

Terms of reference (ToRs) for the Awareness & Engagement in Aviral – Reducing Plastic in the Ganga

Awareness & Engagement in Aviral – Reducing Plastic in the Ganga	Project number/ cost centre: 1969.3067.1.001.00
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0. List of abbreviations

Abbreviation	Explanation
AEPW	Alliance to End Plastic Waste
GIZ	<i>Deutsche Gesellschaft für Internationale Zusammenarbeit</i> (German Agency for International Cooperation)
IEC	<i>Information Education and Communication</i>
NGOs	<i>Non Government Organisations</i>
SMSE	Small and Medium-Size Enterprises
SOPs	Standard Operating Procedures
ULBs	Urban Local Bodies

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1. Context

1.1 Project Background

To combat the negative impacts of the drastically increasing amounts of plastic waste in the recent decades in India's environment, the Alliance to End Plastic Waste (AEPW) has joined hands with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) to support the reduction of plastic waste entering the environment of the two Ganga cities of Haridwar and Rishikesh in Uttarakhand. Launched in January 2019, the AEPW is a CEO-led, cross-sector, not-for profit organization, with a mission to develop, accelerate and deploy solutions, catalyse public and private investment, and engage communities to help end plastic waste in the environment.

The objective of the project Aviral- Reducing Plastic Waste is to reduce the plastic waste entering the cities environment by strengthening an integrative and improved plastic waste management system in these two cities. The efforts will also contribute to achieving the objectives of the flagship programs of the National Mission for Clean Ganga (*Namami Gange*) and the Clean India Mission (*Swachh Bharat Mission*).

1.2 Approach and intervention areas

The proposed project activities are aligned with the ongoing initiatives of reducing the plastic waste in the environment and will be implemented in partnership with various stakeholders including NGOs. Understanding that engagement and awareness is a crosscutting component of the project, a holistic, participatory and collaborative approach will be applied at all times during the project implementation. This involves close cooperation with GIZ on all activities as well as regular consultations and result validations with stakeholders.

Based on the assessment during the project preparation, the proposed interventions will focus on the enhancement of existing capacities, improvement of selected elements of the plastic waste value chain, promotion of innovations along the plastic waste value chain and implementation of awareness activities engaging with all relevant stakeholders. All activities will be implemented in partnership with various agencies.

1.3 Objectives and Scope of the Assignment

The objective of this assignment is design and implement a portfolio of replicable plastic waste management awareness and engagement practices. This includes on the one hand the design of a long-term campaign by preparing an awareness and engagement strategy and action plan covering et al. clean-up campaigns, school engagement. On the other hand, this includes the development of an event guide for plastic waste management.

Tasks to be performed by the contractor

The agency needs to submit the technical proposal covering following activity fields in the realm of raising awareness and increasing engagement of local population and visitors in Haridwar and Rishikesh, in order to change the behavior of plastic waste management. The bidder is also required to focus on strategy on implementation considering the COVID crisis.

The specific tasks of the consultant are as follows:

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Objective 1: Behavioural change long-term campaigns

<p>Activity 1: Preparation of awareness and engagement strategy and action plan</p>	<ul style="list-style-type: none"> • Development of awareness and engagement strategy and action plan in coordination with local stakeholders • Organization of local stakeholder/authority's advocacy workshops (1 per. Municipality)
<p>Activity 2: Input to design and production of project promotional material</p>	<ul style="list-style-type: none"> • Providing feedback considering the local context
<p>Activity 3: Development and implementation of at least 18 clean-up activities in both cities with a bimonthly periodicity in each city</p>	<ul style="list-style-type: none"> • Planning and advance preparation for clean-up activities: calendar and periodicity according to local context • Facilitate local stakeholders' engagement and involvement and needs assessment meeting: tools, timing, volunteers, local celebrity endorsement, etc. • Media engagement and social media campaign preparation: Press Release, Local press conference, kick-off event • Communication and visibility product preparation (in close cooperation with project team): footage collection (interviews, photo galleries, resource reel, etc.) • Identification of stakeholders and definition of scope of the activity for plastic waste streams quantification • Methodology preparation for the data collection (Data card preparation, collection, separation, categorization, archiving and reporting) • Raise awareness of local plastic typology
<p>Activity 4: Municipalities campaign for Plastic Waste segregation instructions</p>	<ul style="list-style-type: none"> • Support to Information Education and Communication (IEC) material development for source segregation • Development of segregation instructions according to local stakeholders' standards • Production of signs, banners, stickers, posters, to be displayed on every bin, segregation transport, municipal building, public companies and Small and Medium-Size Enterprises (SMSE) • Identification of target schools to display and present to the pupils the segregation instructions • Implementation of school campaigns • Social media campaign on the segregation instructions adapted to local needs and context

