

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

Communication Designing, Product Development and outreach for Climate Adaptation, Resilience and Climate Finance in Rural India Project	Project number/ cost centre: 22.2133.1-001.00
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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. Context

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH implements the Indo-German development cooperation project 'Climate Adaptation, Resilience and Climate Finance in Rural India (CAFRI II)' in close cooperation with the Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India, and the National Bank for Agriculture and Rural Development (NABARD).

The objective of the project is to strengthen planning, implementation, financing and monitoring of gender-responsive, transformative, and climate risk-informed interventions to enhance climate resilience in rural India in selected states and at the national level.

The project emphasises efficient localisation through cross-sectoral coordination, partner engagement, and capacity building at all levels of governance. Sectoral focus is placed on the topics of agriculture and water in rural India.

The activities focus on downscaling of scientifically informed, gender-responsive models to strengthen climate resilience and livelihood of women and other vulnerable groups. These models will be aligned with priorities of the State Action Plan for Climate Change (SAPCC) to ensure ownership by policy makers (at state and national level) and access to financial resources from public and private institutions.

The project will engage with local stakeholders at district and block levels, ensuring grassroots participation and ownership, while identifying cross-cutting schemes across districts with state-level involvement for seamless implementation. The project's strategy refines successful approaches for planning adaptation measures and stakeholder coordination at the state level.

The project aims to enhance climate finance in rural India by supporting financial institutions in creating new financing mechanisms for innovative climate adaptation solutions in agriculture and water sectors, while also facilitating blended finance transactions by converging diverse funding sources like Corporate Social Responsibility (CSR) funds, philanthropy, and profit-seeking capital to finance larger transactions that may not be financially viable initially.

The Communication and Advocacy for Climate Adaptation, Resilience, and Climate Finance in Rural India (CAFRI) initiative is committed to addressing the urgent challenges posed by climate change in rural areas. With a focus on promoting climate-resilient practices and mobilizing finance, CAFRI aims to enhance the adaptive capacity of rural communities in India.

Objectives:

- **Raise awareness:** Increase understanding among stakeholders about the impacts of climate change on rural livelihoods and the importance of climate adaptation and resilience measures.
- **Promote dialogue:** Facilitate meaningful discussions among diverse stakeholders, including policymakers, farmers, local communities, financial institutions, and private sector entities, to foster collaboration in addressing climate-related challenges.

- **Mobilize climate finance:** Advocate for increased investment in climate-resilient projects and initiatives in rural India, leveraging both public and private sector financing mechanisms to support adaptation and resilience-building efforts.

This consultancy should focus on dissemination of solutions, approaches, processes, key takeaways and upscaling potential/strategies on adaptation strategy and financing being carried out by GIZ.

Therefore, the production house/consultant/agency is required to prepare a methodology and recommend a format of innovative approaches and tools for capturing and disseminating results/knowledge/stories to stakeholders listed as Target Audience.

Target Audience:

Region	Target Audience	Key Messages for Communication and Knowledge Products
International	German Federal Ministry for Economic Cooperation and Development (BMZ)	Through regular interactions and reporting: - Highlight the impact of climate change on agriculture and rural communities in India. - Showcase successful climate adaptation and resilience interventions under CAFRI that were supported by BMZ. - Provide insights into the effectiveness of BMZ-funded initiatives in building climate resilience.
	Ministry of Environment, Forest & Climate Change (MoEFCC), Government of India and State Governments for Select States in Action	Regular reporting and communication: - Communicate the importance of climate adaptation and resilience-building measures in rural India. - Provide policy recommendations and best practices for integrating climate adaptation into national strategies. - Highlight successful climate resilience projects and initiatives supported by MoEFCC. - Present data and figures on the achievements, with focus on women.
Partners	The National Bank for Agriculture and Rural Development (NABARD)	Regular reporting and communication: - Showcase successful climate-resilient projects funded by NABARD. - Provide guidance on integrating climate adaptation into rural development and agriculture financing programs. - Offer knowledge products on sustainable agriculture practices and climate-smart technologies. - Present data and figures on the achievements, with focus on women.
	Polymakers involved in rural development, agriculture, climate change adaptation, and finance.	Key messages to include: - Provide policy briefs and reports on the importance of integrating climate adaptation into rural development and agricultural policies. - Offer recommendations for mainstreaming climate resilience in finance and development planning. - Highlight case studies and success stories to demonstrate the effectiveness of climate adaptation measures.
National/ State	Financial institutions, impact investors, and development banks interested in financing climate-resilient projects in rural areas.	Key messages to include: - Showcase investment opportunities in climate-resilient agriculture and water, with focus on women. - Provide case studies and project profiles highlighting successful blended finance supported climate-resilient projects. - Offer guidance on integrating climate risk management into investment decisions.

