatives from: the government (MAAIF/District Local Government/Extension Officers), Coffee exporters, Cooperative leaders or representatives, traders, operators of hulling stations/wet mills, Government leaders (both political and civic) in the respective districts, with proven expertise in coffee and EUDR and upon recommendation by MAAIF Coffee department.
- Manage payment of honoraria for expert panellists.

e) Monitoring and Reporting

- Monitor all broadcasts to ensure compliance with schedules.
- Collect listener feedback during the call-in talk shows and compile the data on audience reach for both drama episodes and talk shows based on the listenership of radio stations and any other established mechanisms.
- Compile and submit to SAFE project, Interim report and end of project report.

2. Eligibility Requirements

2.1 Commercial eligibility assessment

- Registered powers of attorney authorizing signatory/representative of the firm to sign agreements / documents on behalf of the firm.
- Current and valid Tax Clearance Certificate addressed to GIZ Uganda, or its equivalent.
- Valid Current Trading License
- Registered URSB certificate of filing most recent Company Annual Returns or its equivalent
- Signed Outsourcing of data processing form.
- Signed Bid validity Document Confirming that bid is valid for 120 working days. Vendor to write up and sign.
- Summary of certified audited accounts for the last 3 financial years (2024, 2023 and 2022.) with Average Annual turnover equivalent to 200,000 Euro
- Must have employed as on 31.12.2025 at least 5 persons on full time basis.
- In case of a consortium, the lead agency should meet the stated criteria above.

2.2 Technical eligibility assessment

- More than 5 years' experience in coordinating or facilitating mass Awareness Raising through Radio, TV and other media channels.
- Over 5 years proven experience in developing and managing radio talk shows, radio dramas, or behaviour change communication (BCC/SBCC) campaigns targeting rural communities.
- Demonstrated experience implementing communication campaigns in the agriculture, forestry, environment, climate change, or rural development sectors, with over 3 years verifiable experience.
- Evidence of established working relationships with national and regional media houses and the ability to secure prime-time broadcasting schedules.
- Experience coordinating government institutions, development partners, private sector actors, cooperatives, and technical experts as panellists for radio discussions.
- At least 3 reference projects in development and implementation of national mass awareness raising each with a value of not less than Euro 50,000.

2.3 Milestones, laid out in the table below, are to be achieved during the contract term:

Period of assignment: 15th October 2026 to 31st March 2027

Milestones/process steps/partial services	Deadline/place/person responsible
- Inception Report	- 2 weeks after contract signing
Broadcast plans\broadcast patterns per radio station, and implementation roadmap	- 2 weeks after contract signing along with the Inception report
- Finalized radio station schedules for talkshows during prime time and airtime for drama series	- 2 weeks after approval of the inception report, radio listing and broadcast schedule and the implementation roadmap
- Implementation of drama series and radio talk shows as per the approved broadcast schedules and implementation roadmap on the 14 radio stations	- Within 4 months after approval of broadcast schedule and the implementation roadmap
- Monthly reports	- End of every month following the onset of the implementation of talk shows and drama series
- Final/close out report	- March 2027

3.0 Concept

In the tender, the bidder is required to show how the objectives defined in Chapter 1.5 (*Tasks to be performed*) are to be achieved. Provide a detailed Technical-methodology concept for delivering the assignment. In addition, the bidder must describe the project management system for service provision.

3.1 Technical-methodological concept

In this section, the bidder is required to carefully reflect on the objectives and terms of reference, describe their systems and processes in responsibility and present a clear technical-

methodological approach that would be undertaken for completing the tasks outlined in section 1.5 to achieve the assignment objective. In addition, the bidder must describe the design of the project management process in detail without duplication of the same information.

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 in Chapter 1.5 Context) (1.1.1). Following this, the bidder presents and justifies the explicit strategy with which they intend to provide the services for which they are responsible (see *Chapter 1.5 Tasks to be performed*) (1.1.2).

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 bidder 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 bidder will describe the key **processes** for the services for which it is responsible and create a detailed **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 1.5 (Tasks to be performed by the contractor) are to be provided. In particular, the bidder is required to describe the necessary work steps, alignment with the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 1.5 (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**.

3.2 Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination and develop implementation plan or strategies and share with GIZ. In particular, the project management requirements specified in Chapter 1.5 (Tasks to be performed by the contractor) must be explained in detail. The plan should include strategies for monitoring and evaluating activities and how backstopping services will be offered. The plan should also include a sustainability strategy, risks and mitigation measures.

The bidder is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the bid; 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 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 in accordance with section 3.3.1 of the AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between GIZ and field staff
- Process-oriented technical-conceptual steering of the consultancy inputs
- Securing the administrative conclusion of the project
- Ensuring compliance with reporting requirements
- Sharing the lessons learned by the contractor and leveraging the value of lessons learned on site

3.3 Further requirements (1.7)

The bidder is required to explain and, as far as possible, provide specific evidence (e.g. Letter of intent, MoU, cooperation agreement, etc.) of how it will make use of national resources (for example National Database, Regional and District Production offices etc.) as part of the delivery service. The contractor shall show proof of the availability and commitment of the team to execute this assignment, hence provide CVs for the Team leader and the Procurement and Administrative Expert with relevant experience in the field of Mass Communication, Media Studies, Marketing and procurement or similar fields. The team should show proof of similar or related assignments accomplished in the last 5 years by attaching 3 reference letters, contracts, or completion certificates.

4. Personnel concept

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 1.5), the range of tasks involved and the required qualifications.