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<p>Activity 5: Circular economy campaign “Cash for trash” on the value of plastics: Social media Local press, Local radio/TV, Banners for schools and municipalities</p>	<ul style="list-style-type: none"> • Preparation of campaign strategy identifying: concept, target audience, objectives, key messages, vectors and expected results • Design of action plan in coordination with local authorities • Implementation of campaign • Elaboration of project report for the collection of best practices examples for replication
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Objective 2: Event guide for plastic waste management

<p>Activity 6: Development of event guide for plastic waste management in consultation with regional and local stakeholders</p>	<ul style="list-style-type: none"> • Preparation and conduct of 2 consultations with regional and local authorities on existing plans and initiatives in preparation for the event guide for plastic waste management • Development of status quo document and template proposition for Standard Operating Procedures (SOPs) • Development of event guide • Media presentation on guidelines and instructions on how to implement them • Support to preparation, conduct and follow-up of endorsement activity for event guide for plastic waste management
<p>Activity 7: Support to the implementation of capacity building measures in regard to the event guide for plastic waste management;</p>	<ul style="list-style-type: none"> • Providing inputs during consultations for implementation of event guide with project team

Objective 3: Outreach and knowledge

<p>Activity 8: Development and implementation of sustainability measures for the potential scale-up and replicability of activities and methodologies;</p>	<ul style="list-style-type: none"> • Provide a sustainability plan for project cities • Sharing the best practices and learnings to support scaling up and replication
<p>Activity 9: Multimedia documentation of all activities;</p>	<ul style="list-style-type: none"> • Crosscutting approach covering all the previous described activities aiming at multiplying the effect of campaigns.
<p>Activity 10: Propose monitoring and evaluation framework for above activities.</p>	<ul style="list-style-type: none"> • For measuring the project impact as per agreed indicators, develop and implement the monitoring and evaluation framework

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Certain milestones and deliverables, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations:

S.No	Milestone	Timelines
1.	Awareness and engagement strategy and action plan	September 2020
2.	Project promotional material	October 2020
3.	1st semester clean-up activities covering bimonthly events on each city (at least 6 events in both cities)	From Sept 2020 to January 2021
4.	2nd semester clean-up activities covering bimonthly events on each city (at least 6 events in both cities)	From February 2021 to July 2021
5.	3rd semester clean-up activities covering bimonthly events on each city (at least 6 events in both cities)	February 2022
6.	Segregation instructions campaign adapted to local needs and context	March 2022
7.	Delivery of Circular economy campaign strategy “Cash for trash” on the value of plastics including action plan	November 2020
8.	Implementation of campaign activities	From December 2020 to February 2022
9.	Event guide for plastic waste management	December 2020
10.	Endorsement activity for event guide for plastic waste management	January 2021
11.	Project report for the collection of best practices examples for replication	February 2022

Note: All reports/documents have to be submitted in English language in editable soft copy format. Depending on the requirements of local context, the communication material has to be provided in Hindi and English.

To summarize, in addition to any deliverable and milestone output specified under the duties and responsibilities of each expert above, the contractor shall provide the following reports:

Name of report	Content	Time of submission
Inception Report	Analysis of existing situation and work plan for the project	No later than 1 month after the start of implementation
3-month progress report	Short description of progress (technical and financial) including problems encountered; planned work for the next 3 months	No later than 1 month after the end of each 3-month implementation period.
Draft final report	Short description of achievements including problems encountered and recommendations.	No later than 1 month before the end of the implementation period.
Final report	Reviewed version of draft final report.	Within 1 month of receiving comments on the draft final

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		report from the project manager identified in the contract.
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After contract signature, a Visual Identity Manual will be provided by GIZ. These regulations must be respected in every visibility product included in these Terms of Reference.

Period of assignment: From 15.09.2020 until 31.03.2022

2. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 1.3 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 and activities to be performed with reference to the objectives of the services put out to tender (see Chapter 1) also elaborating on situation analysis of both the cities.. Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 1.3).

The bidder is required to present the actors relevant for the services for which it is responsible and describe the **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 1.3 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 1.3.

The bidder is required to describe its contribution to the sustainability of the project, proposing an exit strategy for communication and knowledge management both for the partner and GIZ.

Other specific requirements

The methodology for the assignment is proposed to conduct the activities on ground involving various stakeholders like urban local bodies, informal workers, waste generators, schools and youth groups etc.

