

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

Engagement of a Marketing and Communication Contractor under the project Simulation-based Vocational Training for Green Energy Jobs (GreenSkills+)	Project number/ cost centre: 23.1001.9-205.01
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List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToRs	Terms of reference
ILO	International Labour Organization
SCGJ	Skill Council for Green Jobs
IRENA	International Renewable Energy Agency
GIZ GmbH	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
SEI	Schneider Electric Industries
GreenSkills+	Simulation-based Vocational Training for Green Energy Jobs
BMZ	German Federal Ministry for Economic Cooperation and Development
SEIF	Schneider Electric India Foundation
MSDE	Ministry of Skill Development and Entrepreneurship
DGT	Directorate General of Training
ITIs	Industrial Training Institutes
NSTIs	National Skill Training Institutes
NGOs	Non-Governmental Organization
BMO	Business Membership Organizations
DETs	Departments of Employment and Trainings
MoUs	Memorandum of Understanding (MoU)
CTS	Craftsman Training Scheme
AR/VR	Augmented Reality/ Virtual Reality
NIMI, CSTARI	National Instructional Media Institute; Central Staff Training and Research Institute

1. General information

1.1. Brief information on the project

During COP26, India pledged to increase renewable capacity to 500 GW, install 50% non-fossil fuel power, reduce emissions by 1 billion tonnes, and decrease carbon intensity by 45% by 2030. However, achieving these targets hinges on addressing a crucial issue: the shortage of skilled workers. Studies from the International Labour Organization (ILO) and the Green Jobs Sector Skill Council suggest that by 2030, India could generate approximately 4.5 million green jobs, escalating to around 35 million by 2047. Yet, a significant hurdle lies in the lack of necessary skills. The Skill Council for Green Jobs (SCGJ) released a report in 2022 that found that there is a shortage of 1.2 million skilled workers in the green economy, particularly affecting sectors like renewable energy, waste management, and energy efficiency. Also, according to another report in 2022 by the International Renewable Energy Agency (IRENA), women make up only 20% of the workforce in the Indian renewable energy sector and only 22% of all participants in energy-related skill development programs, significantly lower than the global average of 32%.

To support India's energy journey, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and Schneider Electric Industries (SEI) are working together on Simulation-based Vocational Training for Green Energy Jobs (also referred to as GreenSkills+) within the framework of the develoPPP programme, which GIZ implements on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The project will be implemented on ground through SEI's implementation arm Schneider Electric India Foundation (SEIF). The project aims to increase the supply of labour by increasing the employability of trainees in the green energy sector.

Under this project, GIZ and SEI with support from Ministry of Skill Development and Entrepreneurship (MSDE)/ Directorate General of Training (DGT) aims to strengthen the Industrial Training Institutes (ITIs) and National Skill Training Institutes (NSTIs) network along with students from Non-Governmental Organization (NGO) partners by introducing digital training tools that complements physical courses, offering hands-on training through simulators at a reduced cost. The project aims to design digital practical trainings in consultation with DGT for job trades -Solar Technician and Electrician with user-centric research, experimentation, and prototyping that is innovative and will use simulation technologies. The employability in the energy sector will be enhanced by adapting pedagogy that addresses the current skill gap for electricians and solar technicians job trades. The project also aims to increase gender inclusivity in these job trades.

To support the GreenSkills+ project team in carrying out certain specialized marketing and communication activities, engagement of an experienced Marketing and Communication Contractor is sought under this assignment. Bearing in mind the multi-stakeholder environment Project GreenSkills+ will operate, objectives for engaging marketing and communication contractor includes:

- Develop content, audio visual materials
- Discuss a dissemination plan with the project team

- Disseminate the materials developed as per plan, in consultation with the GreenSkills+ team
- Organizing events and roundtable conferences for awareness building, stakeholder consultation, and knowledge dissemination.

2. Tasks to be performed by the contractor

To achieve the above-stated objective, the contractor will be responsible for executing the following work packages across the GreenSkills+ clusters in consultation with the project team:

A. Work package 1 - Short content outputs

This work package has three types of outputs:

1. Brochures and Flyers:

- Develop 5 brochures and flyers to introduce the project, highlighting its objectives, activities, and expected outcomes. The materials should be visually appealing and informative to effectively communicate the project's mission.