	NGOs, research institutions, and civil society organizations engaged in climate adaptation, resilience-building, and rural development.	Focus will be: - Provide research reports and studies on climate change impacts on rural communities and agriculture. - Showcasing capacity-building workshops and training programs on climate adaptation and resilience. - Facilitate knowledge sharing and collaboration among organizations working on climate resilience in rural areas.
	Private sector companies operating in agricultural value chains, renewable energy, water management, and sustainable infrastructure development.	Focus will be: - Showcase business opportunities in climate-resilient agriculture, renewable energy, and sustainable infrastructure. - Provide case studies and best practices for integrating climate resilience into business strategies. - Offer guidance on sustainable supply chain management and climate risk assessment.
	Women and other vulnerable TG (Gender) as key target audience	With an aim to empower women and other vulnerable gender groups to build resilience to climate risks and impacts in agriculture, messages to focus on: - Empower women and vulnerable gender groups with practical guides and toolkits for climate-resilient farming practices. - Provide tailored training materials on climate-smart agriculture techniques and technologies for women and vulnerable gender groups. - Share inspiring success stories and case studies of women and vulnerable gender groups adapting to climate change.
	Farmers, agricultural cooperatives, and rural communities vulnerable to climate risks and impacts.	Focus on: - Provide practical guides and toolkits for climate-resilient farming practices. - Offer training materials on climate-smart agriculture techniques and technologies. - Share success stories and case studies of farmers adapting to climate change.
	Media outlets and journalists covering climate change, agriculture, and rural issues in India.	Key messages on: - Provide access to reliable information and data on climate change impacts on agriculture, water and rural communities with a special focus on women. - Offer expert interviews and opinion pieces on climate adaptation and resilience-building efforts in rural India. - Share multimedia content, including videos, infographics, and photo essays, to raise awareness about climate change issues.

The emphasis is to develop and offer communication products for dissemination of intended impacts on target groups, proposed solutions, upscaling lessons & opportunities from these pilots through videos, online campaign and digital products for each pilot. The products will summarize project's objectives, interventions, positive results; and inspire stakeholders to build on the project approach. The outputs will detail/highlight the scalability and impact of the projects on the beneficiary communities.

Important Note: It is crucial to include women and other vulnerable gender groups as the key target audience for CAFRI II. As a Gender II project, we must prioritize the development of a substantial number of communication and knowledge-based products tailored specifically for these groups.

Key Messages must include:

- **Gender-responsive Approaches:** Recognizing the urgency of climate action, prioritizing gender-responsive approaches is paramount. By integrating gender perspectives in communicating about adaptation efforts in rural India, address the immediate need to build resilience and mitigate the adverse impacts of climate change on agriculture, water resources, and livelihoods.
- **Urgency of climate action:** Highlight the immediate need for climate adaptation and resilience-building measures in rural India to mitigate the adverse effects of climate change on agriculture, water resources, and livelihoods.
- **Opportunities for collaboration:** Emphasize the importance of multi-stakeholder partnerships and engagement, including the active involvement of the private sector, in developing and implementing climate-resilient solutions.
- **Access to finance:** Advocate for increased access to climate finance, including innovative financing mechanisms and investment incentives, to support the scaling up of climate adaptation and resilience projects in rural communities.
- **Sharing of Best Practices:** CAFRI facilitates the exchange of best practices in climate adaptation, resilience, and climate finance across rural India. Through knowledge-sharing platforms, stakeholders learn from successful initiatives, fostering innovation and collaboration. By highlighting proven strategies, CAFRI empowers communities to implement effective solutions, enhancing their resilience to climate change impacts and promoting sustainable development in rural areas.

2. Tasks to be performed by the contractor

The deliverables have been organized into six distinct work packages to streamline the project's execution and ensure clarity in task allocation. Each work package delineates specific tasks and objectives aimed at achieving the project's overarching goals effectively. Below are the details of each work package and the contractor is responsible for providing the following services:

Work Package	Deliverables
WP1	Development of a proposed Execution plan in consultation with GIZ for the assignment
WP2	Development of narratives and conceptualisation of communication/Knowledge products
WP3	Development of IEC Material - Factsheet, Brochure, Report, Case Study, Policy Document, Manual, Project Proposals
WP4	Development of Multimedia/Digital - Photos, Videos, Interviews, Illustrations, Success Stories, Infographics
WP5	Development of Premium Content - Newsletters, Coffee Table Book
WP6	Dissemination Plan of key messages/lessons learnt in outreach events/social media promotion

Work Package 1: Development of a proposed Execution plan in consultation with GIZ for the assignment

Objective: By completing the tasks below, the project team will develop a comprehensive and well-defined execution plan in consultation with GIZ, setting the stage for a successful implementation of the assignment. The consultation will be in three phases:

Phase I: Understanding the Project and Initial Consultation

Tasks:

- 1. Initial Consultation with GIZ:**
 - Schedule a meeting with key stakeholders from GIZ to discuss project requirements, objectives, and expectations for the execution plan.
 - Gather input on desired outcomes, timeline, budget constraints, and any specific considerations for the assignment.
- 2. Review Project Scope and Requirements:**
 - Analyze the project scope document and any relevant documentation provided by GIZ to gain a comprehensive understanding of the assignment's requirements.
 - Identify any potential challenges, constraints, or risks that may impact the development of the execution plan.
- 3. Research and Benchmarking:**
 - Conduct research on similar projects or initiatives to gather insights into best practices, methodologies, and strategies for execution planning.
 - Benchmark against industry standards and relevant case studies to inform the development of the proposed execution plan.
- 4. Stakeholder Engagement:**
 - Identify key stakeholders and project team members who will be involved in the execution of the assignment.
 - Schedule stakeholder meetings or workshops to gather input, align expectations, and ensure buy-in for the proposed execution plan.