The assignment execution should follow the feedback mechanism with continuous discussion and engagement of the contractor with GIZ and Urban Local Bodies (ULB) in Haridwar and Rishikesh, to review and provide suggestions. For this purpose, the contractor would be available for discussions and meetings in Haridwar and Rishikesh or over skype/telephone as and when required.

Project management of the contractor

The bidder is required to explain its approach for coordination with the GIZ project.

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- The contractor is responsible for selecting, preparing, training and steering the experts (international and national, short and long term) assigned to perform the 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 is responsible for the application of the visual identity guidelines shared by GIZ, ensuring the project and partners (GIZ, AEPW) is ensured.

The bidder is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts profiles 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.

Quality Assurance and Other Bidding Requirements

To ensure the quality of the outputs the organisation must meet the following requirements:

- GIZ honours intellectual copyrights and strictly prohibits any copyright violations and plagiarism;
- Reports or documents pertaining to the project and prepared by the organisation need to be thoroughly verified prior to submission. Sub-quality deliverables would not be accepted;
- It is expected that all documents will undergo a final proofread by the team leader;
- The organisation ensures that GIZ staff is briefed continuously on the progress of the project and informed immediately on any changes whatsoever (e.g. delays, availability of information etc.);
- All meetings will be documented by the organisation. The minutes of meetings need to be approved by the staff of GIZ.

Eligibility Criteria for firms

- I. **Commercial Assessment** – Required average annual turnover of at least Euro 1000,000 for the last three financial years {last-but-four financial can be included in case of invitation to tender held within six months of end of last financial year) – Required number of employees atleast 7, as at 31.12 of the previous year
- II. **Technical Assessment** – The technical assessment is only based on reference projects with a minimum commission value of Euro 20000. Minimum requirements of at least 1 reference projects in the technical field of Environment or waste management in the State of Uttarakhand is required. The assessment criteria are given below:
 - a. Minimum 2 years' experience in working on communication and engagement aspects of plastic waste management project in Uttarakhand State
 - b. Minimum 2 years' field experience in conducting clean up drives and awareness creation with schools on plastic waste management
 - c. Minimum 2 years' field experience conducting field studies on environmental issues or plastic waste management in Uttarakhand

2. Regional experience in Uttarakhand

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The bidder is required to provide the details of experience in working with State of Uttarakhand government in India 3. Experience of other development projects

3. Personnel concept

The bidder 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.

Team leader (1)

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
- Provision of regular support to the teams in the two cities
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- At least PG Degree or Diploma in Management or related field.(Ref 2.1.1)
- Minimum 10 years of professional experience in development sector projects (Ref 2.1.3)
- Specific qualification/ special field: Practical experience in application of plastic waste management projects engaging different stakeholders. (2.1.4)
- Regional experience: Knowledge and working experience with State of Uttarakhand is must.
- Language skills: Excellent command of English (both spoken and written), strong in intercultural communication and sensitive in interacting with cooperation partners.(Ref 2.1.2)

Communication´s director (1)

Tasks of the Communications director

- Report to communication GIZ´s communication expert and coordinate with communications team in the field.
- Coordinate, strategize and supervise the entire social media communication (website, social media profiles, campaigns,
- Supervise the content creation, visual identity and visibility guidelines requirements of the various kinds of content online and offline for campaigns, events, banners, advocacy and promotional events.

Qualifications of the communication´s director

- At least Post Graduate Degree in Mass communication or Journalism or equivalent (Ref 2.2.1)
- Minimum 5 years of professional experience in behavioral change communication and public media campaigns(Ref 2.2.3)
- Specific qualification/ special field: Expertise in creating, coordinating and implementing communication plans and strategies, and using social media tools for the implementation of behavioral change communication campaigns;(Ref 2.2.4)

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- Regional experience: Knowledge and working experience with State of Uttarakhand is must.
- Language skills: Excellent command of English and Hindi (both spoken and written), strong in intercultural communication and sensitive in interacting with cooperation partners (Ref 2.2.2)

City project coordinators (2)

Tasks of the city project coordinators

- Coordinate the two cities (Haridwar and Rishikesh) teams
- Supervise the working packages, coordinating activity implementation at local level with project and city stakeholders and reporting to GIZ project manager.
- Supervise the achievement of deadlines and deliverables

Qualifications of the city project coordinators

- At least Master of Social Work or Degree in Sociology or relevant field (Ref 2.3.1)
- Minimum 5 years of experience in sustainable cities cooperation (Ref 2.3.3)
- Specific qualification/ special field: Experience on working on waste management projects (2.3.4)

City communication officers (2)

Tasks of the city project coordinators

- Implement and create content for engagement and awareness activities
- Create multimedia content for cross cutting dissemination in social media channels
- Document video, audio, photos and reports the activity implementation

Qualifications of the communication/documentation officers

- At least Post Graduate in Mass Communication or Journalism or Master or Social Work or Post Graduate Degree (Ref 2.4.1)
- Minimum 3 years of experience in communication in development projects.(Ref 2.4.3)
- Specific qualification/ special field: Expertise in project management, implementation of cross-cutting project activities, coordinating open dialogues with local stakeholders and producing relevant content for public dissemination through multimedia channels. (Ref 2.4.4)
- Regional experience: Knowledge and working experience with State of Uttarakhand is a must.

