

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

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<b>Social media content series driving awareness of corruption, active citizenry and accountability through satire</b>	<b>Project number/ cost centre: 2020.2106.1-001.0</b>
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## **0. List of abbreviations**

GDPR [\(EU\) General Data Protection Regulation](#)

TIP Transparency, Integrity and Accountability Programme (TIP) in South Africa

ToRs Terms of reference

## 1. Context

The Transparency, Integrity and Accountability Programme in South Africa (TIP) supports state and non-state actors to contribute towards the implementation of the National Anti-corruption Strategy (NACS) in a whole-of-government and societal manner. The TIP provides capacity development for anti-corruption actors in the state, civil society and the business sector. The project supports:

- Active citizenry where citizens can contribute actively to activities and initiatives in favour of transparency, integrity and accountability;
- The strengthening of institutional capacity of collaborative mechanisms, particularly the National Anti-corruption Advisory Council (NACAC) to coordinate the implementation of the NACS; and
- Multi-stakeholder partnerships to improve transparency, integrity and accountability in the areas of business integrity, public procurement and whistleblowing.

In addition to the whole-of-government and societal approach of the TIP, the programme actively pursues a human rights-based orientation including gender equality. The strategic reference points for the TIP are the NACS, Agenda 2030, the Medium-term Strategic Framework 2019-2024, Germany's approaches to governance, democracy and anti-corruption as well as Agenda 2063 (African Union) and Sustainable Development Goals 16.5 and 16.6.

The TIP is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The programme is part of the newly established Peaceful and Inclusive Societies cluster of BMZ and the action field Good Governance. The TIP is co-financed by the Swiss State Secretariat for Economic Affairs (SECO).

TIP seeks to collaborate with a branded, award-winning, social media content series, targeting youth aged 18-35 in South Africa, to produce video content that promotes active citizenry, civic engagement, and citizen advocacy through satire and critical interrogation of current/trending national and sociopolitical issues. As such, the content should draw on South African mainstream news, with a particular focus on corruption. The video content would be jointly conceptualized on corruption-related themes outlined in the terms of reference (Chapter 2). The social media brand must possess an audience reach of over 10,000 subscribers on YouTube, over 5,000 followers on Facebook, over 3,000 followers on Twitter, and over 2,000 followers on Instagram. The brand must demonstrate diverse gender and racial representation in its content. The brand should further demonstrate collaboration with mainstream media, influencers, civil society, advocacy organizations, opinion leaders, and government representatives in the content and in further distributing its content through these networks.

TIP seeks this collaboration to achieve the following objectives under its pillar of active citizenry:

- Provide young people with the language and information they need to hold the government and private sector to account and demand transparency and accountability.
- Drive awareness through the content about the need for integrity in the public and private sectors.
- Drive a conversation in the media, online, in universities and workplaces that corruption is preventing South Africa from developing and is a major cause of service delivery failure.
- Use the content as a community engagement tool, both by the brand's team at their in-person events, and by GIZ, civil society and multi-stakeholder partnerships (dialogue platforms) in the fight against corruption. The content will be a valuable tool at the disposal of anti-corruption organisations, civil society, people in the private sector, whistleblowers and voters to understand how corruption is holding us back as a country, and what the next steps are to better accountability, transparency, governance and ultimately, a corruption-free society.
- Play a role in supporting the pillars of the National Anti-Corruption Strategy (NACS) by being another independent media voice highlighting corruption and demanding accountability.
- Promote civic engagement among the South African public, reminding them of its power and the need to take action, and, importantly, give young people a sense that other South Africans care and are taking a stand against corruption.

## **2. Tasks to be performed by the contractor**

The contractor is responsible for providing the following services.

