

Terms of reference (ToRs) for the procurement of services above the EU threshold

Project title: Equal Opportunities and Social Development (EOSD)	Processing number/cost centre: 18.2156.0-001.00
Country: Egypt	Transaction number: 83421075
Subject of the tender procedure: Awareness-Raising Measures through Creative Media Production	

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0. List of abbreviations

KOMP	Cost-output monitoring and forecast
LOI	Letter of intent
MoU	Memorandum of Understanding
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
ToRs	Terms of reference
EOSD	Equal Opportunities and Social Development
MoSS	Ministry of Social Solidarity
MoYS	Ministry of Youth and Sports
PWD	Person with Disability
ISC	Integrated Services Card
SEO	Search Engine Optimisation
CTR	Click-Through Rate
CPA	Cost-Per-Acquisition
CPC	Cost-Per-Click
CPI	Cost-Per-Impression

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1. Context

The “Equal Opportunities and Social Development (EOSD)” project focuses on improving the preconditions for the societal participation of young people, especially women and people with disabilities. In partnership with the Ministry of Social Solidarity (MoSS) and the Ministry of Youth and Sports (MoYS) it tackles topics such as population growth, gender equality, and inclusion of people with disabilities. Through capacity development and participatory approaches, it provides a meaningful contribution to the implementation of government strategies and the social development of Egypt.

The project builds capacities of young men and women in various areas to play an active role within their communities while also supporting non-governmental organisations and youth initiatives who serve the targeted beneficiaries. Building on the strategic cooperation between governmental and non-governmental institutions, the project undertakes awareness-raising measures and campaigns on the local and national levels to promote gender equality, inclusion of people with disabilities and population-related topics.

The project will be implemented in different geographic areas and focuses on the local communities (surrounding youth centres or other relevant young people community hubs) in geographic areas including 10 different governorates.

In the framework of the joint EOSD project, MoSS, MoYS and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) have agreed to include awareness raising activities at national and local level as a key working area. The project thereby aims to sensitize young people to selected issues relating to equal opportunities and to enhance their knowledge on those issues. The focus is on providing knowledge and information through communication and awareness-raising campaigns targeting young people. They will be made aware of issues such as population development and reproductive health and their impact on social development, gender equality and human rights, and the inclusion of people with disabilities as aspects of the concept of equal opportunities. While an essential component of the EOSD project is awareness raising among different target groups, it is crucial to capitalize on the capacity of media and its importance in conveying underlying messages and broader project goals. The pillar on awareness raising serves the project goal by aiming to increase the knowledge of young people, in particular, and the public, in general, on selected topics related to equal opportunities..

The aim of this consultancy assignment is to provide a holistic strategy from conception to execution of a number of media campaigns of different sizes. This is why the contractor is expected to have multidimensional experience in strategy development, campaign management, video productions, graphic design, 2D productions and photography. A good knowledge and experience working within the development sector and a clear understanding of the nature and scope of work are required to achieve the collective objectives set for this project. The designed and produced material should be appealing and encourage the target group to learn more about aspects of human rights, social inclusion, gender and population management. The produced material should be relevant and adapted to the target groups with respect to language and tone of voice, age, educational background, professional expertise as guided by the GIZ. Whenever possible, and in order to meet the project goals and to be true to our objectives and dedication of inclusivity, the produced material should consider and integrate aspects of inclusion, such as, accessible formats for people with disabilities, express gender balance and equality, while using sensitive language and communication strategies, in line with the GIZ corporate guidelines and accessibility criteria.

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2. Tasks to be performed by the contractor

The contractor is responsible for providing the following work packages and the accompanying milestones: [L3][SNGE4][SNGE5]

Work package 1: **Communication Strategy**

Conceive the strategy of each individual campaign within the framework of the project and in close alignment with the partners. The strategy should include, among others, best launch date, total duration, most suitable platforms and/or locations, targeting personas, relevant key messages, design concept and production directions, required media buying and advertising spending, etc. As the strategy will define the execution of the campaign, the conceiving of the strategy will be done in coordination with GIZ and its partners, whenever possible, but will always have to be signed off by GIZ prior to the execution of the campaign.

The contractor is expected to furnish the full communication strategy for **up to 3 different campaigns**.

Milestones for work package 1	Delivery date/period
Communication Strategy for ISC issuance campaign	3 weeks after the campaign briefing meeting as documented in the meeting minutes between the contractor and GIZ
Communication Strategy for PwD Law rights and services campaign	4 weeks after the campaign briefing meeting as documented in the meeting minutes between the contractor and GIZ
Communication Strategy for 2 other campaigns	4 weeks after the campaign briefing meeting as documented in the meeting minutes between the contractor and GIZ

Work package 2: **Designs**

Create all required designs, based on the design concept, for the campaigns respecting corporate design guidelines, project requirements, partner input as well as adhering to high quality professional production levels. The designs shall always be in the proper format for the distribution platform and in high-resolution. The designs may not infringe on any copyrights and must reflect the proper branding of GIZ and its partners. All designs must be gender-sensitive, inclusive and accessible.

