

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

Procurement of Communication agency	Project number/ cost centre: 21.2190.3-004.00
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0. 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

1. Context

The regional Project “**Gender Responsive and Inclusive Politics and Economy in the MENA Region**” – **WoMENA** aims to promote and strengthen the voice and agency of women in their economic and political participation in 6 countries: Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia. WoMENA aims to cooperate with national and regional networks to implement measures to increase women participation in economic and political life, provide advice and capacity development support to make the work of the economic and political change agents in the MENA region more effective, and support networks on innovative approaches that increase the political and economic participation of women. The project is implemented by GIZ on behalf of the German Ministry of Economic Cooperation and Development (BMZ).

To empower women politically and economically, the WoMENA project aims to influence this required social change to disseminate information, foster behavioural change, engage in communication for social change and encourage community participation through a gender-transformative approach. A communication agency is a key resource for projects that need support in communicating effectively, planning communication strategically and managing their communication internally and externally.

The WoMENA project would like to hire a communication agency for the following specific objectives to be reached:

- Enhance the visibility of the WoMENA project.
- Disseminate information about WoMENA 's activities.
- Share WoMENA's success stories.
- Supporting key actors working with WoMENA to promote their achievements.
- Establish and maintain consistent communication within the WoMENA project from one side and the wide range of audience from the other side mentioned in the section below.

Whom does the WoMENA project want to address?

WoMENA is looking to address a wide range of audiences on a regional and country level in all six countries, as well as Germany. The communication products will be disseminated mainly online, through public and social media for internal and external use.

- **Stakeholders within GIZ and BMZ**
- **Governmental Entities and Private Sector Representatives**
- **WoMENA Partners, Alliances, and Intergovernmental Organizations**
- **Key actors and Communities in the Six Countries**
- **Influential Persons and Policymaker**

Institutional communication, events communication, external communication, Internal communication.

2. Tasks to be performed by the contractor.

In the aim of refining and implementing the communication strategy directions already agreed on within the WoMENA project, the contractor shall work closely with the WoMENA team

Based on the information and material provided by the WoMENA project the contractor is responsible for providing the following services:

- The contractor shall first meet with the GIZ WoMENA team to understand, on a regional and country level the vision, mission, goals, and activities. This meeting will allow the contractor to better envision the scope of assignment.

This will allow a better understanding of the communication objectives, the internal and external audiences, the key messages to be formulated, the list of communication channels that fits for the project goal which will eventually feed into a communication plan with success metrics and milestones.

- Producing communication deliverables that will contribute to the roll-out of the above-mentioned communication strategy. Deliverables include **but are not limited**¹ to the following:

I. Distinctive Design and Communication Kit:

In line with the GIZ / BMZ corporate design regulations design a unique, recognizable visual identity solely for WoMENA (a design, not a logo) to unify communication. Develop **one** communication kit adaptable at both country and regional levels, including elements like:

- a. PPT presentations
- b. Roll-up banners
- c. Slogan
- d. Backdrop
- e. Pins
- f. Tote bags
- g. Certificates
- h. Sticker
- i. Notebooks
- j. Folder
- k. Infographics
- l. Events invitations
- m. Creating a design template as an identity for the project
- n. Booklet publication on WoMENA's achievements
- o. Technical specifications for printing

¹ Depending on the advice of the communication expert.

II. Articles:

- Based on the content that will be provided to the writers by the WoMENA team members of the six countries, write **20** articles in total (article does not exceed 1500 words) in multiple languages (the articles should be made available in Arabic and English or French) that would highlight WoMENA and/or our partners' achievements on women empowerment.
- Highlight the work of key actors as an approach to reach target groups that are not actively informed about gender equality or WoMENA, fostering inclusivity and awareness by using a storytelling approach. Include photos of our activities or the activities of our partners and change agents.

III. Development and roll-out of a multi-channel communication plan (MCCP) with the WoMENA Lebanon Unpaid care work group with the goal of Raising Public Awareness on care work:

The MCCP should represent the following:

Our unpaid care work series, has took place over the past years, gathering participants from the 6 countries in the MENA region to share their experience and best practices, in Lebanon we have invited several participants with different backgrounds and experiences. The aim of this MCCP will be to raise awareness about the significance of unpaid care work, mainstreaming the results of a research that is being undertaken on the topic of care work and the unpaid care work participants sharing their stories, experiences, and contributions on this topic. This is to enhance the knowledge of the topic and spotlight the participants contribution.

The expected deliverables linked to the MCCP are the following:

- Suggestions of communication content: the company shall provide suggestions on content creation material that would contribute to the roll-out of the communication plan. For the content creation, the tasks above (I and II) specify a range of content that could be used here. For other content, ex: video production, podcasts GIZ is to oversee this content creation, while the communication company will be in charge of supporting in the coordination of the conceptualization.
- Linkage to platforms for dissemination of the information: booking **three slots** on TV programs to discuss unpaid care work and in which participants would share their experience. (the media outlets will be agreed upon during meetings with the WoMENA Lebanon team and the Lebanon Unpaid care work group.)
- Support in designing **one** social media campaign in collaboration with bloggers, influencers (the social media outlets will be agreed upon during meetings with the WoMENA Lebanon team and the Lebanon Unpaid care work group.)
- Production of **three reports** on campaigns' reach and impact (to measure the impact of the MCCP.)