### *a. Video production:*

Produce and distribute 6 x 7-10 minute satirical explainer, interview-based videos which highlight corruption across the brand's social media platforms (YouTube, Instagram, TikTok, Twitter and Facebook), covering the following themes:

- Prevention mechanisms for private sector corruption in South Africa;
- State Capture: looking back at the Zondo Commission and its implications for the present and the future;
- Changing the narrative around whistleblowers;
- Gender and corruption, with a particular focus on sextortion in South Africa (possible release during 16 Days of Activism for GBV);
- Corruption in municipalities and rural areas, and its effect on service delivery and communities; and
- The role of corruption in load shedding, future implications and possible solutions proposed by youth/youth leaders (possible release for National Youth Day 2024).

Each episode/theme should attempt to convey messaging implicitly or subliminally around an inward focus on individual values and behaviours, prompting the question or personal challenge of ‘how can I hold myself to account’, and not only ‘how are others held accountable’.

*b. Distribution and engagement:*

Collaborate with micro-influencers, content creators, traditional media and civil society and advocacy organizations addressing corruption in South Africa to both appear in and share the content to improve reach and engagement.

*c. Monitoring impact:*

Monitor the following engagement and reach metrics (disaggregated by gender and age) to assess impact and contribute to GIZ-TIP’s reporting and selected indicators.

- Search data: search data from VidIQ showing that the corruption-focused satirical content ranks highly in YouTube search results for search terms related to key corruption stories.
- Viewership: Objective of more than 100k views of each video across all platforms.
- Engagement & retention: Increasing comments, likes and shares; improving average view watch time.
- Subscribers: Objective of more than 50% growth of subscribers on the brand’s social media channels (indicative of sustainability).
- Survey: convene up to 10 exclusive (free) ‘community’ screenings (2 episodes per screening), and conduct a pre-post survey among attendees to evaluate behaviour/perception change and knowledge retention. Each screening should incorporate a facilitated discussion on the episodes’ topic/theme between a panel and the audience; the panel could consist of the brand’s content production personnel/ episode personas/ entities and/or persons identified under 2b involved in the content distribution. The call-out for screening attendees could be posted across the brand’s and key collaborators’ social media channels, with the call-out including the pre-survey questionnaire as a prerequisite to secure a seat in the screening (50-100 persons max per screening – depending on the venue – seats would be limited to a maximum number which would be made transparent in the communication). The survey questionnaire can be developed between GIZ-TIP and the brand for each screening, tailored to the topic/theme of the episodes being screened. Venues should be identified by the service provider in Gauteng and the Western Cape, in different suburbs in order to reach different communities.

The service provider must submit a final (digital/PDF) report covering all monitored results (listed above) and key lessons learned.

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones/process steps	Timeline
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Produce 6 x 7-10 minute satirical explainer videos	From the start of the contract – 16 June 2024
Distribute above videos according to engagement strategy	Starting October 2023 until 1 July 2024
Monitoring content engagement and reach	October 2023-15 August 2024
Submit final report covering results	Within the final week of the contract in Aug 2024

Period of assignment: from 25 August 2023-25 August 2024.

### 3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

#### Technical-methodological concept

**Strategy (1.1):** The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 & 2) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them. This includes the interviewees, influencers, content collaborators, and traditional media partners.

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions – in this case, the interviewees, influencers, content creators and media the brand collaborates with in creating and distributing its content) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

#### Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with GIZ-TIP with regards to processes (i.e., conceptualization, production, and distribution of the videos) and submission of the final report. In particular, the project management requirements in accordance with Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

The tenderer is required to draw up a personnel assignment plan, listing all roles described under Chapter 4 (Personnel concept) with information on their assigned tasks and a work scheduled aligned to the milestones and timeline set out in Chapter 2.

#### **4. Personnel concept**

The tenderer 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 in the technical assessment.

##### **Team leader/Director (2.1 in Technical Assessment Grid)**

###### Tasks of the team leader

- Overall responsibility for the assigned deliverables (concept, quality and deadlines).
- Direct all video productions.
- Manage distribution of videos.
- Coordinating and ensuring communication with GIZ-TIP, partners and others involved in the project.
- Personnel management, in particular allocating personnel to the different tasks as the team leader deems appropriate.
- Regular reporting (via calls/meetings/emails) in accordance with deadlines.
- Submission of the final report.

