

Terms of References (ToR)

Development and Production of online Outreach Strategy for a Funding Facility (open Calls for Proposals)

February 2021

Background

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a global service provider in the field of international cooperation for sustainable development. As a public-benefit federal enterprise, GIZ supports the German Government and public and private sector clients in around 120 countries in achieving their objectives in international cooperation.

The GIZ project “Support to Stabilisation and Violence Prevention in Iraq” (SSVPI) supports the stabilization process in Iraq and contributes to the prevention of violence and violent extremism through contributions to the coordination on stabilisation, a funding facility addressing drivers of violence, and a component on dealing with the past for social cohesion.

The fund will be accessible via open calls for proposals and is meant to equally attract submission from governmental stakeholder operating on the local level, INGOs, and local civil society organisations / community-based organisations in up to 4 governorates (Ninewa, Dialya, Sala Al Din and possibly Kirkuk or Anbar).

It will launch up to three calls for proposals with a specific regional focus.

Description of Assignment

The funding facility is currently being established and meant to be launched in April to early May. To extend its reach to potential implementing partners and generate applications/submissions of proposals, the funding facility requires the development and execution of an outreach strategy. This outreach should contain the following:

- Development of a brand for the fund, incl. design theme, logo, and layout of application materials etc.
- Establishment Online presence in the same branding, preferably on facebook (to be set up and managed by the service provider) to attract qualified organisations/stakeholders as implementing partners (2 languages: English/Arabic)
 - o Serving as the facilitator of the online presence of the funding facility, while not referencing GIZ, but only the German Cooperation,
 - Setting up and managing a functional email address under the name of the funding facility, accessible for GIZ and the service provider
 - Collecting and forwarding requests for information to GIZ and communicating the responses via Email

- Logging of received applications in excel overview and forwarding of received applications to GIZ on a rolling basis
- Publication of up to 4 calls for proposals via Facebook page (2 languages: English/Arabic)
- Production and posting of up to 10 graphics/charts/flow diagrams to explain the scope of the fund, and the application/selection process for the Facebook page
- Continuous content development and management of the Facebook page, based on materials provided by the implementing partners/funded projects
 - Up to 3 short stories (half a page incl. pictures) per call for proposals (max. 3 calls for proposals → max. 9 stories)
- Support in the development of information materials (translation service required) and production of branded documents (Application Templates)
 - Branded layout of an application guideline in Arabic and English (no translation required)
 - Branded layout and translation from English into Arabic of up to 12 simple application templates and translation into Arabic

Estimated Resources

Deliverables	Comments
Development of a brand for the fund, incl. design theme, logo, and layout of application materials etc. (bilingual)	2 proposed designs for discussion / 2 feedback loops
Establishment online presence in the same branding, preferably on Facebook	-
Content management for up to 4 calls for proposals (bilingual)	-
Production and posting of up to 10 graphics/charts/flow diagrams to explain the scope of the fund, and the application/selection process for the Facebook page (bilingual)	In close exchange with GIZ project team
Branded layout of up to 12 simple application templates and one application guideline (approx. 30 pages)	-

Translation (English -> Arabic) of application materials (up to 10 templates)	Possible to sub-contract translator
Setting up and managing a functional email address under the name of the funding facility	Email address should also be accessible to at least one GIZ project staff
Collecting and forwarding requests for information to GIZ and communicating/sending the responses via Email	Possibly the communication can be replaced by the development of a Q&A section on the Facebook page
Logging of received applications in excel overview and forwarding of received applications to GIZ on a rolling basis	
Up to 3 short stories (half a page incl. pictures) per call for proposals (fir max. 3 calls for proposals → max. 9 stories) showcasing supported projects (bilingual)	Materials and stories to be collected directly from implementing partners of the facilities' projects / Feedback loops on the stories with GIZ project staff

Fixed lump sum price – contract for work

Since the contract to be concluded is a contract for work, we would ask you to offer your services at a fixed lump sum price, which covers all relevant costs (fees, travel costs, etc.). The assessment of the financial bid is based on the lump sum price tendered. For the purposes of our internal calculations and any subsequent contracts, we would also ask you to state the daily rate used for the tender. A breakdown of the days is not necessary.

Products

The assignment requires service, but also the development of products. The key deliverables are listed below:

- Design concept for branding of funding facility and execution/production
- Facebook page, with content
- Functional email account for funding facility
- Informational and application material in Arabic and branded
- Up to 10 graphics/charts/flow diagrams to explain the scope of the fund, and the application/selection process

- Stories on supported projects

Schedule

- Start of assignment: 15.04.2021 until 10.09.2022
- First draft concept on brand/branding of the fund until 25.04.2021
- Translation (English Version provided at the beginning of the contract) and branding of applications materials until the 02.05.2021
- Launch of the FB page by beginning/mid of May 2021
- Management of submissions to the funding facilities call for proposals 3 weeks in May/June and probably October (additional calls tbd)

The schedule beyond October-November 2021 will be determined in August/September 2021.

Requirements and required information for the expression of interest:

We are looking for a service provider to develop content for an online presence, the management of said online presence, incl. the management of communication with external actors in a well-structured manner. Hence, we are looking for a service provider experienced in design, creative content development, but also with the ability to manage informational flows with outside clients, showcasing a systematic and well-structured approach to information management.

The service provider should have experience in political communication, especially on sensitives issues.

Experience working with humanitarian or development organizations (UN or NGOs) is an advantage.

The required information for an expression of interest should contain:

- Concept Note with description of the action and elaborating on the approach to the branding-process and how the political sensitivities of the topic can be addressed. (max. 3 pages)
- Overview of the budget

- Even though the contract will be awarded as a fixed lump sum contract, we would like to ask for a budget detailing fees, production costs etc. required for the provision of the requested service
- Information on select track record and reference projects (max. 3 projects) with a similar scope of work as described in this call for proposals
- Personnel concept, incl. CVs, and short description responsibilities and corresponding skills/experience for GIZ
 - The personnel concept should reflect at least the following roles: project manager and client liaison, social media expert/strategic comms, designer, content management
 - CVs for proposed team members, elaborating on education and relevant work experience
 - Min. of 2 year working experience of creative team members, and 3-5 years for the project manager/client liaison
 - Previous experience of team members (creative and management) with at least three other similar projects. Please provide short description of projects, in which the team members have been involved.
 - Skills required in the team:
 - Strategic Brand Development
 - Production of Graphic Design / Illustration
 - Fluency in English and Arabic, especially for the content manager
 - Experience with political communication an asset