

Terms of reference (ToRs) for the procurement of services for Communication planning, awareness campaigns, and product development



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| Communication planning, awareness campaigns, and product development for the Cities Combatting Plastic Entering the Marine Environment (CCP-ME) | Project number/ cost centre: 19.9015.9-001.00 |
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0. List of abbreviations

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| CCP-ME | Cities Combatting Plastic Entering the Marine Environment |
| BMU | Federal Minister for Environment, Nature Conservation and Nuclear Safety |
| DC | Development Cooperation |
| GDP | Gross Domestic Product |
| GHG | Green House Gas |
| GIZ | German International Cooperation |
| MoHUA | Ministry of Housing and Urban Affairs |
| MRF | Material Recovery Facilities |
| SBM | Swachh Bharat Mission |
| SDG | Sustainable Development Goals |
| ToRs | Terms of reference |

1. Context

Marine litter is defined as any persistent, manufactured or processed solid material discarded, disposed of or abandoned in the marine and coastal environment. It threatens ecosystems and adversely affects fishery and tourism industries around the globe. In addition to negative economic impacts, it affects public health as the concern about micro-plastic and the increased risk of particles entering food webs is growing. In recent times, the level of plastic waste that has accumulated in our oceans and marine ecosystems through the increasing production and use of durable synthetic materials has alarmed the public and policy makers alike.

On a global scale, the problem of marine litter is rooted in the currently dominant linear take-make-dispose production and consumption patterns and unsustainable waste management practices. Marine litter is largely associated with human activities and mainly originates from land-based, riverine and ocean-based sources. Current estimates are based on a limited number of modelling studies; yet, these suggest that some 9-10 million tonnes of plastics enter the oceans annually to become marine litter. Moreover, it is estimated that 15-20% of all plastics are entering oceans via riverine ecosystems of which 90% are contributed by 10 of the world's most polluting rivers only. Two of these rivers are located in India, namely Ganga and Indus.

Cities Combatting Plastic Entering the Marine Environment (CCP-ME)

The objective of the CCP-ME project is to prevent plastic waste at source through sustainable waste management practices in cities by upgrading infrastructure, strengthening digital monitoring and exchange mechanisms and supporting the development of national framework conditions.

The project will be working in the three cities of Kochi, Kanpur and Port Blair and their respective states. The project will work on interventions to enable selected cities to improve collection, segregation and marketing of plastic waste, to prevent plastic disposal to water bodies, and to improve handling of port and marine waste. This needs to be combined with new tracking, data management and reporting systems, civil society involvement and increased cooperation with the recycling industry. This is in line with the amendment of the Municipal Solid Waste Management rules in 2016 which stipulates the segregation of waste at source in order to enable its recovery, reuse and recycling. The project activities will also be in line with Plastic Waste Management rules 2016.

At National level the project is housed with MoHUA and will develop and introduce a national digital platform together with MoHUA to establish links between states, cities and the recycling industry. It will also be used to monitor recycling and reuse of plastic and non-biodegradable waste. In addition, standardised reporting mechanisms for cities and states to the national level related to quantities of different fractions of recycled dry waste (in particular plastics) will be developed.

Background for the intervention

The support provided by the project at the national, state, and local levels for the plastic and non-biodegradable waste needs to be communicated to diverse stakeholders and community in order to involve them in the process resulting in the long-term sustainability. Communication in general seeks to inform the stakeholders with knowledge regarding the project action, its results and impacts. Each target group and/or stakeholder needs to be addressed through appropriate, adequate and accessible tools, instruments, and products. This is required to ensure the visibility of the project itself, its activities, and the project partners. Since, the project

works with various partners, there is a need to develop a common understanding about project's communication objectives, its target audience, and channels where project information needs to be showcased. Further, the project will also be conducting various events and will be participating in national and international events organised by ministries, institutions etc. During the tenure of the project, it is envisaged to develop various knowledge products based on the learnings.

2. Tasks to be performed by the contractor

The objective of this assignment is to create an effective communication strategy based on the project objectives and develop various knowledge products (digital and printed) related to the CCP-ME project support areas, design public engagement campaigns, communication through various platforms, documentation of events, promotional material design, and report editing and design.

The contractor is responsible for providing the following services:

a) Initial communication services – Communication strategy

The contractor is requested to create a communication strategy for the project that would set the direction so that all communication activities, products and materials work in harmony to achieve the desired change as per the project objectives. The communication strategy should also enable stakeholders and partners to provide input and agree upon the best way forward so that actions are unified. The communication strategy should follow the key aspects of the Swachh Bharat Mission (SBM) communication aspects as circulated by the Ministry of Housing and Urban Affairs.