###### Qualifications of the team leader

- Education/training (2.1.1): University/Tertiary qualification and 5 years of experience in multimedia content production and campaign design, including video direction and production.
- Language (2.1.2): Good business language skills in English.
- General professional experience (2.1.3): 3-5 years of professional experience in multimedia content production and campaign design.
- Specific professional experience (2.1.4): 3-5 years in producing video content for digital & social media platforms, consistent with current Audio Visual (AV) trends and styles for the digital and social media sector. Proven experience in creating satirical videos in an interview style with journalistic framing and documentary-style profile stories.
- Leadership/management experience (2.1.5): 3-5 years of management/leadership experience as project team leader or manager in a multimedia content production company.
- Regional experience (2.1.6): N/A
- Development cooperation (DC) experience (2.1.7): 2 years of experience in DC projects
- Other (2.1.8): N/A

##### **Editor (2.2-Expert 1 in Technical Assessment Grid)**

###### Tasks of the editor

- Editing to produce final cuts at minimum 1080p.
- Subtitling in English.
- Animation and graphic editing.

- Visual scripting/storyboarding.

#### Qualifications of editor

- Education/training (2.2.1): University/Tertiary qualification and 5 years of experience in editing video content for multimedia platforms.
- Language (2.2.2): Good business language skills in English.
- General professional experience (2.2.3): 3-5 years of professional experience in multimedia content production and campaign design.
- Specific professional experience (2.2.4): 3-5 years in editing video content for digital & social media platforms, including animated/infographic videos and documentary-style profile stories consistent with current Audio Visual (AV) trends and styles for the digital and social media sector.
- Leadership/management experience (2.2.5): N/A
- Regional experience (2.2.6): N/A
- Development cooperation (DC) experience (2.2.7): 2-3 years of experience in DC projects
- Other (2.2.8): N/A

#### **Production crew (the number of crew members to be determined by the team leader) (2.3-Expert 2 in Technical Assessment Grid)**

#### Tasks of the crew

- Carry out all aspects of production (e.g., scripting, filming, lights, sound, studio set-up, interviews).

#### Qualifications of the crew

- Education/training (2.3.1): University/Tertiary qualification and 3 years of experience as cameraman/camerawoman and playing a technical role in a production crew.
- Language (2.3.2): Good business language skills in English.
- General professional experience (2.3.3): 3 years of professional experience in multimedia content production and campaign design.
- Specific professional experience (2.3.4): 3 years in production/ filming video content for digital & social media platforms, and/or interviewing subjects, light/sound technical expertise.
- Leadership/management experience (2.3.5): N/A
- Regional experience (2.3.6): N/A
- Development cooperation (DC) experience (2.3.7): N/A
- Other (2.3.8): N/A



## **Publicity coordinator (social media & mainstream media distribution partnerships) (2.4-Expert 3 in Technical Assessment Grid)**

### Tasks of the publicity coordinator

- End-to-end<sup>1</sup> coordination with influencers, content creators, and the media for distribution and collaborative campaigns.
- Social media campaign coordination on the brand's own channels.

### Qualifications of the publicity coordinator

- Education/training (2.4.1): University/Tertiary qualification and 3 years of experience in communication/digital communication or multimedia content and campaign design/management or publicity management.
- Language (2.4.2): Good business language skills in English.
- General professional experience (2.4.3): 3 years of professional experience in multimedia content management, campaign design/management, publicity management.
- Specific professional experience (2.4.4): 3 years as social media manager (particularly for Facebook, Instagram, Youtube, Twitter platforms) and/or multimedia campaign manager, involving local mainstream media.
- Leadership/management experience (2.4.5): 3 years experience in managing publicity for a brand/social media campaign.
- Regional experience (2.4.6): N/A
- Development cooperation (DC) experience (2.4.7): N/A
- Other (2.4.8): N/A

## **Monitoring/analytics expert (2.5-Expert 4 in Technical Assessment Grid)**

### Tasks of the monitoring/analytics expert

- Collect data according to pre-determined social media engagement analytics for the given timeframe (see Chapter 2c).
- Compile final report with results and lessons learned.