Phase II: Development and Finalisation of the Execution Plan

- 1. Drafting of Execution Plan:**
 - Develop a detailed outline for the execution plan, including sections on objectives, scope, deliverables, timeline, budget, resources, risk management, and communication strategies.
 - Define clear roles and responsibilities for each member of the project team and stakeholders involved in the assignment.
- 2. Collaboration with GIZ:**
 - Share the draft execution plan with GIZ for review and feedback.
 - Collaborate with GIZ stakeholders to incorporate any revisions or updates based on their input and requirements.
- 3. Finalization of Execution Plan:**
 - Incorporate feedback from GIZ stakeholders into the final version of the execution plan.
 - Ensure that the execution plan is comprehensive, realistic, and aligned with GIZ's objectives and expectations.
- 4. Approval and Sign-off:**
 - Present the final execution plan to GIZ stakeholders for approval.
 - Obtain formal sign-off and endorsement of the execution plan from the designated authority within GIZ.

5. Documentation and Distribution:

- Document the approved execution plan along with any supporting materials or documentation.
- Distribute the finalized execution plan to all relevant stakeholders and project team members.

Phase III: Kick-off and Implementation Initiation:

1. Kick-off Meeting Preparation:

- Prepare materials and presentations for the kick-off meeting to introduce the approved execution plan and initiate the assignment.

2. Kick-off Meeting Conduct:

- Facilitate the kick-off meeting with GIZ stakeholders and project team members to officially launch the assignment.
- Present the execution plan, discuss key milestones, roles, and responsibilities, and address any questions or concerns.

3. Post-Meeting Follow-up:

- Provide meeting minutes and documentation summarizing key decisions and action items from the kick-off meeting.
- Ensure that all stakeholders are clear on their roles and responsibilities moving forward.

Note: It's imperative that the Team Leader remains readily available for all initial discussions, as their presence plays a pivotal role in ensuring the seamless implementation and execution of the project. Their involvement fosters effective communication, alignment of objectives, and clarity in roles and responsibilities among team members and stakeholders. By actively participating in these discussions, the Team Leader can provide valuable insights, offer guidance, and facilitate decision-making processes, thereby laying a strong foundation for the project's success. Additionally, their availability underscores their commitment to the project's objectives, fostering confidence and trust among team members and stakeholders.

Work Package 2: Development of narratives and conceptualisation of communication products

- Detailing on conceptualization of communication products- such as factsheet/infographic/videos/animations/flyers for dissemination of objectives/results.
- Narrate the steps for assignment, plan of field visits (if required), and stakeholder consultation/meetings etc.
- Support project in implementation of the current communication plan.
- Revise the concept note and plan of action based on the suggestions of GIZ, if any.

Deliverable:

- Documentation of narratives, Communication matrix detailing a tentative list of communication products, communication goals, key messages for target audience with list of dissemination channels.

Work Package 3: Design and Develop Information, Education and Communication (IEC) – Factsheet, Brochure, Report, Case Study, Policy Document, Manual, Project Proposals

- Design and develop communication products for discussion with partner institutions and target stakeholders.

- Illustrate all materials with animation, still photos, flow charts, diagrams or any other form of illustration with key messages that may enhance the communication of information.
- Design and produce multi-media products, Audio-visual (AV), animations and live shoots capturing in support of project goals/solutions/approaches from pilot cases and locations.
- Capture/Edit still photos from pilot locations to be used in articles/stories/social media and to be shared with partner for their utilization.
- Design the layout of project reports, training manuals and presentation slides including developing other communication materials reflecting project's goal and approach.
- Support project team in proof-reading and editing of study reports and develop engaging and plain content for brochures/flyers/factsheets.
- Manage communications coordination, outreach and engagement with farmer groups, project partners, GIZ and integrate feedback.
- Design, develop and edit the electronic copies of all the final IEC materials produced for this assignment in English and specific product in Hindi/Vernacular in consultation with GIZ.
- Design and develop communication products for digital/non-digital consumption with 'on-demand basis' in consultation with GIZ.

Deliverables:

- 10 Factsheets of 2-4 pages that highlighting project achievements and facts; or technologies.
- 10 Brochures of 4 pages that is visually appealing and summarises project objectives and successes.
- 10 Reports of 8 pages that provide detailed summaries of project progress and outcomes.
- 4-5 reports of 30 pages that produce thorough analyses on specific project themes or areas.
- 5-6 case studies that are elaborated in 3 pages showcasing project/technology/intervention successes or challenges.
- 7-8 case studies of 150 words showcasing project/technology/intervention successes or challenges.
- 1-2 policy documents of 25-30 pages approximately that outlines project-related policies and guidelines.
- 1-2 project proposals of 10-15 pages each detailed according to the requirements.
- 1 manual of 20-25 pages approximately as a comprehensive guide detailing project methodologies and best practices.

Notes:

- **Remain flexible:** The production house should be open to adjusting the composition of deliverables as the project develops, accommodating changes in scope or requirements.
- **Adapt to evolving needs:** Be prepared to modify deliverables based on feedback, new insights, or shifting project priorities to ensure alignment with project goals.
- **Communicate effectively:** Maintain clear and open communication with project stakeholders to discuss any changes and ensure that modifications to deliverables are implemented smoothly.
- All the materials designed in this assignment should allow for review and testing phase. Corresponding adjustments should be made based on feedback received.

- Content of all materials should be simple and understood by a layman.
- Ensure that the communication guidelines created by BMZ and GIZ and the project partners are integrated into designs.

