

## 1. Brief information on the project

Global Programme “ICT-Based Adaptation to Climate Change in Cities” (ICT-A). Project no.: 2016.9014.8-002.00.

Adapting cities to climate change-induced extreme weather events is crucial to achieving international goals on sustainable development and global warming. It presents new challenges for urban planners and regional policy-makers as they often lack the up-to-date local information needed for climate-proof urban development.

The project’s aim is to develop a digital solution to strengthen climate change adaptation in the cities of Kochi and Bhubaneshwar. It will enable local governments and authorities to integrate evidence-based climate change adaptation into urban development by drawing upon innovative solutions to collect and analyse data, ideas, proposals, opinions, decisions, etc. The project offers advice on developing, piloting and disseminating these participatory ICT-based proposals.

To ensure the ICT proposals can be replicated on a larger scale, the project will apply technical solutions based on an open source approach, using freely accessible open source code that can be adapted relatively easily to other cities or municipalities. Manuals will also be prepared to describe the methodology, along with proposals for incorporation into the municipalities’ standard processes and mechanisms for participation.

The project will develop the capacity of local government staff to collect and analyse ICT-based data, ideas, proposals, opinions, etc. so that the same approaches may also be used in other local contexts.

The project is financed by the Federal Ministry of the Environment, Nature Protection and Nuclear Safety (BMU), within the framework of the International Climate Protection Initiative (IKI) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

In India, Kochi has been chosen as one of the pilot cities. The project will be implemented in partnership with the Kochi Municipal Corporation (KMC) and the Cochin Smart Mission Limited (CSML). Main implementing partner is KMC.

## 2. Context

The digital solution of the city of Bhubaneshwar is called “Mu.CitySavior” and consists of the following components: a dashboard with an updated GIS map of the pilot area, an app for Android for reporting clogged drainage points, an algorithm for prioritization of the cleaning of clogged drainage point according to a vulnerability score, an hydrological score and the flow status as reported by students to the municipal corporation, and finally an app where the supervisors can see the prioritized critical points to be cleaned.

The KMC, CSML and GIZ plan to adjust this digital solution to Kochi and therefore carried out a Kick-Off Workshop in June 2019 as follow-up of past meetings for close coordination. The digital solution “City Savior” is going to be fine-tuned and adjusted to Kochi as well tested in two pilot areas in the city. In the workshop, the participants defined two pilot areas for the digital solution as well as next strategic and operational steps. In order to carry out a successful pilot that is designed for scale, it is necessary to encourage students to participate in the piloting, position the digital solution in local media and prepare a transfer package for rollout and up-scaling.

## 3. GIZ shall hire the contractor from November 2019 until March 2020.

## 4. The contractor shall provide the following work/service:

Communication and community management of the digital solution for adaptation to climate change in Kochi. The following tasks are envisaged to be undertaken in coordination with the GIZ project team:

### (a) Conceptualization and design

- Sessions will be held with the communication departments of KMC, CSML and with the GIZ team, with the objective of receiving updated information about the project and current resources, as well as to align the work plan to their needs.
- According to that, the consultants will submit a work plan, establishing dates for review and delivery of all products and services.
- The consultants will design the communication strategy to engage the students as main target group and encourage them to participate in the piloting, as well as position the digital solution in local media, including social media.
- The communication strategy should also consider:
  - Design of an incentive system to engage students that may include partnerships with local shops, etc.
  - 20 messages with a respective graphic about the importance of having clean drains in order to reduce the risk of urban flooding and to adapt to climate change. These messages will be included in the app for students later on.
  - Community management event for piloting with students, including its concept, objectives, challenge, call, strategy for the launch of the call, logistics, dynamics, incentives and participation schemes. The community management event should be disseminated through an open call in a clear manner.
  - Preparation, production and wide use of audio-visual resources for the transfer package for rollout and up-scaling. These audio-visual resources should also support the incentive system and the community management event.
- The audio-visual resources should include:
  - 1 brochure about the advantages and how to use the digital solution as PDF-file. 2 versions: English and Malayalam
  - 2 different videos promoting the digital solution and its advantages and motivating students and ward representatives to participate. Target group: students and ward representatives of Kochi. 2 versions from each video: English and Malayalam, with subtitles.
  - 1 video tutorial about how to use the digital solution for users. 2 versions: English and Malayalam, with subtitles.
  - 1 final video about the community management event that should include scenes from the event and voices from participants. 2 versions: English and Malayalam, with subtitles.
- The consultants will prepare other audio-visual resources, if necessary.

### (b) Implementation and community management event

- Promotion and positioning of the community management event in local media, including social media, using the audio-visual resources
- Organization of the community management event

- Launch of the call for the community management event in social networks, public spaces, newspapers and key events that ensure reaching the target group.
  - Carrying out of the community management event in close coordination with KMC, CSML and GIZ. The event will be held during a specific number of days, following up on the participatory process, ensuring compliance with the objectives of these terms of reference.
- (c) Final report and recommendations
- The final report should include all products as well as recommendations for a mid-term strategy for positioning the digital solution in the local digital ecosystem.

Note:

- All products should adhere to GIZ corporate guidelines.
- All documents shall be submitted to GIZ for approval as a draft/sample.
- The deliverables should be approved by the partners and the GIZ team, and changes that may be needed are to be carried out by the consultants.

#### 4.1. Profile of the consultancy agency

- The agency should have at least ten years of demonstrable work experience in the development of communication and awareness strategies.
- The agency should have a team of qualified graphic designers, content and scripts developer, videographer/video production and translator.
- For the purpose of designing and developing communication material only, it is desirable that the agency has an in-house team. However, it is allowed to outsource or hire additional workforce for the purpose of designing and developing the communication material/products. The details of team members with their qualifications and professional experience of the hired agency must be provided at the time of submission of the technical bid.
- Fluency in written and spoken English of all team members.