### Qualifications of the monitoring/analytics expert

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<sup>1</sup> End-to-end defined from concept to execution to any monitoring/data collection post event.

- Education/training (2.5.1): University/Tertiary qualification and 3 years of experience in communication/digital communication or social marketing or data analytics or social analytics or data sciences.
- Language (2.5.2): Good business language skills in English.
- General professional experience (2.5.3): 3 years of professional experience in data analytics or social analytics.
- Specific professional experience (2.5.4): 3 years in monitoring social media analytics for multimedia campaigns/social marketing campaigns/ social media brands
- Leadership/management experience (2.5.5): N/A
- Regional experience (2.5.6): N/A
- Development cooperation (DC) experience (2.5.7): N/A
- Other (2.5.8): N/A

### Soft skills of team members

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

- Team skills
- Initiative
- Communication skills
- In-depth understanding of the South African context vis-à-vis corruption
- Well-versed in social media risk management and response strategies
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

## **5. Costing requirements**

### **Assignment of personnel and travel expenses**

Per-diem and overnight accommodation allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the circular from the German Federal Ministry of Finance on travel expense remuneration (downloadable at <https://www.bundesfinanzministerium.de>).

Accommodation costs which exceed this up to a reasonable amount and the cost of flights and other main forms of transport can be reimbursed against evidence.

All business travel must be agreed in advance by the officer responsible for the project.

### **Sustainability aspects for travel**

GIZ would like to reduce greenhouse gas emissions (CO<sub>2</sub> emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO<sub>2</sub> efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO<sub>2</sub> emissions caused by air travel should be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#) has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

#### Specification of inputs

<b>Transport</b>	<b>Quantity</b>	<b>Total (ZAR)</b>	<b>Comments</b>
<b>Fixed travel budget</b>	<b>N/A</b>		<p>A budget is earmarked for travel between Cape Town and Johannesburg, and within the provinces of Gauteng and the Western Cape.</p> <p>Settlement is possible only until the budget is depleted, and must be settled against evidence (i.e., invoices).</p>
<b>Other costs</b>	<b>Number</b>	<b>Total (ZAR)</b>	<b>Comments</b>
<b>Flexible remuneration</b>	<b>N/A</b>	<b>100,726</b>	
<b>Community screenings &amp; dialogue + survey</b>	<b>Up to 10</b>		<p>The budget contains the following costs:</p> <ul style="list-style-type: none"> <li>- Up to 10 exclusive (free) 'community' screenings (2 episodes per screening).</li> <li>- Conduct a pre-post survey among attendees to evaluate behaviour/perception change and knowledge retention.</li> <li>- Incorporate a facilitated discussion on the episodes' topic/ theme between a panel and the audience per screening (see Chapter 2c).</li> <li>- Issue a call-out for screening attendees posted across the brand's and key collaborators' social media channels, with the call-out including the pre-survey questionnaire as a prerequisite to secure a seat in the screening (50-100 persons max per screening - depending on the *venue - seats would be limited to a maximum number). *Venues in Gauteng and the Western Cape, in different suburbs.</li> </ul>

<p><b>Other costs</b></p> <p>Video production &amp; administration; monitoring; boosting; content posting &amp; distribution</p>	<p>N/A</p>		<p>The budget contains the following costs:</p> <ul style="list-style-type: none"> <li>- Pre-production</li> <li>- Production</li> <li>- Post-production</li> <li>- Social media boosting budget</li> <li>- Content distribution and collaboration</li> <li>- Talent fees</li> <li>- Content monitoring</li> <li>- Final report</li> </ul>
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## 6. Inputs of GIZ or other actors