2. High-Resolution Photographs:

- Capture and provide 50 high-resolution photographs of the project activities, participants, and outputs. The photos will be used in various project-related materials such as reports, presentations, and social media posts. The contractor will ensure that the photos are of high quality and effectively capture the essence of the project.

3. PPTs and Short Notes:

- Develop a total of 5 PPTs (10-15 slides each) and corresponding short notes (1-3 pages each) for dissemination to stakeholders. The PPTs will summarize the key aspects of the project, including its objectives, activities, and outcomes, while the short notes will provide a more detailed overview of each aspect. The materials should be easy to understand and visually appealing, available in both print and digital formats.

B. Work package 2 - Video content

This work package has three types of outputs:

1. Introductory Video/ Project Life Cycle Video:

- Create one introductory video or project life cycle video to visually convey the project goals and benefits. The video should be around 3-5 minutes in length and provide a comprehensive overview of the project's mission and expected impact.

2. Project Activities Video Snippets:

- Create 5 short video snippets, each around 2 minutes, showcasing various GreenSkills+ activities conducted during the project. The videos should highlight the impact of the project on the skill ecosystem across various GreenSkills+ clusters.

3. Impact Videos:

- Create 1 short video, around 2 minutes, showcasing the significant impacts of the GreenSkills+ project. This should highlight the positive outcomes of the project on the skill ecosystem. It can focus on different aspects of the project's impact, including beneficiary stories, improved infrastructure, partnerships, and/or future potential.

4. Testimonial Videos:

- Gather and publish a total of 2 testimonial videos from different stakeholders, each including either a video or picture, along with written content. The testimonials will focus on showcasing the impact of the GreenSkills+ project on skill development and highlighting the benefits of participation.

C. Work package 3 - Social media content

1. Social Media Posts:

- Develop and publish up to 10 social media posts on various platforms, including LinkedIn, to promote the GreenSkills+ activities, encourage participation, and increase engagement. Broad thematic areas include green skills, safety, gender inclusion, and others.

D. Work package 4 - Events and Roundtable conferences

2. Organizing Events/Roundtable conferences (half day event, approx. 25 to 35 participants):

- Organize two half day events/roundtable conferences for awareness building, stakeholder consultation, and knowledge dissemination. Each event/roundtable conference will have a approx. 25 to 35 participants. These events will serve to engage stakeholders, provide updates on project progress, and gather feedback to enhance project implementation.
- Contractor will undertake the following activities in discussion with the project team:
 1. Identify and book the venue
 2. Organise for food & beverage for all participants
 3. Organise for audio visual equipment, Wi-fi access, and props for training
 4. Coordinate to receive and prepare participant kits, this will be provided by the project team

Sectors of Travel: Pan-India

For marketing and communication activities: Hyderabad, Bangalore, Pune, Trivandrum/ Kochi, Kolkata, Mumbai, Vadodara, Jodhpur, Cuttack, Coimbatore, Delhi/NCR (including Dadri), Ajmer, Gandhinagar. For State Directorates/DET: Any additional locations not covered here where state directorates/DETs are present.

Travel to any of the 5-8 locations is mandated under this contract in consultation with the GreenSkills+ project team.

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
Detailed implementation plan for the assignment, including timelines and deadlines for key tasks and deliverables as well as a concept note detailing the overall strategic approach towards the different tasks and deliverables (inception report)	20 th October 2024
Work package 1 - Short content outputs <ul style="list-style-type: none"> Develop 2 brochures and flyers 1 PPT and corresponding short notes for dissemination to stakeholders Work Package 2 - Video content <ul style="list-style-type: none"> One introductory video to visually convey project goals and benefits Work Package 3 - Social media content <ul style="list-style-type: none"> 2 Social Media Posts 	5 th December 2024
Work package 1 - Short content outputs <ul style="list-style-type: none"> Develop 2 brochures and flyers 2 PPT and corresponding short notes for dissemination to stakeholders Work Package 2 - Video content <ul style="list-style-type: none"> One introductory video to visually convey project goals and benefits Work Package 3 - Social media content <ul style="list-style-type: none"> 3 Social Media Posts 	15 th April 2025
Work package 1 - Short content outputs <ul style="list-style-type: none"> Develop 1 brochure/ flyer 25 high-resolution photographs of the project activities 1 PPT and corresponding short notes for dissemination to stakeholders Work Package 2 - Video content <ul style="list-style-type: none"> Create 1 Project Activities Video Snippets 1 Testimonial videos from different stakeholders Work Package 3 - Social media content <ul style="list-style-type: none"> 3 Social Media Posts 	15 th July 2025
Work package 1 - Short content outputs <ul style="list-style-type: none"> 25 high-resolution photographs of the project activities 1 PPT and corresponding short notes for dissemination to stakeholders Work Package 2 - Video content <ul style="list-style-type: none"> Create 4 Project Activities Video Snippets 1 Testimonial videos from different stakeholders Work Package 3 - Social media content <ul style="list-style-type: none"> 2 Social Media Posts 	15 th September 2025