City project assistant (2)

Tasks of the city project officer

- Provide administrative and logistics support during field activities.

Qualifications of the project officers

- At least Graduate in any relevant discipline to the project objective (Ref 2.5.1)
- Minimum of 3 years of professional experience (Ref2.5.3)
- Specific qualification/ special field: Fully computer literate, proficient user of Microsoft Office, social media profiles and good understanding of multimedia tools for graphic design and video editing.(Ref 2.5.4)

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Short-term expert pool (technical staff) with up to 4 members

Tasks of the short-term experts pool

- Graphic designer
- Photographer and videographer
- Video editor
- Marketing specialist
- Web developer

Qualifications of the short-term experts pool

- Education/training: Bachelor's/Master's degree in Journalism, videography, arts and graphic design, communication and visibility or marketing.(Ref 2.6.1)
- Specific professional experience: Behavioral change communication activities (Reg 2.6.4)
- Development Cooperation (DC) experience (2.6.6): NONE
- Other (2.6.7): NONE

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

4. Costing requirements

Assignment of personnel

Team leader: Assignment in Uttarakhand State up to 190 expert days
 Communication director: Assignment in Uttarakhand State up to 190 expert days
 City project coordinator 1: Assignment in Haridwar up to 360 expert days
 City project coordinator 2: Assignment in Rishikesh up to 360 expert days
 City communication officer 1: Assignment in Haridwar up to 360 expert days
 City communication officer 2: Assignment in Rishikesh up to 360 expert days
 City project officer 1: Assignment in Haridwar up to 360 expert days
 City project officer 2: Assignment in Rishikesh up to 360 expert days
 Pool of short-term experts: Up to 300 expert days

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 1.3 and list the expenses separately by daily allowance, accommodation expenses, flight costs and other travel expenses including the cost of establishment and maintaining the project offices in both cities in project period.

Workshops/events/campaigns

- Preparation of awareness and engagement strategy and action plan, incl. at least 2 Stakeholder analysis workshops and development of a short intro film on project.
- Development and implementation of at least 18 clean-up activities.
- Municipalities campaign for plastic waste segregation instructions, incl. at least 36 orientation meetings on waste segregation.
- Circular economy campaign "Cash for trash" on the value of plastics, incl. design and production of social media campaigns, local press & local radio / TV contributions, banners for schools and municipalities and workshops.

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- Development of bilingual event guide for plastic waste management in consultation with regional and local stakeholders, incl. endorsement event.
- Development and implementation of sustainability measures for the potential scale up and replicability of activities and methodologies, incl. 2 workshops and design and development of film on project completion.

Multimedia products:

- Creation, development and maintenance of Aviral project responsive website in English and Hindi.
- Creation, development and animation of Aviral social media channels: Facebook, Twitter, Instagram, Youtube, etc.
- Production of pre-recorded messages and musical jingles to promote and animate the clean-up activities encouraging citizens to engage with the Aviral activity.
- Production and dissemination of video clips and short films to disseminate Activity 4 on the segregation instruction.
- Production and dissemination of multimedia products and interactive platforms to raise awareness on Activity 5 on the value of plastics.
- Compiling of all multimedia products, tools and templates produced and collected through project implementation to

5. Inputs of GIZ or other actors

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

- Necessary communication to government department to facilitate the tasks outlined in the project
- Conceptual inputs as and when needed

6. Requirements on the format of the bid

The structure of the bid must correspond to the structure of the ToRs. The proposal should contain a very brief company profile along with reference projects. In particular, the detailed structure of the concept (Chapter 1.3). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English (language).

Each CVs need to be in uniform format with a maximum of three pages; The length of technical proposal should not exceed 25 pages (excluding the CVs, company details and reference projects);

The template for financial quotes has been attached with the tender documents. The potential bidders are advised to follow the attached budget template;

The bidder is expected to keep separate detailed budgetary provision for flights, other (local/national) travel costs, per diems and accommodation costs for their team.

GIZ will provide the office space in city of Haridwar, however, the cost of establishment of office and operational expenditure must be considered in financial offer.