Work Package 4: Development of Multimedia - Photos, Videos, Interviews, Illustrations, Success Stories, Infographics

The objective is to create a diverse and engaging multimedia portfolio, comprising photos, videos, interviews, illustrations, success stories, and infographics, to effectively communicate project achievements and impacts. Through captivating visuals and compelling narratives, the aim is to showcase the project's progress, outcomes, and stakeholder experiences. This multimedia content will serve to enhance project visibility, attract stakeholders' attention, and facilitate knowledge sharing. By highlighting success stories, sharing insights from interviews, and presenting data in visually appealing formats, the objective is to inspire and inform audiences while fostering a deeper understanding and appreciation of the project's significance and value.

1. Photograph Selection and Editing:

- Select 600 high-quality photographs (min 80 per state and remaining from other activities and interventions of the project) meeting minimum resolution requirements.
- Edit photographs for clarity, composition, and aesthetic appeal.
- Provide captions in metadata files containing relevant information such as full name, date, and location of photos taken.
- Obtain consent forms signed by all photographed individuals that must be signed by the subject (person or leader of the group) and provided to GIZ.
- All deliverables (including consent forms) must be submitted by soft and hard copy (hard drive).

2. Video Films:

1. 2-3 Minutes Videos:

- Number of Videos: 8-10
- Content Duration: 2-3 minutes each
- Purpose: These videos will provide concise overviews of specific project interventions within the agriculture and water sectors.
- Description: Each video will focus on a specific topic, summarizing project interventions, implementation activities, results, impact, and benefits. These videos will include shots, interviews, and social media cuts under 2 minutes.

2. 4-5 Minutes Videos:

- Number of Videos: 6-8
- Content Duration: 4-5 minutes each
- Purpose: Detailed exploration of project interventions within the agriculture and water sectors.
- Description: These videos will delve deeper into each topic, providing more detailed insights into project activities, results, impact, and benefits. They will include extended interviews, additional footage, and more comprehensive coverage.

3. 1 Long Film:

- Number of Films: 1
- Content Duration: Long film

- Purpose: Comprehensive overview of project interventions across agriculture and water sectors.
- Description: This long film will provide a comprehensive overview of all project interventions, activities, results, impact, and benefits within the agriculture and water sectors. It will include in-depth interviews, extensive footage, and detailed coverage of all focus topics.

To Summarise:

- Sector specific films on focused topics that are mutually agreed and finalised under agriculture and water sector as per the durations mentioned above that summarise the various project interventions. These films should capture the implementation activities, highlight specific results and demonstrate the impact and concrete benefits in people's lives through shots and interviews.
- One overarching film on Climate Adaptation, Resilience and Climate Finance in Rural India (CAFRI II) using the photos and videos captured in the field and based on the interviews conducted with the relevant stakeholders in the Embassy, German and Indian Ministries, IIT Delhi, NITI Aayog, other identified partners and GIZ.
- All narratives and testimonials in the videos must be in local language with English and Hindi subtitles and voice over should be in English.
- The videos and film must be edited and provided with caption in its metadata file, containing relevant information such as full name, date, location.
- All filmed people must agree to the consent form. Consent forms must be signed by the subject (person or leader of the group) and provided to GIZ.
- All deliverables (including consent forms) must be submitted by soft and hard copy (hard drive).

The production house shall be responsible for all stages of video/film production including but not limited to:

- **Pre-production:** The production shall be responsible for the timeline, review of existing content and literature, concept development including the graphics concepts, scheduling the field visits to the identified project locations and developing script for all the videos.
- **Production:** Executing the entire development of all videos as per the storyline and concept. Travel to the field sites for up to 3 days in each project location including travel days. Coordination with local implementing partners and technical people with field knowledge to plan the field visits.
- **Post-production:** Editing of the recorded footage, and photographs, incorporating graphics, music and sound effects, subtitles and voiceover as stated above in accordance with the script requirement.

The videos and photographs should capture the following content:

- Target group (as identified above), project interventions, outcomes and other relevant activities/ impact related to the project.
- Portraits of female and male subjects, appealing images from project sites, distinctive landscape visuals and surroundings (b-roll, drone shots) for use as key visuals and photographic footage across various channels.

3. Illustrations and Infographics:

- Define project objectives, target audience, and key messages for the illustrations and infographics.
- Establish a project team including designers, content creators, and stakeholders.
- Set project timeline, milestones, and budget constraints.
- Conduct research on the topics to be illustrated and gather relevant data and information.
- Collaborate with subject matter experts to ensure accuracy and relevance of content.
- Brainstorm ideas for the illustrations and infographics based on the research findings and project objectives.
- Develop rough sketches and concepts for each illustration and infographic to outline the visual direction.
- Review sketches with stakeholders and gather feedback for revisions and refinements.
- Iterate on the concepts based on feedback to ensure alignment with project goals.
- Finalize illustrations and infographics in the required file formats (e.g., JPEG, PNG, PDF).
- Deliver the completed illustrations and infographics to the designated stakeholders.

4. Success Stories of the Project:

1. Project Analysis and Identification:

- Review project documentation and performance data to identify potential success stories.
- Determine key criteria for selecting success stories, such as impact, innovation, or stakeholder satisfaction.

2. Stakeholder Engagement:

- Identify project beneficiaries, partners, and stakeholders who can contribute to success story development.
- Conduct interviews, surveys, or focus groups to gather qualitative and quantitative data on project achievements and impacts.

