Terms of reference (ToR) for the procurement of Services

giz

Consultanct for Communication and Evaluation Services for the 2023 Tana Forum services.

Project Number / Cost Center : 21.9005.6-001.00

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General information

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a global service provider in the field of international cooperation for sustainable development dedicated to shaping a future worth living around the world. As a public-benefit federal enterprise, GIZ supports the German Government – in particular the Federal Ministry for Economic Cooperation and Development (BMZ) – and many public and private sector clients in achieving their objectives in international cooperation in around 120 countries.
Since 2004, GIZ has been a reliable and trusted partner of the African Union (AU) to enhance inclusive growth and sustainable development on the African continent in line with the AU's Agenda 2063: The Africa We Want. With more than 200 staff, GIZ African Union cooperates with the AU Commission, as well as the AU's specialised institutions and agencies, such as the Development Agency AUDA-NEPAD, at continental, regional and national level in more than 35 member states. Key areas of engagement include Peacebuilding and Conflict Prevention, Governance and Migration, Sustainable Economic Growth and Employment, as well as Health and Social Development.

A. Brief information on the project

The project "Support to the Tana High-Level Forum on Security in Africa" is part of the German Federal Republic's engagement in the area of crisis prevention and peace mediation in Africa.

Nearly one third of all violent conflicts worldwide in 2020 took place in Africa. The reasons for this include the proliferation of Jihadist groups, increasing social divides, organised crime and political crises. These problems are causing local, national and regional destabilisation while endangering security and human rights. At the same time, there is a huge increase in the number of regional and international stakeholders involved, many of which are not incorporated into the established continental structures.

The African Union (AU) and its member states have therefore affirmed in their strategy documents their intention to prevent crises and further develop the Africa Peace and Security Architecture (APSA). The annual Tana Forum provides an important platform for this. The Forum and accompanying formats are organised – in coordination with the Tana Board and the Technical Committee – by the Tana Secretariat, which is integrated into the Institute for Peace and Security Studies (IPSS) at the University of Addis Ababa, Ethiopia.

The GIZ Project supports the Tana Forum to promote the scope for dialogue and action within the framework of international peace efforts of the African Peace and Security Architecture (APSA) with the involvement of exceptional governmental, economic and societal actors of the African Union member states. Through the project support, APSA actors and governmental, economic and societal decision-makers can make better use of the Tana Forum to provide impetus for the continent's foreign and security policies.

b. Context

The 11th edition of the Tana High-Level Forum on Security in Africa is scheduled for 13-15 October 2023 in Bahir Dar, Ethiopia. The outcomes of the Forum will be further deliberated at the Munich Security Conference Leaders Meeting in Nairobi on 15-16 October in line with promoting the African voice at the international platform.
The Consultant is expected to provide communication, public relations and evaluation services in accordance with the project deliverables as described below.

c. GIZ shall hire the contractor for the anticipated contract term, from **15 September 2023** to **15 December 2023**.

d. The contractor shall provide the following work/service

1. Participants feedback evaluation (4 days):

1.1. Coordinate with the Tana Secretariat on the participant's feedback tool/mechanism for the 2023 Tana Forum to ensure it meets the project's criterion and support in its deployment at the Forum.

1.2. Analyse the collected data, report on the participants data and provided feedback including recommendations for improvement of the subsequent Forums. Graphical representation of the data should be included in the report.

2. **Communication and public relations (15 days):**

2.1. Develop key messages for the project's social media outreach; both narrative, audio-visual and graphics covering the period before, during and after the Tana Forum meetings (Bahir Dar & Nairobi). Includes articles on the Tana Forum engagements for online publication on the GIZ website as well as the GIZ AU newsletter.

2.2. Provide newsworthy and human-interest stories, in written format, redacted video and podcast recordings from the event, including interviews with key participants at the event, in close collaboration with the project and the Tana Forum Secretariat.

2.3. Track the global and local media coverage of the Tana Forum (print, audio, video, online) and provide a media outreach report.