The contractor is expected to **create up to 15 static designs and up to 5 animated designs for up to 5 different campaigns** as per the agreed upon campaign strategy.

Milestones for work package 2	Delivery date/period
Designs including personas for ISC issuance campaign	2 weeks after the approval of the Communication Strategy of the ISC issuance campaign
Designs including personas for PwD Law rights and services campaign	2 weeks after the approval of the Communication Strategy of the PwD Law rights and services campaign
Designs for third campaign	2 days after the approval of the design concept and direction as documented in the meeting minutes between the contractor and GIZ

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Work package 3: **Video Production**

Produce all required video material, including storyboard, script, voiceover, illustration, animation post production for animation or motion graphic videos and including storyboard, script, editing, shooting, cast, direction, location, production and post-production (as needed) for live action videos, respecting corporate design guidelines, project requirements, partner input as well as adhering to high quality professional production levels. The videos shall always be in alternative format depending on the distribution platform and in high-resolution. Any material used for the production of the videos may not infringe on any copyrights and must reflect the proper branding of GIZ and its partners. All videos must be gender-sensitive, inclusive and accessible.

The contractor is expected to produce **up to 1 live action video with up to 5 variations with the same cast, director and locations and up to 5 short animation or motion graphic videos for up to 3 different campaigns** as per the agreed upon campaign strategy.

Milestones for work package 3	Delivery date/period
Videos (live action and animation) for ISC issuance campaign	4 weeks after the approval of the Digital Marketing Strategy of the ISC issuance campaign
Videos (live action and animation) for PwD Law rights and services campaign	4 weeks after the approval of the Digital Marketing Strategy of the PwD Law rights and services campaign
Videos (live action and animation) for third campaign	4 weeks after the approval of the storyboard and direction as documented in the meeting minutes between the contractor and GIZ

Work package 4: **Social Media**

Although the contractor is not required to manage any particular social media accounts, the contractor is required to create different posts and run advertisement campaigns on various social platforms, including but not limited to Facebook, Instagram, TikTok, Twitter and LinkedIn. This includes preparing both captions and creative [L6]SNGE7] for all posts in addition to furnishing the advertisement plan and managing the advertising campaign. All posts must be gender-sensitive, inclusive and accessible.

The contractor is also responsible for furnishing preliminary campaign reports that serve to tweak and adjust targeting, creative a[L8]SNGE9] and any other relevant campaign detail against agreed upon success indicators after the launch of the campaign. The contractor will provide a final and detailed campaign report containing all metrics and success indicators (including but not limited to CPI, CPC, CPA as well as CTR).

The contractor is expected to **create the social media content and run a social media ad campaign for up to one month for up to 3 different campaigns** as per the agreed upon campaign strategy.

Milestones for work package 4	Delivery date/period
Social Media campaign strategy including sample posts and advertisement plan (with dates) for ISC issuance campaign	10 days after the approval of the Digital Marketing Strategy of the ISC issuance campaign

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Social Media campaign strategy including sample posts and advertisement plan (with dates) for PwD Law rights and services campaign	10 days after the approval of the Digital Marketing Strategy of the PwD Law rights and services campaign
Social Media campaign strategy including sample posts and advertisement plan (with dates) for third campaign	10 days after the approval of the Digital Marketing Strategy of the campaign
Preliminary campaign report	5 days after the launch of the campaign
Final campaign report	2 weeks after the campaign end date

Work package 5: **Advertising**

Advertise and perform media buying on behalf of GIZ, MoSS and/or MoYS and any other project partner. This includes arranging for, purchasing, managing and executing advertising campaigns from end to end. The advertisement channels include but are not limited to television, radio, outdoor, print and digital.

The contractor is also responsible for furnishing preliminary campaign reports that serve to tweak and adjust targeting, designs and any other relevant campaign detail against agreed upon success indicators after the launch of the campaign. The contractor will provide a final and detailed campaign report containing all metrics and success indicators.

The contractor is expected to **arrange for and execute the media buying for up to 1 360-advertisement campaign for TV, radio, outdoor, print and digital for up to 1 month for up to 3 different campaigns** as per the agreed upon campaign strategy.