3. Storytelling Workshop:

- Organize a workshop with project team members and stakeholders to brainstorm and develop compelling narratives for the identified success stories.
- Provide guidance on storytelling techniques, including structure, tone, and key messaging.

4. Content Creation:

- Draft success stories based on the information gathered, highlighting specific achievements, challenges overcome, and lessons learned.
- Incorporate quotes, testimonials, and anecdotes from project participants to add authenticity and human interest.

5. Review and Feedback:

- Circulate draft success stories to project team members, stakeholders, and beneficiaries for review and feedback.
- Incorporate suggested revisions to ensure accuracy, clarity, and alignment with project objectives.

6. Design and Visual Enhancement:

- Collaborate with designers to create visually appealing layouts for the success stories, incorporating relevant images, graphics, and branding elements.
- Ensure consistency in design and formatting across all stories.

7. Approval and Finalization:

- Obtain final approval from project management or relevant stakeholders for the completed success stories.
- Address any final edits or revisions as needed before finalizing.
- All stories must be edited and provided with caption in its metadata file, containing relevant information such as full name, date, location.
- All filmed people must agree to the consent form. Consent forms must be signed by the subject (person or leader of the group) and provided to GIZ.
- All deliverables (including consent forms) must be submitted by soft and hard copy (hard drive).

8. Dissemination and Promotion:

- Develop a dissemination plan to share the success stories with target audiences through various channels, such as project websites, newsletters, social media, and press releases.
- Evaluate the effectiveness of the dissemination strategy and make adjustments as necessary to maximize visibility and engagement.

10. Documentation and Archive:

- Document the process of developing success stories, including methodologies, challenges, and best practices.
- Archive the finalized success stories for future reference and use in project reporting, marketing, and knowledge sharing.

Notes:

- Collaboration and communication among team members and stakeholders are critical throughout the design process.
- Flexibility may be required to accommodate changes in project scope or timeline

5. Stakeholder Interviews

1. Stakeholder Identification:

- Identify key stakeholders including farmers, women, tribals, partners, and international visitors who have been involved in or impacted by the project.
- Compile a comprehensive list of stakeholders, including contact information and their roles in the project.

2. Interview Planning:

- Develop an interview protocol outlining the objectives, questions, and methodology for conducting the interviews.
- Customize interview questions to capture the perspectives, experiences, and insights of each stakeholder group.
- Schedule interviews with stakeholders based on availability and logistical considerations.

3. Stakeholder Engagement:

- Reach out to stakeholders to explain the purpose and importance of the interviews, ensuring their participation and cooperation.

- Provide necessary information and context about the project to stakeholders to facilitate meaningful discussions during the interviews.
4. **Conducting Interviews:**
 - Conduct one-on-one or group interviews with stakeholders using the predetermined protocol and interview questions.
 - Create a conducive environment for open and honest communication, ensuring that stakeholders feel comfortable sharing their thoughts and experiences.
 - Record interviews with consent, either through audio or video recording, or detailed notetaking.
 5. **Data Analysis:**
 - Transcribe recorded interviews and organize interview data for analysis.
 - Analyse interview responses to identify common themes, patterns, and insights across stakeholder groups.
 - Interpret findings to extract valuable insights and lessons learned from stakeholder perspectives.
 6. **Reporting and Documentation:**
 - Prepare a comprehensive report summarizing the findings from the stakeholder interviews, including key themes, quotes, and recommendations.
 - Document interview transcripts, notes, and any supplementary materials for future reference and analysis.
 - Ensure confidentiality and anonymity of stakeholders by anonymizing interview data and protecting sensitive information.
 - All stories must be edited and provided with caption in its metadata file, containing relevant information such as full name, date, location.
 - All filmed people must agree to the consent form. Consent forms must be signed by the subject (person or leader of the group) and provided to GIZ.
 - All deliverables (including consent forms) must be submitted by soft and hard copy (hard drive).
 7. **Stakeholder Feedback:**
 - Share the interview findings with stakeholders for validation and feedback, giving them an opportunity to review and comment on the report.
 - Incorporate stakeholder feedback into the final report to ensure accuracy and credibility of the findings.
 8. **Communication and Dissemination:**
 - Develop communication materials such as presentations, infographics, or executive summaries to disseminate key findings from the stakeholder interviews.
 - Present the findings to project stakeholders, partners, and other relevant audiences through meetings, workshops, or virtual platforms.
 - Share the final report and related materials with project stakeholders and partners through appropriate communication channels.
 9. **Follow-up and Action Planning:**
 - Facilitate follow-up discussions with stakeholders to discuss implications of the interview findings and identify actionable steps for project improvement or future initiatives.
 - Collaborate with project teams to develop action plans based on the insights and recommendations from stakeholder interviews.

Deliverables:

- Selection of 600 high quality photographs with minimum of 300 dpi (8.7 megapixels A4 print or 17.4 MP for A3 print) in standard format like JPEG, PNG or TIFF
- Total Number of Video Films: 15-18
 - Sector Specific Films (4 minutes each): 6-8
 - Social Media Cuts (under 2 minutes each): 8-10
 - Long Film: 1
- 30 Illustrations and Infographics
- 5-6 Success Stories to be captured from the field.
- 18-20 interviews with stakeholders.

Notes:

- Sensitivity and respect for stakeholder perspectives are paramount throughout the interview process.
- Regular communication and coordination with stakeholders are essential to ensure successful participation and engagement in the interviews.