2.4. Develop a Public relations report for the Project as required of by the commissioning party, including relevant photos – in close collaboration with the project manager.

2.5. Provide a summary report of the consultancy with recommendations on strengthening the communications, outreach and public relations initiatives of the Tana Forum.

2.6. Provide a summary products and documentation package of the assignment that includes a compilation of articles, photographs, video and audio records taken during the event in close collaboration with the project and the Tana forum communications

team, while ensuring consent of the concerned persons has been obtained for publication.

The services shall be rendered in close coordination with the project manager, the Tana Secretariat and other service providers.

Travel to the Bahir Dar for the 2023 Tana Forum on 13-15 October, 2023 is required.

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**
1	Participants feedback tool/mechanism for the 2023 Tana Forum harmonized and deployed	20 October 2023
2	Report of participants' feedback data	05 November 2023
3	Social media messaging package	Until 25 October 2023
4	Edited newsworthy and human-interest stories developed (text, podcast, video)	Until 15 November 2023
5	Tana Forum media outreach report	20 November 2023
6	Public relations report for the Project	30 November 2023
7	Summary documentation of the consultancy	10 December 2023

Tender requirements

1. Qualifications of Proposed staff

1.1 Expert 1:

1.1.1 General qualifications

- **Education**: Masters degree in Communication, Journalism, international relations or related fields.
- **Professional experience**: 5 years experience in Journalism, communication, public relations, outreach and/or advocacy.
- 5 Experience in developing communication products including podcasts and social media messaging.
- Proven working experience in measuring media coverage and public relations initiatives
- Experience providing communication services and coverage for high-level events.
- Experience in political communication and/or African peace, security and development issues.
- Excellent research, analysis and writing skills

1.1.2 Experience in the region/knowledge of the country

5 years of communication/journalism experience in Africa

1.1.3 Language skills:

- Knowledge of English and Amharic (level C1 according to the Common European Framework of Reference for Languages).
- Knowledge of German, French or Arabic is an added advantage

Other (2.1.8): - not applicable –

- Possess critical thinking, creativity, problem solving skills and ability to collaborate.
- Excellent time management and self-initiative
- Excellent diplomatic, interpersonal and intercultural communication skills.
- Willing to submit portfolio and/or references from previous clients.

2. Specification of inputs

Sustainability aspects for travel
GIZ would like to reduce greenhouse gas emissions (CO_2 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 CO_2 efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.
If they cannot be avoided, CO_2 emissions caused by air travel should be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.
The market for carbon credits is made up of a large number of providers, each with different claims as to their climate impact. The Development and Climate Alliance has published a list of standards. GIZ recommends using the standards specified there

Travel to the Bahir Dar for the 2023 Tana Forum on 13-15 October, 2023 is required.

Fee days	**Number of experts**	**Number of days per expert**	**Comments**
• Preparation/debriefing	1	1	
• Implementation	1	19	
Travel expenses	**Number of experts**	**Number of days/nights per experts**	**Comments**
• Per-diem allowance in country of assignment	1	4	
• Overnight allowance in country of assignment	1	4	
• Travel costs (train, private vehicle)		Lumpsum	
Flights	**Number of experts**	**Number of flights per experts**	**Comments**
• International flights			
• Domestic flights	1	1	(*against evidence*)
• CO_2 compensation for air travel *Guidance for GIZ service providers on avoiding, reducing*			0

and offsetting GHG emissions (giz.de)			
Other costs	**Number of experts**	**Amount per experts**	**Comments**
• Flexible remuneration *Potential costs for media production including video and podcast audio editing.*	Against evidence	Against evidence	**A budget of EUR 1000 is foreseen for flexible remuneration. Please take this budget into account in your price schedule. Use of the flexible remuneration item requires prior written approval from GIZ and is reimbursed against evidence.**

Calculate your financial bid exactly *in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as* ***maximum amounts****. The regulations on pricing are contained in the price schedule.*