Work Package 4 - Events and Roundtable conferences	
<ul style="list-style-type: none"> Organize two events/roundtable conferences 	
<ul style="list-style-type: none"> All the outputs and deliverables of the work packages will be reviewed and approved by the GreenSkills+ project team. The corporate branding rules should be adhered to in all the activities, collaterals, creatives. 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 current AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. 	

Please note that this assignment does not involve any fresh designing of logos, branding etc. The logo, colour palette, branding templates are already available with the project and will be shared with the contractor.

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

- Implementation plan
- Brief quarterly reports on the status of the various work packages' activities undertaken for the project (2-3 pages)
- A final report on deliverables specified in work packages (3-5 pages)

Period of assignment: from 15th October 2024 until 30th September 2025.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 0 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

3.1. Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 0 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering** the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 0 (Tasks to be performed by the contractor) are to be provided.

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

The tenderer is required to explain its approach for coordination with the GIZ project **(1.6)**. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

The tenderer is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the tender in accordance with Section 1.6.3 of the GIZ AVB:

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

4. Criteria for Eligibility of firms (Documentary evidence against each criterion is mandatory)

- 4.1. The average annual turnover for the last three financial years (last-but-four financial years can be included in case of invitation to tender held within six months of end of last financial year) must be at least EUR 100,000
- 4.2. The agency must submit a declaration on GWB clauses – refer Annexure “Legal Inferences”
- 4.3. Number of employees as of 31.03.24 shall be 10 or more.
- 4.4. The tenderer should have undertaken similar project for a minimum value of EUR 25,000 with a proof of projects undertaken.
- 4.5. The tenderer should have successfully delivered marketing and communication services for 5 development sector impact videos, blogs, and social media outreach projects.
- 4.6. The tenderer should have completed marketing and communication services for at least 2 education, training or skill development sector projects. The consultants shall provide proof of prior successful projects.
- 4.7. The tenderer should have minimum 3 years of social media experience.
- 4.8. Experience of working in development sector projects is desirable.
- 4.9. Previous experience of working with GIZ is desirable.

4.10. Consortium for the project is allowed. It will up to the consortium parties to select the lead partner for the project - refer bidding conditions

5. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs, the range of tasks involved and the required qualifications.

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

Expert 1: Team leader/ Marketing communication specialist

Tasks of the team leader/ Marketing communication specialist

- Overall responsibility for steering the effective and satisfactory execution of the work packages of the contractor (review and improvement, quality assurance and timeliness)
- Coordinating and ensuring regular communication with GIZ and GreenSkills+ project partners
- Personnel management and coordination of their availability and schedules for completing the work packages
- Regular and timely reporting of status of different work packages in accordance with the project teams' requirements and agreed deadlines

Qualifications of the team leader/ Marketing communication specialist

- Education/training (2.1.1): University qualification (Masters / Bachelors) degree in general management or marketing and communication or public relations or advertising, communication, and social media marketing
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 5-7 years of professional experience in handling marketing and communication/public relations/ media/ advertising related projects
- Leadership/management experience (2.1.5): 4-5 years of management/leadership experience as project team leader
- Regional experience (2.1.6): 4 years of relevant experience in India
- Development cooperation (DC) experience (2.1.7): Experience in DC projects will be an added advantage

Expert 2: Content writer

Tasks of key expert 2

- Responsible for creating effective content for social media and dissemination
- Creating scripts for short and long videos
- Developing the narratives and development of PPT
- Responsible for working with the team to get all the scripts and design work developed to satisfaction

Qualifications of key expert 2

- Education/training (2.2.1): University qualification (Masters / Bachelors) preferably in marketing and communication, Content, PR, Media, Journalism