Work Package 5: Development of Premium Content - Newsletters, Coffee Table Book

Objective: To create visually appealing and informative premium content in the form of newsletters and coffee table books, showcasing project interventions, outcomes, and impacts across various focus areas of the project, ensuring compliance with consent and metadata requirements.

Tasks:

1. Content Planning and Conceptualization:

- Define the content scope and objectives for newsletters (frequency will be half-yearly) and two coffee table books that are to be disseminated before March 2025 and March 2026 respectively.
- Conceptualize themes, narratives, and visual concepts aligned with project goals and target audience preferences.
- Develop content outlines and storyboards for newsletters and the coffee table book.

2. Newsletter Development:

- Compile project updates, success stories, and other relevant content for newsletters.
- Design newsletter layout and format for visual appeal and readability.
- Incorporate edited photographs and graphics into newsletter content.
- Review and finalize newsletter content and design with input from GIZ.

3. Coffee Table Book Creation:

- Curate compelling narratives, anecdotes, visuals for the coffee table book.
- Design layout and format for the coffee table book, emphasizing visual impact and storytelling.
- Incorporate edited photographs, graphics, interviews, voices from the ground and captions into the coffee table book layout.
- Review and finalize coffee table book content and design with input from GIZ.

Responsibilities:

- The production house is responsible for all stages of content development, including planning, selection, editing, and design.
- Coordination with project stakeholders and GIZ for content review and approval.
- Ensure compliance with consent and metadata requirements for all content.

Deliverables:

- 8 Newsletters featuring project updates, success stories, and other relevant content.
- 2 Coffee table books on the themes confirmed, showcasing interviews, voices from the ground, project interventions, outcomes, and impacts.
- All deliverables (including consent forms) must be submitted by soft and hard copy (hard drive).

Notes:

- Collaboration and communication among team members and stakeholders are critical throughout the design process.
- Flexibility may be required to accommodate changes in project scope or timeline.

Work Package 6: Dissemination of key messages/lessons learnt in outreach events/social media promotion to targeted project stakeholders.

- The production house should make an online dissemination plan for all materials designed in this assignment focusing on specific location and target audiences.
- Develop a promotional plan in consultation with GIZ.
- Develop and design promotional materials and outreach tools including animation, video, infographics, slides, collages, etc together with videos and photos collected during filming for each location.
- The consultants should support GIZ in promotion of events, webinars, trainings conducted during the period of this assignment in media channels (print & digital).
- Develop key messages for media and Support project team in drafting op-eds, news stories/articles for digital (mass media) & print (local newspapers in regional languages & digital print media).
- Support project team in developing write-ups/articles/blogs for GIZ internal networks and external digital forums (Ex: SNRD Asia-Pacific Network, GIZ website, premium business magazines, etc) as and when needed.
- Support project team in design of each communication material including creatives for events/workshops/seminars/roundtables (on-demand basis)

Deliverables:

- Social media campaign plan for various channels (YouTube, LinkedIn, Twitter) and to be approved by GIZ.
- Social media posts must include a blend of updates, posts, short stories, case studies, technologies showcasing, carousels and other medium of promotion.
- Monthly 4 posts on social media for GIZ India, Twitter and LinkedIn accounts.
- Blogs/articles/creatives/stories for mass-media outreach/press release (digital & print in consultation with GIZ).

- At least one (1) video/animation of 60 seconds per month for social media dissemination.

Milestones: Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations:

Milestone	Deadline/place/person responsible
<i>Introductory meeting: Understanding the Project and Initial Consultation</i>	<i>Within one week of assignment being awarded</i>
Deliverable 1: Development and Finalisation of the Execution Plan	<i>Within four weeks of assignment being awarded</i>
<i>Kick-off and Implementation Initiation</i>	<i>Within six weeks of assignment being awarded</i>
Deliverable 2: Development of a proposed travel plan in consultation with GIZ for activities listed under WP1-6 for the various projects from all locations	<i>Within four weeks of assignment being awarded</i>
Deliverable 3: Dissemination Plan of key messages/lessons learnt in outreach events/social media promotion	<i>Within six weeks of assignment being awarded</i>
Deliverable 4: Development of a draft script for first 2 videos; 2 case studies	<i>Within four weeks of assignment being awarded</i>
Deliverable 5: Travelling to the locations in accordance with the storyboards developed, to capture all multi-media deliverables and engage with all the identified project stakeholders	<i>Initiate withing three months of assignment being awarded. Travel as per the project requirements throughout the contractual period</i>
Deliverable 6: Sharing the first cut of at least 2 completed videos along with the voice-over (options for male and female), subtitles, graphics, logos etc. for agreement on style and format to be followed	<i>Within two weeks of completion of the first round of travel - August 2024</i>
Deliverable 7: Submission of the first batch of 30-40 edited photographs in raw quality, hi resolution and low resolution (for use in the web) in all formats mentioned in the Tasks on Hard Drive	<i>Within one month of completion of travel</i>
Deliverable 8: Development of IEC Material - Factsheet, Brochure, Report, Case Study, Policy Document, Manual, Project Proposals	<i>Initiate withing Four weeks of assignment being awarded. Documents to be developed as per the project requirements throughout the contractual period</i>
Deliverable 9: Development of a draft script for first 2 success stories	<i>Within three months of assignment being awarded</i>
Deliverable 10: Development of Newsletter	<i>End of Every Quarter</i>
Deliverable 11: Development of Coffee Table Book - First Edition	<i>End of December 2024</i>
Deliverable 12: Development of Coffee Table Book - Second Edition	<i>End of December 2025</i>
Deliverable 13: Promotions including social media posts (At least 4 post per month and posts on other special days like UN Environment Day, Independence Day, festivals, etc)	<i>Monthly; Regular intervals throughout the contract period</i>
Deliverable 14: Finalize (final version) Communication materials/multimedia products showcasing project objectives, activities and voices of stakeholders.	<i>End of December 2025</i>
Deliverable 15: Finalize the Complete Project Report combining all the works done under this assignment	<i>End of March 2026</i>
<i>Review meeting</i>	<i>Last week of Every Quarter; Team leader to attend</i>

Period of assignment: From **July 2024** until **30th March 2026**.