Milestones for work package 5	Delivery date/period
Advertising strategy including spending, placement, designs, targeted reach and distribution plan (with dates) for ISC issuance campaign	2 weeks after the approval of the Digital Marketing Strategy of the ISC issuance campaign
Advertising strategy including spending, placement, designs, targeted reach and distribution plan (with dates) for PwD Law rights and services campaign	2 weeks after the approval of the Digital Marketing Strategy of the PwD Law rights and services campaign
Advertising strategy including spending, placement, designs, targeted reach and distribution plan (with dates) for every other campaign	2 weeks after the approval of the Digital Marketing Strategy of the campaign
Preliminary campaign report	1 week after the launch of the campaign
Final campaign report	3 weeks after the campaign end date

Work package 6: **Landing experience and SEO**

Furnish landing experiences or prepare the required designs to enhance an existing partner landing page for the various campaigns as per the strategy. In this case, landing experience enhancement or creation will always be coupled with Search Engine Optimisation (SEO), for which the contractor is fully responsible. General campaign guidelines and key messages will be provided, however, keywords for targeting and ads are to be furnished by the contractor. All landing pages must be gender-sensitive, inclusive and accessible.

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The contractor is expected to **create static custom landing experiences of 1-page for up to 1 campaign and enhance existing landing experiences for up to 2 campaigns.**

Milestones for work package 6	Delivery date/period
Create the wireframes and UX journey for the creation or the enhancement of the landing page of the ISC issuance campaign	3 weeks after the approval of the Digital Marketing Strategy of the ISC issuance campaign
Create the wireframes and UX journey for the creation or the enhancement of the landing page of the PwD Law rights and services campaign	3 weeks after the approval of the Digital Marketing Strategy of the PwD Law rights and services campaign
Create the wireframes and UX journey for the creation or the enhancement of the landing page of third campaign	3 weeks days after the approval of the Digital Marketing Strategy of the campaign
Finalise the required creation and/or enhancement for any given landing page	1 week before the agreed upon launch date of the campaign
Submit the SEO plan for for any given landing page enhanced or created by the contractor	2 weeks before the agreed upon launch date of the campaign

Safeguards and gender considerations with specific reference to services:

The contractor is required to take the following key measures to avoid or reduce possible unintended negative results and to support gender equality in its area of responsibility:

- Inclusion of PWD:
 - All designed and conceptualised productions and awareness-raising measures respond to PWD needs and capacities, in terms of objectives and practices
 - PwDs are to be engaged in all phases of the campaign, as much as possible, ensuring that their input and feedback is well considered.
 - Contractor to be aware of new disability and inclusion models and concepts and decent terminology that should be used to express people with disability rights and affairs
 - Designed concepts and approaches to include disability mainstreaming as a core focus to ensure that disabled beneficiaries are receiving equal support as others
 - All interventions from concept to implementation are in line with the new disability law and bylaws
- Conflict and context sensitivity and human rights:
 - If applicable, all campaigns that target communities and families to change the common perception that victims of sexual harassment are the cause (victim shaming/blaming)
 - Perform targeted pre-campaign assessments of knowledge, attitudes and practices to serve as a benchmark to measure campaign effectiveness; and post-campaign assessments
- Gender equality:
 - If applicable, communication campaigns to address harmful gender stereotypes

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- All campaigns to ensure gender sensitivity, and not to contain harmful stereotypes, while remaining sensitive to the cultural context.
- The contractor must take into account that targeting women is a way to achieve broader outreach and impact by ensuring outreach to families so that they are reassured of the safety, legitimacy social acceptability of these activities.

3. Technical-methodological concept

In the conceptual design of the tender (technical-methodological approach, project management, if necessary other requirements), the tenderer is required to take specific objectives and requirements into consideration and describe them, as explained below.

In the tender, the tenderer is required to show *how* the specified targets and results are to be achieved with the work packages in the tender (see section 0). For this purpose, the tenderer should consider the following five factors: strategy, cooperation, steering structure, processes and learning and innovation (sections 3.1 to 3.5). In addition, the tenderer must describe the design of the project management system in the narrower sense (section 3.6). The tenderer should avoid repeating information from existing documents. The restrictions on the number of pages given in section 6 of these ToRs must be followed.

3.1. Strategy (section 1.1 of the assessment grid)

The strategy is the core element of the technical-methodological concept.

The tenderer is required to interpret the targets that it is responsible for and undertake a critical appraisal of the task (section 1.1.1 of the assessment grid). Subsequently, the tenderer must describe and justify the strategy it intends to use to achieve the milestones, targets and results that it is responsible for (see section 0) by means of the work packages described in section 2 (section 1.1.2 of the assessment grid). The tenderer should avoid repeating information from the description of the implementation approach (see section 3.6).

3.2. Cooperation (section 1.2 of the assessment grid)

The tenderer must describe the relevant actors (partners and others) for the service put out to tender and their interactions (section 1.2.1 of the assessment grid). The tenderer is required to develop a concept that shows how the cooperation with these actors is to be established and put into practice (section 1.2.2 of the assessment grid). The project's cooperation arrangements referred to in section 1 must be taken into consideration.