Product	Quantity	Specifications
Distinctive Design and Communication Kit	1	
Articles	20	*in three languages: Arabic, English, French *content will be provided by WoMENA team *AVG of 1500 words per article
Multi-channel communication plan (MCCP)	1	
Social Media Campaign	1	
Campaign Reports	3	
Tv Booking Slots	3	Interviews on TVs to raise the awareness on the impact of Unpaid Care work.

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

Milestones/process steps/partial services	Deadline/place/person responsible
Meeting the WoMENA team (regional and country specific) to get a briefing of the WoMENA project and objectives, clarification on the scope of assignment from WoMENA.	By the 25 th of July 2024.
Presenting the WoMENA design kit	By Mid-August 2024.
Continuous advice in communication and production of communication deliverables	Throughout the contract in 2024.
Conclusion of the consultancy, provision of final report (monitoring the reach of the developed communication material).	31 st December 2024

Period of assignment: from the 25th of July 2024 until the 31st of December 2024.

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 (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.

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 (1.2.1-1.2.2)** with them.

The tenderer is required to present and explain its approach to **steering** the measures with the project team and 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. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with the GIZ project. 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 months) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

Further requirements (1.7)

Consideration of cross-cutting themes such as gender in communication and gender sensitivity: beyond the requirements for a tri-lingual communication company, gender sensitivity is of utmost importance: the work produced should be avoiding stereotypes and common mistakes when talking about gender in all communication, whether in articles, media, field visits, reports. The contractor should describe how they will ensure that our communication does not lead to a backlash and putting our staff and partners in danger

4. Minimum requirements for the Company:

The company must have the below minimum requirements to be eligible. If one of the criteria is missing the bidder will be disqualified:

- **Legal registration in Lebanon**
- **At least EUR 50,000 average annual turnover for the last three financial years**
- **At least 8 persons as an average number of employees and managers for the past three calendar years**
- **Reference projects with a minimum commission value of EUR 25,000**

- **At least 2 reference projects in the technical field of communication and social media content management and at least 2 reference projects in the Mena region and/or Lebanon in the last 3 years.**
- **General professional experience:**
 - 5 years of experience in the field of communication.
 - 5 years of experience in handling web-based content management systems.
 - 3 years of experience in the dissemination (writing and editing) of Communication materials on websites and social media channels, especially Facebook, LinkedIn and Twitter.
 - 3 years of experience in developing compelling content to generate response from audiences online, including key messages and tags, and submission of performance reports on the disseminated activities.
 - Knowledge of using WordPress tools, and proven writing with sensitive language.
 - Proven experience with managing similar complex sensitive projects.
- **Experience in the region/knowledge of the country and/or MENA region**
 - Proven detailed attention-oriented working on sensitive contexts mentioned in the concept note.
 - Previous working experience with NGOs and other humanitarian organizations.

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.

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.
- Contribute to the coordination of the content creation linked to the communication strategies.
- Personnel management, 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): university degree (Masters) in design, marketing, communications, journalism, public relations or a related field.
- Language (2.1.2): language proficiency in Arabic, English and French.
- General professional experience (2.1.3): 8 years of professional experience in the design, marketing, communications, or journalism sector.

- Specific professional experience (2.1.4): 6 years' experience working with I/NGOs operating in the humanitarian or development sectors. proven expertise in using adequate Language to avoid backlash (Gender language).
- Leadership/management experience (2.1.5): 6 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 6 years of experience in projects in the MENA (region), of which projects at the WoMENA countries of implementation.
- Other (2.1.8): 6 years of experience and connection with media partners, corporate sponsors, and community leaders that will play crucial roles in the campaign.

Short-term expert pool 1 of content creators (4 members)

For this experts pool digital communication would be the way to coordinate with the teams outside of Lebanon. For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV for each pool member (see below Chapter 7 Requirements on the format of the bid) for the assessment.

Tasks of the short-term expert pool 1

- Content creation based on the WoMENA project regional, and country's needs.
- ideally two of the 4 experts should have graphic design expertise.

Qualifications of the short-term expert pool 1

- Education/training (2.6.1): university degree (B.A) in design, marketing, communications, journalism, public relations or a related field.
- Language (2.6.2): language proficiency in Arabic, English and French.
- General professional experience (2.6.3): up to 5 years of professional experience in the design, marketing, communications or journalism sector.
- Specific professional experience (2.6.4): up to 5 years in communications, particularly working with I/NGOs operating in the humanitarian or development sectors. proven expertise in using adequate Language to avoid backlash (Gender language).
- Leadership/management experience (2.6.6): up to 5 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.6.5): up to 5 years of experience in projects in the MENA (region), of which 2 years in projects at the WoMENA countries of implementation.
- Other (2.6.7): up to 5 years of experience and connection with media partners, corporate sponsors, and community leaders that will play crucial roles in the campaign.

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

6. 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 tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable at <https://www.bundesfinanzministerium.de>).

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

Sustainability aspects for travel

GIZ would like to reduce greenhouse gas emissions (CO₂ emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO₂ efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO₂ emissions caused by air travel should be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#) has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Team leader	1	24	24	24 working days per contract.
Pool of experts: content writers	4	24	96	24 working days per expert during the contract.
Other Remuneration		Number of TV slots/interview	Total	
Reserve TV booking slots		3	3	The contractor should be able to communicate with Lebanese media channels (MTV, LBC...) to reserve 3 slots for Interviews on TVs to raise the awareness on the impact of Unpaid Care work.

7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). 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 10 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). The tender must contain an explanation of how the resources are planned to be used (pool of content writers comprised of 4 members).

8. Annexes:

Annex 2 Eligibility Assessment Grid

Annex 3 Grid for the Technical Assessment

Annex 4 Financial offer