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 2 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 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 2).

The bidder is required to present the actors relevant for the services for which it is responsible and describe the **cooperation** with them.

The bidder is required to present and explain its approach to **steering** the measures with the project partners and its contribution to the results-based monitoring system.

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 2 are to be provided. In particular, 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 2.

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

Important Note: Women and other vulnerable gender groups must be prioritized as the primary target audience for CAFRI II. As a Gender II project, it is imperative to focus on developing a significant number of communication and knowledge-based products specifically tailored for these groups, while also considering cross-cutting themes

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 in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018

In addition to the reports required by GIZ in accordance with AVB, the contractor submits the following reports:

- Inception report

- Contributions to reports to GIZ's commissioning party
- Brief quarterly or half-yearly reports on the implementation status of the project (5-7 pages)

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 5.4 of the AVB:

- 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
- Ensuring compliance with reporting requirements
- Providing specialist support for the on-site team by staff at company headquarters
- Sharing the lessons learned by the contractor and leveraging the value of lessons learned on site.

4. Criteria for Eligibility of firms

The bidders must submit the documentary evidence for the criteria's cited below:

I. Commercial Eligibility assessment

- Be a registered national organization or entity.
- The average annual turnover for the last three financial years should be at least 120,000 Euros.
- The agency should have a minimum of 10 employees as of the previous year.
- The agency must submit a declaration on GWB clauses – refer Annexure "Legal Inferences"
- The agency must declare "Average no. of employees & managers in past three years".

II. Technical Eligibility Assessment

- Agency must have handled at least 3 reference projects in communication designing and campaigning in the last three years with minimum commission value of Euro 25,000.

III. Weighted Criteria

- 5 years' experience of designing and managing creative portfolios.
- 5 years' experience of product development capabilities including report writing, documentation, videos, research.
- 5 years' experience of creating communication and branding strategy.
- 3 years' Experience of Project Management and Execution.

- 3 years' experience of Digital Marketing and Outreach.

Please refer document “Grid for Eligibility of consulting firms” and its Annex (2A) for details. The documentary evidence of the criteria listed above must be submitted as per Annex A of bidding conditions.

4A. 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 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points.

Team leader

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- Education/training (2.1.1): Post graduate degree in Development communication/ Mass Communication / Media Studies/ Social Studies and/or related field
- Language (2.1.2): Good communication language skills in English & Hindi
- General professional experience (2.1.3): 7-10 years of relevant experience in the field of knowledge management related to natural resource management, sustainable development and climate change.
- Specific professional experience (2.1.4): Possesses strong background and work experience (minimum 5 years) in development of dissemination tools (AV/3ds/infographics etc.), writing skills and basic knowledge of maintaining digital knowledge platforms.
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 5 years of experience in projects in different regions in India
- Development Cooperation (DC) experience (2.1.7): Prior experience of working with multi-lateral / bi-lateral organisations, and with National Ministries / State Governments / Cities (with experience in projects related to smart cities, SDGs, brand designing of national / international events, etc.) shall be preferred.

Expert 1: Communication and Outreach Expert

Tasks of expert 1

- Develop a strategy on how to catalogue and categorise communication products as per the themes.

- Analyse the stakeholder and their communication needs.
- Provide strategic inputs to the assignment based on consultation with GIZ team and partners for disseminating results.
- Prepare and design Draft communication products (digital/non-digital)
- Support the management of the overall execution of the designing and manage messages and information material to ensure wide dissemination.
- In consultation with GIZ team identify best suitable media stories, write-ups for dissemination to target audience(s) through different media channels.
- Identify, discuss and finalise the tools/options for social media promotion/outreach.
- Work jointly with Team leader, other experts and GIZ to design communication products and its outreach (digital/non-digital).

Qualifications of expert 1

- Education/training (2.2.1): Master's degree in graphic designing/ Media Studies/ Mass communication
- Language (2.2.2): fluency in Hindi, English, one regional language is preferable.
- General professional experience (2.2.3): Min (5) years of relevant experience in the field of documentation, writing, preparing dissemination tools both digital and non-digital form (printable) etc. on natural resource management, sustainable development and climate change.
- Specific professional experience (2.2.4): Min (3) years of experience of developing digital/non-digital communication tools related to climate change and environmental issues.
- Leadership/management experience (2.2.5): 3 years of experience in Project Management, preferably with International Partners
- Regional experience (2.2.6): Substantial regional/country specific experience on the subject
- Development Cooperation (DC) experience (2.2.7): Prior experience of working with multi-lateral / bi-lateral organisations, and with National Ministries / State Governments / Cities (with experience in projects related to climate change, sustainable development, brand designing of national / international events, etc.) shall be preferred.