3.3. Steering structure (section 1.3 of the assessment grid)

The tenderer is required to present and explain its approach to steering the measures in cooperation with the project partners (section 1.3.1 of the assessment grid).

The tenderer is required to describe its results-based monitoring system and the related challenges, which must correspond with the client's expectations and specifications (section 1.3.2 of the assessment grid).

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3.4. Processes (section 1.4 of the assessment grid)

The tenderer is required to present the processes in the sector that are relevant to the services in the tender (section 1.4.1 of the assessment grid). Here, the tenderer must undertake a critical appraisal of the contribution made by the services in the tender to the processes in the sector and identify particularly promising starting points for generating possible leverage (section 1.4.2. of the assessment grid).

3.5. Learning and innovation (section 1.5 of the assessment grid)

The tenderer must describe its contribution to knowledge management in the project and at GIZ (section 1.5.1 of the assessment grid). The following tasks are to be taken into consideration:

- The contractor's experts are actively involved in GIZ's sector networks. [L10][SNGE11]
- There shall be regular briefing and debriefing meetings held virtually, at GIZ premises or at the partner premises as required.

In addition, the tenderer is required to present and explain measures that promote horizontal or vertical scaling-up (section 1.5.2 of the assessment grid).

3.6. The contractor's project management activities (section 1.6 of the assessment grid)

In its tender, the tenderer is required to describe its approach and procedure for coordination with and within the project (section 1.6.1 of the assessment grid).

The tenderer is required to draw up and explain an operational plan for implementing the strategy described in section 3.1. The operational plan must describe the necessary work stages. It must also take into consideration and, if necessary, add to the milestones in section 2 (section 1.6.2 of the assessment grid).

Project management specifications:

- The contractor is responsible for selecting, preparing, training and steering the experts assigned to perform the consultancy tasks.
- The contractor manages expenditures and costs, accounting processes and invoicing in accordance with GIZ's requirements.
- The contractor reports regularly to the client in accordance with the General Terms and Conditions of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

3.7. Sustainability requirements (section 1.7 of the assessment grid)

– Not applicable –

3.8. Further requirements (section 1.8 of the assessment grid)

The tenderer is required to explain and, as far as possible, provide specific evidence (e.g. previous campaigns, landing pages, social media content examples, links to produced videos and designs, etc.) showcasing their knowledge of the local context, the local language (colloquial Arabic), and network of local media buying and video production connections as part of the service delivery.

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Requirement: Evidence of Local Expertise : 10 points out of a possible total of 10 points.

4. Human resources^{[L12][SNGE13]}

– Not applicable –

5. Costing requirements^{[L14][SNGE15][JGG16]}

Period of assignment: From 1 November 2022 until 31 March 2024.

The bidder is requested to make a lump sum offer for following budget items:

Budget Item	Quantity	Reimbursement Type	Reimbursement Condition
Communication Strategy	3	Lump sum	Against deliverables
Static Campaign Designs	45	Lump sum	Against deliverables
Animated Graphic Designs	15	Lump sum	Against deliverables
Campaign Videos	3	Lump sum	Against deliverables
Campaign Motion Graphic Videos and/or Animations	15	Lump sum	Against deliverables
Social Media Content	3	Lump sum	Against deliverables
Social Media Ad Campaigns Creation and Management	3	Lump sum	Against deliverables
360 Advertisement Campaign Media Buying	3	Lump sum	Against deliverables
Landing Experience Creation + SEO / SEM	1	Lump sum	Against deliverables
Landing Experience Enhancement + SEO / SEM	2	Lump sum	Against deliverables

5.1. Assignment of experts

– Not applicable –

5.2 Local administrative staff

– Not applicable –

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5.3 Travel expenses

– Not applicable –

5.4. Equipment

– Not applicable –

5.5. Operating costs in the country of assignment

– Not applicable –

5.6. Workshops, education and training

– Not applicable –

5.7. Local subsidies

– Not applicable –

5.8. Other costs

– Not applicable –

5.9. Flexible remuneration item

– Not applicable –

6. Requirements on the format of the tender

The structure of the tender must correspond with the structure of the ToRs. It must be legible (font size 11 or larger) and clearly formulated. The language of the tender is English.

The technical-methodological concept of the tender (section 3 of the ToRs) is not to exceed 10 pages (not including the cover page, list of abbreviations, table of contents and brief introduction).

We strongly request that you do not exceed the number of pages specified.

7. Options

7.1 Extension of service-delivery period

It is possible to continue key elements of the service specified in the invitation to tender provided the extension of the term of the basic project. This is described in detail below.

Type and scope: Continuation of the activities described in section 2 of these ToRs with possible expansion of these activities to include new work packages of the same type.

Precondition: The additional funds and project term extension are commissioned by GIZ's commissioning parties.

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8. Annexes

None