- Language (2.2.2): Excellent business language skills in English. Sample content created by the expert would be highly desirable
- General professional experience (2.2.3): 4 years of experience in marketing communication, media content creation, designing and presenting collaterals, content creation related roles
- Specific professional experience (2.2.4): 2-3 years of experience in marketing and communication roles especially focussing on content writing/ script creation/ story creation, narratives, etc. and developing effective marketing collaterals
- Leadership/management experience (2.2.5): 1 year of management/leadership experience in leading content teams
- Development Cooperation (DC) experience (2.2.7): Experience in DC projects will be an added advantage

Key Expert 3: Photo-Videography expert

Tasks of the Expert 3

- Implementing all pre-production, production, post-production and editing processes for photography and video production
- Capturing stock photographs for the planned events and activities of the project
- Developing and building upon the creative concept and script for optimum visual representation of the topics and themes

Qualifications of the Expert 3

- Degree in photography, film production, media and communication or related fields (2.3.1)
- Good knowledge of English and Hindi language (knowledge of regional languages Telugu and Oriya would be considered a plus) (2.3.2)
- 4 years of professional experience in film production and photography and in implementing the documentation of social impact programmes by the innovative use of different photography and film formats for communication purposes (2.3.3)
- Specific professional experience in pre-production, production, post-production and editing processes for photography and short film production (2.3.4)
- Regional experience (2.3.6): 3 years of experience in India. Familiarity with GreenSkills+ project locations is desirable
- Record of successful photography and video production assignments for other clients in the development cooperation sector in India. Sample work in this context is highly desirable (2.3.7)

Important notes:

The tenderer must specify and share detailed CVs of proposed project staff as per above requirements. The tenderer must also specify the location and base of the proposed staff, from where s/he is likely to travel to project locations.

Additionally, if other staff are expected to travel instead of the proposed staff, the tenderer must share CVs of such additional staff. Only proposed staff (and additional alternative staff) whose CVs are presented in the proposal will be considered for approval of reimbursements of any travel undertaken for this assignment.

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

Costing requirements

Specifications of inputs

SN#	Work Packages	Activities (Description)	Description
1	Work package 1	Develop 5 brochures and flyers to introduce the project	Well-designed brochures and flyers
		50 high-resolution photographs of the project activities	High quality and capture the essence of the project
		5 PPTs and corresponding short notes for dissemination to stakeholders	Well-designed ppts
2	Work package 2	One Introductory video/ Project Lifecycle Video to visually convey project goals and benefits	Video duration upto 3 to 5 minutes
		Create 5 Project Activities Video Snippets	Video duration upto 2 minutes
		Create one Project Impact Video	Video duration upto 2 minutes
		2 Testimonial videos from different stakeholders	Video duration upto 1 minutes
3	Work package 3	10 Social Media Posts including project activities and gender inclusion	Narration and dissemination of posts created under other activities
4	Work Package 4	2 Events/Roundtables	3 or 4 star/ equivalent options as available; Venue should allow for cluster seating for required numbers of participants; AV requirement are projector, screen, mic and sound system

Other costs

The financial proposal can include service or management cost for support from the contractor's staff for specific tasks or skills.

Please note that "Other Costs" cannot include rentals for equipment or office/studio space, as same should be included within specified work packages cost.

Travel

The assignment foresees up to 10 flights/train (round trips including to and fro). The consultant is expected to provide cost estimates including flight/ train costs, daily allowance and local transport. Furthermore, the assignment foresees up to 40 overnight stays at the locations and 40 days of per diem allowance.

SN#	Work Packages	Activities (Description)	Travel Days (Team Leader)	Travel Days (Expert 3)
1	Work package 1	Develop 5 brochures and flyers to introduce the project	0	0

		50 high-resolution photographs of the project activities	1	4
		5 PPTs and corresponding short notes for dissemination to stakeholders	0	0
2	Work package 2	One introductory video to visually convey project goals and benefits	2	2
		Create 5 Project Activities Video Snippets	3	10
		2 Testimonial videos from different stakeholders	2	4
3	Work package 3	15 Social Media Posts including project activities and gender inclusion	0	6
4	Work package 4	2 Events/Roundtables	2	4
	Total		10	30

Note: It is assumed that only the team leader and Expert 3 (photo-videography expert) will need to travel for various activities. The team leader may assign Expert 2 to travel in his place, if the task requires content skills.