The strategy would be prepared in a participatory way. In a kick-off meeting the expectations of both sides will be outlined. Then in a workshop together with implementation partners the communication goals, target audience, channels and method for monitoring and evaluation will be defined. Based on this the contractor will develop a written communication strategy for the project. Following the communication strategy, the contractor will provide the required services.

b) Regular communication services

Based on the communication strategy the contractor would provide the following services throughout the contract period:

- i. Designing information campaign for the recycling portal that will be launched through the Swachh Bharat Mission at the National level for all cities (1 no.).
 - a. Develop relevant communication materials and products
- ii. Designing information campaign at the State level – for promoting cities to use the portal (1 no. for each State and UT – Kochi, Uttar Pradesh, Andaman & Nicobar)
 - a. Develop relevant communication materials and products
- iii. Designing the public engagement campaign on the topics decided by the project in the three cities – Kochi, Kanpur, and Port Blair (2 nos. each for each city)
 - a. The campaign would focus on Information Education & Communication (IEC) for and with the citizens and encourage public engagement related to waste segregation at source and litter prevention in open water bodies and other hotspots. This will include flyers, postcards, posters, public art, school competitions, street plays, etc.

- b. Develop communication materials for the cities for publicising the material recovery facilities (MRF) in all cities. This will include flyers, postcards, posters, public art, etc.
- c. Prepare campaign on behalf of the port authorities for management and handling of port and maritime waste in Kochi as well as Port Blair and at selected fish landing facilities in Port Blair.
- d. Collaborate with local NGOs/partners in order to run these campaigns
- e. Up to 10 small scale events per city spread over the contract duration
- f. 1 big concluding event per city
- iv. Documenting the campaigns in the cities through videos (1 min. max) – with above, capturing the before and after, preparation, participation, impacts (before and after), and results (1 video per city)
- v. Developing regular content for all the communication channels to be set up for the project like – social media platforms, print/electronic media, etc. in order to disseminate the various project activities and outputs.
- vi. Supporting online/face-to-face events like trainings, workshops, seminars, webinars, conferences, etc. to be held during the project (up to 10 nos.). These events will be organised by the GIZ/GIZ contracted experts
 - a. Develop digital promotion materials (for eg., banners, posters, standees, etc.) for the events
- vii. Developing and finalising content of each knowledge product (up to 10 nos.)
 - a. The contractor is required to edit the technical content/reports developed by the CCP-ME project into easily understood texts and formats for wider audience.
 - b. Additionally, proof reading services is to be provided by the contractor to ensure the correct usage of language and grammar for better comprehension
 - c. Prepare the design and layout of the final reports
- viii. Design of each communication product (up to 20 nos.)
 - a. The contractor would design all the relevant knowledge products that could include for example, factsheets, brochures, newsletters, posters, flyers, postcards, calendars (small format), and any other public outreach (bags, notebooks, pens, etc.) which the project needs
 - b. Design and development of graphics, diagrams, tables, maps, etc.
- ix. Develop reference graphics/visuals for the CCP-ME website, national portal to be launched by the Ministry of Housing and Urban Affairs (MoHUA) as required based on the knowledge products as mentioned above. (up to 10 nos.)

A kick-off meeting will be organised where the expectations of both sides will be outlined and the communication goals, target audience, channels, and all required formats of knowledge products will be defined.

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 |
|--|--|
| Kick-off meeting and inception report | End of January 2021, Delhi |
| Finalise communication planning for the project | End of March 2021 |
| Finalise information campaign for the recycling portal at national level and develop relevant communication materials and products | End of June 2021 |
| Finalise the public engagement campaign on the topics decided by the project in the three cities – Kochi, Kanpur, and Port Blair | End of September 2021 |

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| Finalise 10 communication products/events from the tasks mentioned above in Chapter 2. | End of November 2021 |
| Finalise 20 communication products/promotional materials from the tasks mentioned above in Chapter 2. | End of February 2022 |
| Finalise information campaign for the recycling portal at national level and develop relevant communication materials and products | End of June 2022 |
| Finalise communication materials for the cities for publicising the material recovery facilities in all cities | End of September 2022 |
| Finalise 20 communication products/knowledge products from the tasks mentioned above in Chapter 2. | End of December 2022 |
| Finalise the video documentation in 3 cities | End of February 2023 |
| Final report combining all the works done under this assignment | End of June 2023 |

Period of assignment: **From December 2020 until June 2023.**

Note:

- Draft content for each product will be provided by the CCP-ME/project consultant team which has to be edited to suit the layout and audience of the product
- All products should allow for a review and testing phase if requested so corresponding adjustments based on feedback received can be applied
- Ensure that the communication guidelines created by BMU and GIZ and the Indian project partners are integrated into designs.
- The milestone sequence mentioned in the table above is tentative and the deliverable timeline might change according to priority of the project.
- All documents produced have to be submitted in their original editable soft copy format as well as in pdf/jpeg/png/docx formats either in a readable DVD/external hard drive or online through file sharing platforms
- GIZ will not reimburse any costs related to any software procurement or licensing
- The contractor needs to do the (graphic) design, format, and layout in line with GIZ communications standards and corporate design.