Expert 2: Art Director

Tasks of Expert 2

- Manage the production of a video by planning shoots, organizing schedules and stakeholder interviews.
- Creation of the general concept of the video
- Development of the detailed scenarios of the video
- Video production (types of content: mini documentary, short journalistic reports, short human-interest video stories, etc.) in Hindi/English language in consultation with GIZ.
- Post-production (assembly, sound, processing, etc.)

Qualifications of the Expert 2

- Education/training (2.3.1): Graduate Degree/Diploma in degree in film, media, or another relevant field.
- Language (2.3.2): Hindi and English, one regional language is preferable.
- General professional experience (2.3.3): At least five years of experience in videography/video editing, experience of editing.
- Specific professional experience (2.3.4): Min 3 (three) years in Demonstrated experience of conception, production and editing of mini video documentaries covering social, humanitarian, development and climate change subjects.

- Regional experience (2.3.6): Experience of working on climate change, rural livelihoods, sustainable development projects in India.

Expert 3: Content Writer

Tasks of Expert 3

- Editing and finalising content in a reader-friendly way for each knowledge product
- Inputs in website content as and when required.

Qualifications of the Expert 3

- Education/training (2.4.1): Bachelors/Master's degree in communications/journalism or related discipline
- Language (2.4.2): Excellent written communication skills in English and Hindi
- General professional experience (2.2.3): A minimum of 5 years of relevant work experience
- Specific professional experience (2.4.4): Experience in on climate change, sustainable development projects and
- Regional experience (2.4.6): Experience of working on climate change, sustainable development projects in India.
- Other (2.4.8): Good written communication skills

Expert 4: Graphic Designer

Tasks of Expert 4

- Developing formats and layouts for various knowledge/communication products including required graphics, visuals, etc.
- Inputs in designing content as and when required.

Qualifications of the Expert 4

- Education/training (2.4.1): Degree in Art / Graphics Design / Mass Communication / any other relevant field from any recognised university / college
- Language (2.4.2): Good skills in English. Skills in Hindi is preferable.
- General professional experience (2.4.3): 5 years' work experience in designing communication and knowledge products and graphics related to the development sector.
- Specific professional experience (2.4.4): Experience in communicating complex problems in a comprehensive manner, through usage of colours to illustrate graphics; Capacity to simplify data from spreadsheets and surveys, and comprehensive usage of text and fitting it in an overall layout; Ability to develop digital graphics; Capability to layout text along with graphics to an overall comprehensive document.
- Regional experience (2.4.6): Experience of working on climate change, sustainable development projects in India.

5. Costing requirements

The bidder must provide costing against each work package

Work Package	Deliverables
WP1	Development of a proposed Execution plan in consultation with GIZ for the assignment
WP2	Development of narratives and conceptualisation of communication products

WP3	Development of IEC Material - Factsheet, Brochure, Report, Case Study, Policy Document, Manual, Project Proposals
WP4	Development of Multimedia - Photos, Videos, Interviews, Illustrations, Success Stories, Infographics
WP5	Development of Premium Content - Newsletters, Coffee Table Book
WP6	Dissemination Plan of key messages/lessons learnt in outreach events/social media promotion

Travel

The bidder is required to calculate the travel by the specified experts and the experts it has proposed based on the places of performance stipulated in Chapter 2 and list the expenses separately by daily allowance, accommodation expenses, flight costs and other travel expenses.

Total 64 round trips are anticipated to pilot locations across India where some of the probable states identified are Himachal Pradesh, Uttar Pradesh (Bundelkhand), Delhi, Uttarakhand, Haryana, Tamil Nadu. Hence the bidder is required to calculate the travel days for the specified experts and budget for 64 PAN India trips in alignment to the requirement of the deliverables. Accordingly, per diem, accommodation and local travel are to be budgeted keeping a maximum of 120 day.

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.

Workshops, training

- Organize and execute physical/online outreach events and meetings such as seminar, workshops etc in consultation and approval from GIZ.
- Design and development of outreach materials for events/online campaign etc.
- Cost of translation of specific communication product in local language (need basis and with GIZ approval/consultation)

The bidders need to incorporate the costs for the activities as below:

- 1. Support in curating content for physical/online outreach events and meetings:**
 - Assistance in organizing and executing seminars, workshops, and other events as approved by GIZ.
- 2. Design and development of outreach materials:**
 - Includes materials for events (as per Operations List – standee design, backdrop design etc.), online campaigns, etc.
- 3. Translation of specific communication products:**
 - Translation into local languages as needed and approved by GIZ.

Deliverables for a minimum of 4 Events:

- Detailed event plan including support in curating agenda and participant list.
- Preparation of presentation materials.

- Event promotion and outreach.
- Post-event report summarizing key outcomes and feedback.

6. Inputs of GIZ or other actors

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

- Support in providing contact with the implementing partners of the project conducting studies and other and key stakeholders.
- Provide relevant documents, results of the pilots and other material.
- Review of progress and approvals on deliverables.

7. 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 (language).

The complete bid shall not exceed 30 pages (excluding CVs & other supporting company documents)

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs. 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 should be submitted in English (language) only.

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

8. Annexes

Project Factsheet

This assignment falls under the GIZ Negotiated Competitive bidding, therefore GIZ may invite the agency (with maximum technical score) for financial negotiations (if necessary).