Terms of reference for assignment of short-term experts

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Brief information on the project:

A developing country like India needs to address the disproportionate and steadily increasing share of resources required to support changing lifestyles and as raw materials for industry. With a growing economy, India is expected to have the world's third largest consumer group by the year 2020 - with a consumption share of 13%. With such consumption levels, the demand for resources will be increasingly huge and may eventually lead to impacts on economy, environment and access to these resources.

Resource Efficiency is key to address resource needs and access, by considering the social, economic and environmental benefits. The key elements to consider are, as follows:

- Creating more with less
- Transforming waste to resources
- Minimizing impact on the environment

In light of this context, together with the Ministry of Environment and Forests, Government of India, GIZ is implementing a three-year project with the title "Fostering Resource Efficiency and Sustainable Management of Secondary Raw Materials in India" under the Indo-German bilateral cooperation.

Context:

The project focusses on mainstreaming the issue of resource conservation and climate change mitigation by tapping into the latent potential for enhancing resource efficiency in production processes and utilising secondary raw materials back within production cycles amongst private institutions and decision-makers. It seeks to promote an enabling institutional environment and create adequate mechanisms to provide recommendations for a resource-efficient and climate-friendly society. The focus is on material efficiency in the area of abiotic raw materials, excluding fossil fuels.

The communication product would focus on creating visibility on the topic of resource efficiency and management of secondary raw materials. The products would also showcase the results and pilots interventions especially in the two chosen sectors i.e. automotive and construction & demolition waste.

Scope of Work:

The contractor will perform the following services *(if the contract is for work and labour, please give details of the work results expected):*

- The contractor will create communication products like infographics utilizing the baseline study undertaken in the Resource Efficiency project. The objective of the product will be to raise awareness and promote the topic of resource efficiency and use of secondary raw materials amongst various stakeholders like government, local authorities, industries, and public at large.
- The contractor would also develop communication product like videos/ films etc. to specifically document the pilot interventions initiated by GIZ and partners in the industries in the automotive and construction & demolition sector.

The offers presented will cover the entire initiative including scoping and concept development, research and analysis, scripts and layouts for infographics and film, shoot on broadcast format, editing, special effects, graphics, voice over, telecast master, music and hardware involved in the deliverables.

Deliverables:

1. One Infographics prepared by analyzing information on resource efficiency covering current scenario of primary and secondary resources in India and how their efficient utilization could lead to positive impacts on the environment and economy (referring to GIZ baseline study and other available literature on the topic).
2. Two Infographics prepared by analysing information on current scenario of primary resource consumption, projected demand and future scenarios for India in the automotive and construction and demolition sectors each.
3. Other than 3-4 infographics, 5-6 Artworks/ other forms of communication products for online usage to be developed from the infographics.
4. Video documentation depicting the information, pilot implementation and outcomes of the project activities with industries from the two sectors[1] covered in the project.
    a. Three short films on resource efficiency, automotive and C&D sector for television spots, advertisements, electronic dissemination of 5 minutes each. These films will serve as individual modules
    b. One combined film/ documentary prepared by merging three short films with edits to cover resource efficiency and two sectors in 10 minutes (max).
5. The other deliverables regarding the video are as follows:
    - Mixed master on broadcast format (High Definition)
    - Unmixed master on broadcast format.
    - Master DVD for duplication and distribution
    - Master CD for duplication and distribution
    - Design for DVD/CD tops.
    - Design for DVD / CD cover and Jackets
    - Original music tracks, ambience, script -narration, special effects on wave format.
    - High pixel digital photographs of the film and production for use in presentations, calendar, news
    - A mpeg format for video streaming

A. Profile of the key expert(s) (education, experience, references)

The Team Leader should have atleast a Post graduate Degree in Mass Communication/ Film Production /Social Sciences /Sciences. 6 or more years of experience with a minimum of 2 years' experience in any of the following three fields – environment and sustainability, climate change, waste management and awareness raising through creative expression or social communication.

Other requirements:

- Excellent Communications skills in English and Hindi
- Strong interpersonal skills, working knowledge of computers is essential
- Traveling within the city for interaction with various stakeholders

B. Selection Criteria

The organization will be selected on the basis of an evaluation against the following criteria:

- Prior experience in research, analysis and preparation of art works related to climate change, waste management and resource efficiency especially in industries

[1] The Automotive cluster of the GIZ project is located in Delhi-NCR.

The Construction and Demolition waste facilities are located in Delhi, Ahmedabad and Bangalore

- Prior experience in preparation of videos/ documentaries on climate change, resource efficiency or industrial processes with excellent communication, editing and production skills
- Directly involved in executing and implementing the project
- Language skills in English
- Ability to engage through innovative tools and medium
- Executing the project in a creative, innovative and dynamic way

Approach and phases of the project:

The board timelines for the implementation of the activities and key milestones are as mentioned below. Kindly note that GIZ along with the partners and local authorities will confirm approvals for filming etc. in the industries and on-sites.

Phase	Result	Deadline	Remarks
1	Develop infographics on the basis of the available reports and other scientific literature. Concept for video documentation is shared with GIZ	April 2016	GIZ to support the consultant in selecting the information for the infographics and video documentation
2	Discussion, review and feedback on the infographics	April 2016	Revisions to be initiated by the contractor
3	Finalisation of the three infographics and the concept for the video documentation	May 2016	Production of the videos would be closely coordinated with the timelines of the GIZ project to document industry trainings, process flows, on-site trainings baseline analysis and interviews with relevant stakeholders.
4	Filming on site, editing, production	May – October, 2016	-
6	First version of video document is ready	November 15, 2016	-
8	Final video is ready based on feedback provided by GIZ	November 30, 2016	-

Dates for submitting reports/ Deliverables:

☒ Service contract

Date of interim/final Deliverables: 30.11.2016.

Language: English

☐ Contract for work and labour

Date for submitting appraisal, study etc.: ……

Language: ……..

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The following details are needed for the bid request process. However, they will not appear in the contract annex as they form part of the contract.

1. Contract to be performed between 15-04-2016 and 30-11-2016 (start and end dates of contract)
Number of expert days/months in India will be upto 30 mandays.
Where relevant, number of trips (as per actuals):

- Local travel in Delhi NCR covering both C&D and automotive sectors
- One round trip to Bangalore, Ahmedabad each for filming and shooting on location for C&D

2. Country of assignment: India