Further, the number of expert travel days mentioned above were estimated based on discrete activities. However, if the tenderer can suggest a more efficient approach to club different activities that requires fewer days, it would be highly desirable. Please feel free to share your proposed solution accordingly.

The tenderer is required to calculate the travel by the specified experts and the experts he or she has proposed based on the places of performance stipulated in Chapter 2 and 3, and list the expenses separately by daily allowance, accommodation expenses, flight/ train costs and local travel expenses for up to 40 days of local travel.

6. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in ENGLISH (language).

The complete tender must not exceed 20 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 5 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in ENGLISH (language).

Please calculate your financial tender based exactly on the parameters specified in Chapter 6 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips,

workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

7. Option

After the services put out to tender have been completed, important elements of these tasks can be continued or extended. Specifically:

Type and scope

The contractor is responsible for providing the following optional services:

- Develop an additional 5 brochures, flyers and/ or case studies for ongoing stakeholder communication
- Capture 50 more high-resolution photographs documenting project progress and impact
- Create 5 new PPTs with corresponding short notes to disseminate latest project developments
- Produce 5 additional Project Activities Video Snippets showcasing new initiatives
- Gather and publish 8 new testimonial videos from a wider range of stakeholders
- Create 7 new impact videos highlighting long-term project results
- Develop 1 updated Project Lifecycle Video reflecting the project's evolution
- Produce 20 new social media posts about project activities and gender inclusion efforts
- Organize 10 events/round table conferences for awareness building, stakeholder consultation, and knowledge dissemination. Each event/roundtable conference will have a approx. 25 to 35 participants.

Requirements

Exercising the option will depend on quality of work in timely manner upto the satisfaction of the GreenSkills+ project team. The decision on continuation is expected to be made in the period Sep 2025. If the option is exercised, it is anticipated that the contract term will be extended to April 2027.

The option will be exercised by means of a contract extension on the basis of the individual approaches already offered. **The bidder must submit two proposals (with Option and without Option)**

Travel

The assignment foresees up to 25 flights/train (round trips including to and fro). The consultant is expected to provide cost estimates including flight/ train costs, daily allowance and local transport. Furthermore, the assignment foresees up to 70 overnight stays at the locations and 70 days of per diem allowance.

Sectors of Travel for option: Pan-India

For marketing and communication activities: Hyderabad, Bangalore, Pune, Trivandrum/ Kochi, Kolkata, Mumbai, Vadodara, Jodhpur, Cuttack, Coimbatore, Delhi/NCR (including Dadri), Ajmer, Gandhinagar. For State Directorates/DET: Any additional locations not covered here where state directorates/DETs are present.

Travel to any of the 10-15 locations is mandated under this contract in consultation with the GreenSkills+ project team.

Quantitative requirements for the optional services

SN#	Work Packages	Activities (Description)	No. of Activities
1	Work package 1	Develop 5 brochures and flyers to communicate with stakeholders	5
		50 high-resolution photographs of the project activities	50
		5 PPTs and corresponding short notes for dissemination to stakeholders	5
2	Work package 2	Create 5 Project Activities Video Snippets	5
		7 Testimonial videos from different stakeholders	7
		8 Impact Videos	8
		One Project Lifecycle Video	1
3	Work package 3	20 Social Media Posts including project activities and gender inclusion	20
4	Work package 4	Events/Roundtables	10

Per unit cost for specified activities under option shall be in line with the per unit cost fixed with the contractor in the original contract for services in Year 1.

8. Data protection

The requested services include the processing of personal data on behalf of GIZ. Therefore, an agreement on order processing is concluded with the contractor in accordance with Art. 28 EU-GDPR. For this purpose, the technical-organisational measures (TOM) for compliance with the data protection requirements must be presented prior to conclusion of the contract. If the company has already presented the TOM to GIZ in the past, an update must nevertheless be sent in accordance with EU-GDPR.

After a positive check of the TOM, the contract is concluded with the completed outsourcing of data protection form (AuV) as an annex. The AuV form is attached as part of these tender documents.

The tenderer is required to submit the TOM along with the technical proposal. The TOM that must be outlined are specified in the AuV form on page 8. The TOM will not be assessed during the evaluation of the technical proposal; however, it is mandatory to submit them. Failure to do so can result in your bid being excluded from the tender procedure.