The project supports three cities - Kochi (Kerala), Kanpur (Uttar Pradesh), and Port Blair (Andaman and Nicobar Islands) and the state capitals, Lucknow, and Trivandrum. The consultant will be required to travel to all the cities during the course of the assignment plus upto 3 additional locations, if necessary.

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 strategy for **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

The bidder is encouraged to collaborate with local organisations/NGOs/CBOs and use local resources wherever necessary. Consortium with local (state/ city) organisations is encouraged.

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 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

4. Personnel concept

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. A backstopping strategy is expected to be part of the personnel concept.

Eligibility requirements of the firm

- Please provide the legal status of your firm. In case of consortium, a declaration by the participating organisations required
- Average annual turnover for the last three financial years: at least 130,000 EUR.
- The number of employees as at 31.12. of the previous year: at least 8 persons.
- Please provide at least 2 reference projects of your portfolio in the field of communication strategy and campaigning with a minimum commission value of 35,000 EUR
- Please provide at least 2 reference projects of your portfolio in the field of communication product development including content and design.

- At least 5 years' experience in preparing communication strategy for development related projects
- 3 years' experience in public awareness campaigns
- 3 years' experience in social media campaigns
- 5 years' experience in preparing various communication products
- Experience in the project cities/states - Kochi (Kerala), Kanpur (Uttar Pradesh), and Port Blair (Andaman and Nicobar Islands) preferred

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: Communication Expert

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, budget management, as well as planning and steering assignments
- Regular reporting in accordance with deadlines

Qualifications of team leader

- Education/training (2.1.1): University qualification (preferably post-graduate) in media studies, communication, literature, graphic design or related field
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 10 years of work experience in the communication sector.
- Specific professional experience (2.1.4): 8 years in the area of strategic communications, political communication, public relations;
- 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): experience in at least 3 similar projects on communication planning and awareness campaigns 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 waste management, Swachh Bharat mission, SDGs, brand designing of national / international events, etc.) shall be preferred.
- Other (2.1.8): Strong creative thinking skills, including the ability to work confidently across a variety of stakeholders; Demonstrable knowledge of information technology and applies it in work assignments; Ability to meet deadlines and the ability to factor in contingency planning to allow for adjustment of plans and actions as required whilst using time efficiently to ensure deadlines are met even under pressure;

Expert 1: Content writer/editor

Tasks of expert 1

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

Qualifications of expert 1

- Education/training (2.2.1): Degree in Mass Communication/journalism/literature/any other relevant field from any recognised university / college
- Language (2.2.2): Good business language skills in English
- General professional experience (2.2.3): 5 years' work experience in writing and editing knowledge and communication products related to the development sector.
- Specific professional experience (2.2.4): Ability to develop content for website, reports, case studies, articles, brochures, flyers, etc.; ability to re-write the text provided by the project in reader friendly manner. Capacity to simplify data from spreadsheets and surveys, and comprehensive usage of text and fitting it in an overall layout;
- Leadership/management experience (2.2.5): not applicable
- Regional experience (2.2.6): experience in at least 1 similar project communication planning and awareness campaigns in India
- 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 smart cities, SDGs, brand designing of national / international events, etc.) shall be preferred.
- Other (2.2.8): not applicable

Expert 2: Graphics designer

Tasks of expert 2

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

Qualifications of expert 2

- Education/training (2.3.1): Degree in Art / Graphics Design / Mass Communication / any other relevant field from any recognised university / college
- Language (2.3.2): Good business language skills in English
- General professional experience (2.3.3): 5 years' work experience in designing communication and knowledge products and graphics related to the development sector.
- Specific professional experience (2.3.4): 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 invent high quality logos and digital graphics; Capability to layout text along with graphics to an overall comprehensive document;
- Leadership/management experience (2.3.5): not applicable
- Regional experience (2.3.6): experience in at least 1 similar project communication planning and awareness campaigns in India
- Development Cooperation (DC) experience (2.3.7): 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.