For this consultancy it is required that the consulting agency has working experience in:

- The agency or its principal representatives should have previous work experience in design of effective communication campaigns for digital solutions.
- Experience in developing communication strategies for state level government programmes preferably on urban issues, climate change and related topics.
- Implementation of innovative methodologies for community management events in order to increase citizen participation in urban contexts.
- Expertise in digital marketing and community management for the development and management of online communities of mobile applications.
- Experience in collaboration and implementation of communication campaigns of public sector (local, state-level or national governments).
- Knowledge of adaptation to climate change, urban flooding and drains from an approach of citizen awareness would be an asset
- Experience of community mobilisation targeted to children and youth groups would be an asset
- Experience in Kochi and Kerala.

- Capacity of developing, preparing and producing creative audio-visual products.
- Expertise in methodologies for the measurement and evaluation of impacts of communication strategies.

For this assignment, the agency shall provide a team consisting of the following members:

- Project head / director

The project head should lead the consultancy team, be the contact person for GIZ and should be responsible for quality control, meeting of deadlines and overall fulfilment of the requested task.

Specific requirements are:

- Completed university degree, ideally at postgraduate level in relevant subject matter. Preference will be given to candidates with completed studies in media and/or communication),
- At least 5 years of work in the area of communications, political communication, public relations,
- Demonstrable experience of working with social media,
- Demonstrable knowledge in the fundamental concepts of effective communication and visibility campaigns,
- Strong creative thinking skills, including the ability to work confidently across a variety of stakeholders
- Excellent writing skills,
- Planning and organizational skills: 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,
- Experience in leading teams and
- Previous experience with GIZ and/or international agencies on similar assignments preferably is an additional asset.

- Event manager

This person will be responsible for rolling out the campaign with various target group.

Specific requirements are:

- Completed university degree in development communication, social science or other relevant field.
- At least 3 years of work in the area of event management, event organization, communication of other relevant field.
- Excellent orator, knowledge of Malayalam is must.
- Demonstrable experience of working with social media,
- Strong creative thinking skills, including the ability to work confidently across a variety of stakeholders

- Content /scripts developer

- Desirable degree in Mass Communication or other relevant field.
- Minimum 3 years work experience in writing publications and scripts for community mobilization and community management.
- Ability to develop content for various mediums like report, case studies, articles, press note, short text for social media
- Ability to re-write the text provided by the project in user-friendly manner.

- Prior experience of working with multi-lateral / bi-lateral organisations, and with National Ministries / State Governments / Cities would be an asset.
- Graphic designer
  - Minimum 3 years work experience in designing knowledge products and graphics.
  - Degree in Arts / Graphics Design / Mass Communication or other relevant field from any recognised university / college.
  - Ability to communicate complex problems in a comprehensive manner.
  - Capacity to simplify data from spreadsheets and surveys, and comprehensive usage of text and fitting it in an overall layout.
  - Ability to design high quality logos and digital graphics.
  - Prior experience of working with multi-lateral / bi-lateral organisations, and with National Ministries / State Governments / Cities would be an asset.
- Videographer / video production
  - Holding any professional degree in videography / video production or other relevant field
  - Proven documentation experience, preferably related to digitalization and urban development
  - Command over English and Malayalam
- Video editor
  - Holding any professional degree in audio and video editing
  - Proven documentation experience, preferably related to digitalization and urban development
  - Command over English and Malayalam

In addition, the consultancy agencies should have qualified and experienced team including translator (graduate degree), voice over artist.

## 4.2. Deliverables

Deliverables	Delivery date	Specific outputs to be delivered
1	November 2019	Work plan
2	November 2019	Communication strategy, also considering: <ul style="list-style-type: none"> <li>• Incentive system</li> <li>• 20 messages</li> <li>• Conceptualization of community management event</li> <li>• Concept of brochure</li> <li>• Script of all videos</li> </ul>
3	December 2019	All audio-visual resources mentioned in 4. The contractor shall provide the following work/service: conceptualization and design
4	February 2020	Organization, launch of the call and carrying out of the community management event
5	March 2020	Final report and recommendations

# Terms of Reference Communication and Community Management for a digital solution for Kochi

## NOTE:

- The costs of the venue, catering and logistics required for the organization of (1) the interviews and meetings and (2) the conclusions and next steps workshop should not be included in the consultancy quote.
- All communication products must adhere to the General Data Protection Regulation of the European Union.

## 4.3. Location of assignment

Kochi, Kerala.

## 4.5. Travel and accommodation

The consultancy quote should include local travel costs for the consultancy company. These must comply with the maximum amounts stipulated by GIZ:

## 4.6. Reporting

The consultancy agency will report to Project Head, Climate Smart Cities, Technical expert, based in Kochi, and Programme Coordinator, based in Germany.

## 5. Specification of inputs

Fee days	Number of days up to	Comments
• Preparation/debriefing	7	By first week of contract awarded
• Implementation	140	
• Travel days	0	
Travel expenses	Number of days/nights up to	Comments
• Per diem	0	
• Accommodation allowance	0	
Other travel expenses		Comments
• Number of domestic trips	0	
• Number of trips abroad	0	
• Ancillary travel expenses (e.g. visa, airport transfers)	0	
Flights	Number of flights up to	Comments
• International flights	0	
• Domestic flights	0	
Other costs		Comments
Local travel	36 days	In Kochi city only.
Equipment renting (Camera, microphone, sound box)	10	
Community event	10	
Brouchure Printing & hard drive purchase		