GIZ-TIP is expected to provide the following:

- Conceptual input
- Accompany the production process (as and when required)
- Input on visibility and risk management

## 7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English.

The complete tender must not exceed 20 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the budgets in full. The budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

## 8. Option

After the services put out to tender have been completed, important elements of these tasks can be continued or extended. Specifically:

### Type and scope

- Monitoring engagement and reach metrics (Chapter 2c)

## Requirements

Exercising the option will depend on the results submitted in the final report and contextual factors such as the political climate and its observed impact on engagement with the content. The decision on continuation is expected to be made in the period 1 May-31 May 2024.

The option will be exercised by means of a contract extension on the basis of the individual approaches already offered.

### 9. Outsourced processing of personal data

Personal data will be processed on behalf of the client. Therefore, an agreement on “Outsourcing of data processing (AuV)” will be concluded with the contractor in accordance with Art. 28 GDPR. For this purpose, the technical and organisational measures (TOM) for compliance with the data protection requirements must be outlined prior to conclusion of the contract. If the contractor has already been audited by GIZ in the past, an update in accordance with GDPR must nevertheless be sent. After a positive check, the contract is concluded with the AuV attachment.

Refer the [Annex on Outsourcing of data processing \(AuV\)](#), Appendix III, for the TOM checklist/template to be completed by the bidder and submitted along with the bid.

### 10. Other Requirements

- Please submit your proposal (technical and price proposal) in separate files/folder to [ZA\\_Quotation@giz.de](mailto:ZA_Quotation@giz.de) no later than **18<sup>th</sup> August 2023** all documents must be in PDF.
- **Submission to any other email address may invalidate your bid.**
- Please do not mention any price for this measure on your cover letter/Technical proposal.
- Please submit your tax clearance certificate with the bidding documents.
- Please submit your price proposal in ZAR.
- Our General Terms of Conditions (attached) shall not be changed/amended should you be the winner of this tender. These General Terms and Conditions will form part of the contract should you be awarded this contract. By submitting your proposal, we will conclude that you have read and accepted these terms and conditions.
- Participating more than once in same tender is not allowed and it will lead to your proposal as well as that of the company where you appear more than once being disqualified. The responsibility rests with the companies to ensure that their partners/experts are not bidding/participating more than once in same tender.
- **Bidders are not allowed to communicate directly with any other person regarding this bid other than the procurement official/s. Failure to comply with this requirement may lead to your bid being disqualified.**

- Bidders must strictly avoid conflicts with other assignments or their own interests. Bidders found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Bidders, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this EOI and tender process, if they:
  - a) are or have been associated in the past, with a firm or any of its affiliates which have been engaged by GIZ or the Interim Supply Chain Management Council to provide services for the preparation of the design, specifications, Terms of Reference, cost analysis/estimation, and other documents to be used for the procurement of the services in this selection process;
  - b) were involved in the preparation and/or design of the programme/project related to the services requested under this EOI and tender;
  - c) are serving or have been serving in the past three months in the structures of the Interim Supply Chain Management; or
  - d) are found to be in conflict for any other reason, as may be established by, or at the discretion of GIZ.

#### Scientific data

In the event of any uncertainty in the interpretation of a potential conflict of interest, Bidders must disclose to GIZ, and seek GIZ's confirmation on whether or not such a conflict exists.

- Similarly, the Bidders must disclose in their proposal their knowledge of the following:
  - a) if the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of GIZ staff involved in the procurement functions and/or the Interim SCM Council or any Implementing partner receiving services under this EOI or tender; and
  - b) all other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices.
- **Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.**
- **Bids sent via Dropbox and WeTransfer will not be accepted.**

#### 11. Annexes

- Outsourcing of data processing (AuV)