- Other (2.3.8): not applicable

Expert 3: Junior Communication expert

Tasks of expert 3

- Coordination with and regular visits to GIZ office. Photography and social media coverage of events.
- Inputs in website content as and when required

Qualifications of expert 3

- Education/training (2.4.1): Completed university degree in in media, design, communication, or any related field
- Language (2.4.2): Good business language skills in English
- General professional experience (2.4.3): 3 years of work in the area of strategic communications, political communication, public relations.
- Specific professional experience (2.4.4): Demonstrable experience of working with German and European media, social media; Proven photography skills; Strong creative thinking skills, including the ability to work confidently across a variety of stakeholders; Good working knowledge of new media technologies, data visualization skills
- Leadership/management experience (2.4.5): not applicable
- Regional experience (2.4.6): experience in at least 1 similar project communication planning and awareness campaigns in India
- Development Cooperation (DC) experience (2.4.7): Not applicable.
- Other (2.4.8): not applicable

Expert 4: Website designer

Tasks of expert 4

- Inputs in website (both CCP-ME and the portals developed at national and state levels) content as and when required

Qualifications of expert 4

- Education/training (2.5.1): Completed university degree or professional degree/diploma in web design, visual communications, or any related field
- Language (2.5.2): Good business language skills in English
- General professional experience (2.5.3): 3 years' professional experience in the area of web designing is essential.
- Specific professional experience (2.5.4): Proven experience in the relevant area is desirable; Good understanding of the concepts of user experience, user interface design principles and conceptual design; Expert knowledge in HTML, CSS and JavaScript; Knowledge of appropriate content management systems, particularly with respect to page template design, will be considered an asset;
- Leadership/management experience (2.5.5): not applicable
- Regional experience (2.5.6): experience in at least 1 similar project in India
- Development Cooperation (DC) experience (2.5.7): Not applicable.
- Other (2.5.8): not applicable

Short-term expert pool with maximum 8 members

Tasks of the short-term expert pool

- Coordinate the city level campaigns
- Manage the local events including documentation and videography

Qualifications of the short-term expert pool

- Education/training (2.6.1): all experts with relevant university qualification
- Language (2.6.2): All experts with very good language skills in English and local languages as required
- General professional experience (2.6.3): All experts with at least 2 years of professional experience in the public engagement and awareness sector
- Specific professional experience (2.6.4): All experts with at least 2 years of experience in managing public information campaigns and event management
- Regional experience (2.6.5): All individual experts with local city experience will be preferred
- Development Cooperation (DC) experience (2.6.6): not applicable
- Other (2.6.7): not applicable

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

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Sociocultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

5. Costing requirements

Assignment of personnel

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| Team Leader: | In country of assignment for 105 expert days |
| Expert 1: Content writer/editor: | In country of assignment for 240 expert days |
| Expert 2: Graphics designer: | In country of assignment for 280 expert days |
| Expert 3: Junior Communication expert: | In country of assignment for 300 expert days |
| Expert 4: Website designer: | In country of assignment for 30 expert days |
| Short-term expert pool: | Total 120 expert days for all the experts |

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.

- Airline tickets to the project locations shall be procured by the bidder and reimbursed by GIZ against provision of receipts, flight tickets, and boarding passes.
- Accommodation shall be reimbursed by GIZ against provision of invoices and payment proof

- In general, there would be 3 travels per year to the cities mentioned above and 1 travel to Delhi (project office), if required. Hence the bidder is required to calculate the travel days by the specified experts.
- Expenses will be reimbursed against provision of receipts, flight tickets, and boarding passes.
- Local travel also needs to be listed in the proposal that should include the use of local short-term experts, as and when required

Workshops, training

For running the city level campaigns, small workshops and events are envisaged that the bidder would have to organise using the local resources. Up to 1 big event and 10 such events per city would be organised over the period of the contract.

Other costs

The bidder would be required to print whatever material they need as per the event requirements throughout the contract duration. Prior approval and finalisation from the project are required.

The bidder would be required to do the photography and videography of the events for which costs must be quoted by the contractor. Prior approval and finalisation from the project are required.

Flexible remuneration item

- Not applicable -

6. Inputs of GIZ or other actors

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

- Initial technical content for all the knowledge products to be developed
- Project's consulting consortium will provide inputs for events and website

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.

The complete bid shall not exceed 10 pages (excluding CVs & other company documents as per grid for assessing eligibility of firms).

The CVs of the personnel proposed in accordance with Chapter 0 of the ToRs must be submitted using the format specified in the terms and conditions for application. 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 can also be submitted in English. **CVs that are not submitted in the given format will not be considered for evaluation.**

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

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.

8. Option

- Not applicable

9. Annexes

- Not applicable