4.1 Team leader – Expert 1

Tasks of the team leader

- Overall responsibility for the implementation of all assignment, quality control, stakeholder engagement, and delivery of the nationwide EUDR radio awareness campaign.
- Coordination and ensuring communication with GIZ, MAAIF, EUDR taskforce and other partners involved in the project.
- Mapping and contracting of 14 radio stations in the 14 different regions for the awareness activities.
- Development of broadcast schedule for mini-drama series and radio talk shows
- Management of relationship with the different radio stations in coordinating radio broadcasts as planned.
- Financial planning, efficiency, optimum utilization and providing accurate accountability for the funds in consultation with the officer responsible for the commission at GIZ.
- Ensuring the coherence and complementarity of the contractor's services with other services delivered by the project.
- Monitor and support the broadcast of mini-drama and radio talkshows, document feedback.
- Regular reporting in accordance with deadlines
- Liaise and coordinate activities with all relevant stakeholders such as partners and industry associations in Uganda.
- Document lessons learned, practices and propose scalability strategies

Qualifications of the team leader

- Education/training (2.1.1): University qualification (Masters level) in Mass Communication, Public Relations, Project Management, Development Studies, Business Administration or related field.
- Language (2.1.2): Good business language skills in English (C1) and strong command of any two local languages including Luganda, Acholi, Lusoga, Lugisu, Lugbara, Runyoro-Rutoro, Lukhonzor or Runyakitara.
- General professional experience (2.1.3): Five (5) or more years of professional experience in managing large-scale communication, public awareness, or behaviour change communication campaigns.

- Specific professional experience (2.1.4): Five years proven experience in managing communication assignments involving radio, stakeholders, and geographically dispersed implementation areas, with evidence of two accomplished media campaigns in the last three years.
- Leadership/management experience (2.1.5): Five or more years as a campaign lead or team leader for related assignments covering more than 2 regions of Uganda.
- Demonstrated knowledge of Uganda's agricultural sector, preferably the coffee value chain. Knowledge of the European Union Deforestation Regulation (EUDR) or similar due diligence frameworks will be an added advantage.

4.2 Procurement and Administration Coordinator – Expert 2

Tasks of Expert 2

- Support the procurement and contracting processes required for the assignment.
- Manage the payments of all costs related to execution of the assignment.
- Logistics management and collection of receipts and accountabilities for reimbursement.
- Track payments and prepare finance reports

Qualifications of Expert 2

- Education/training (2.2.1): Bachelor's Degree in any of these fields: Business Administration, Procurement, Accounting, or equivalent professional qualification
- Language (2.2.2) Very good language skills in English (C1)
- General professional experience (2.2.3): Five (5) years of professional experience in procurement, finance and administration preferably for mass media products.
- Regional experience (2.2.4): Three (3) or more years relevant experience in Uganda's public sector, private sector, development aid and civil society in Uganda.

Soft skills of team members:

In addition to specific qualifications, the following qualifications are required of the team:

- Teamwork and collaboration
- Stakeholder engagement and relationship building
- Problem solving and adaptability
- Communication and interpersonal skills
- Facilitation and moderation
- Socio-cultural skills
- Organisational and coordination skills
- Innovation
- Analytical and reporting skills

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 GIZ Uganda partner travel regulations.

All business travel must be agreed in advance by the officer responsible for the project.

Fee days	Number of experts	Number of days per expert	Total	Comments
Team Leader- Expert 1	1	50		Working days for expert.
Procurement & Administration Coordinator – Expert 2	1	45		Working days for expert
Travel expenses	Quantity	Price (UGX)	Amount (Total)	Comments
Per Diem for Team leader and driver (up to 60 days each), Procurement and Admin Coordinator (up to 40 days)	2			Per-Diem to cover meals, incidentals during radio contracting, mobilisation of panellists, radio talkshows and client feedback for the team leader, driver and procurement and admin coordinator up to 160 days of field activity
Overnight allowance/Accommodation for team leader, driver and procurement and admin coordinator	2			Overnight allowance for the team leader and driver up to 60 nights and procurement and admin coordinator up to 40 nights of field activity
Transport	Quantity	Price		Comments
Car Millage for consultant	Approximately 9600km			Millage for field days, evidenced by travelled distance. Rate of 7km/litre. Distance differs due to geographical distribution of radio stations in the 14 regions
Car Hire / Provision	Up to 60 days during contracting and talk-show management			Car hire costs are reimbursed against receipt as well as actual consumption of fuel against evidence.
Other costs	Number	Price		Comments
Airtime for Mini-Drama Series (2-5 minutes)	504 mini-drama episodes			The budget is for radio airtime to run pre-recorded audio-drama episodes in the different languages on the selected radio stations in the coffee growing regions.
Airtime for Radio Talk shows (1 hour)	48 Talk shows			Airtime payable to the host radio for 1hr talk-show against evidence for the 48 talk-shows

Honoraria for experts	96 (Honoraria for 2 experts for 48 talk shows)			The budget contains the honoraria cost for 2 experts as panellists during the 48 talk shows against evidence. This is consolidated into individual per-diems, overnight allowances and transport refund.
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6. Inputs of GIZ or other actors

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

- Introduction letters to relevant authorities for the assignment
- Existing EUDR awareness materials by the EUDR secretariat example key messages, discussion topics for talk show panellists, audio files for drama series and their translations.
- Support to the identification of experts of panels.

7. Requirements on the format of the tender

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 tender is drawn up in **English** (language)

The complete bid shall not exceed **14 pages** (excluding CVs).

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. The CVs 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.

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.

8. 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) apply.

The project is responsible for all aspects regarding the protection of personal data.

9. Annex

- Technical assessment grid
- Eligibility grid
- General terms and Condition of contract (local), 2024