
**DIGITAL AND TV BASED CONSERVATION EDUCATION
CONTENTS TARGETING CHILDREN AND THE YOUTH;
FOCUSSION ON VALUES OF BIODIVERSITY
CONSERVATION IN ETIOPIA**

**Project number/
cost centre:
17.2149.07.001-00**

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0. List of abbreviations

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| AVB | General Terms and Conditions of Contract (AVB) for supplying services and work 2018 |
| ToRs | Terms of reference |
| GIZ-BFP | GIZ Biodiversity and Forestry Programme |
| TV | Television |

1. Context

As a country with great ecological and cultural diversity, Ethiopia forms part of two out of the 35 biodiversity hotspots of global conservation significance. Ethiopia is also one of the Vavilov's centers of crop origin. Recognizing these facts Ethiopia has 14% of its land dedicated for protected areas. Nevertheless, it loses annually 40000 ha of forests, 800000 ha of woodland and 18 tons of fertile soil per ha of land, due to rapid degradation of its natural environment. However, Ethiopia was in favour of "fine-and-fence" approach of conservation. Affected local communities were not well consulted during establishment and often not involved in protected areas management. This has contributed to the escalation of conflicts between the communities and park management.

Making conservation approaches more people centric, in which affected local communities are involved throughout the protected areas management process and share the costs and benefits of conservation could harmonize such conflicts. The next generation should be aware, engaged and fostered to be guardians for nature.

However, the analogue (static) model of education is becoming incompatible with the advancement of technology. Conservation education contents intended for both children and adults that use digital tools and platforms are becoming more appealing. Educational animations, illustrations, dramas and mobile applications and games are becoming instrumental to channel learnings, in all disciplines including environmental conservation. Well-designed digital platforms could help the public (particularly kids) learn faster and easier. They are also excellent aid to teachers when it comes to explaining difficult subjects and for audiences with special needs. The overall goal of the GIZ – Biodiversity and Forestry programme **is that the effectiveness of federal, regional and local institutions for the management of biodiversity and forest resources has improved, under consideration of benefits to local population.**

In line with this objective, GIZ-BFP is looking for a television company/firm-based consultancy to produce and broadcast digital conservation education programmes and drama plays targeting children and the youth.

2. Tasks to be performed by the contractor

The TV company is responsible for providing the following services:

- Based on ideas and directions given by GIZ-BFP, develop detail scripts for nine short stories (at least three per site) reflecting the biodiversity and ecology of Nech Sar, Borena Sayint Worehimeno and Chebera Churchura National Parks.
- Designing characters for animations and cartoon illustrations (to portrait the scripts)
- Recording and producing of five 3D animated videos and four 2D cartoon illustrations
- Producing three “Green Theatres” - a conservation drama plays on conservation contents played by children
- Organize and host pro-conservation songs and poetry by children
- Designing and printing post cards, gift cards, and calendars
- Broadcasting the products via own TV channel during prime times

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

| Milestone | Deadline/place/person responsible |
|---|---|
| At least 12 short stories (five for 3D animated video, four 2D cartoon illustrations and three drama plays) | November - December 2020, Consulting firm |
| Preparing at least two poems, two songs, two idoms and two ferry-tales | January 2021, Consulting firm |
| Broadcasting the products for an estimated 16 hours of TV airtime | January – March 2021, Consulting firm |
| Three discussion and peer-to-peer learning programme produced and hosted | April 2021, Consulting firm |

Period of assignment: From **01 November - 2020** until **30 May 2021**.

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

| S.N | Main Tasks | Responsible Party | Nov-2020 | Dec-2020 | Jan-2021 | Feb-2021 | Mar-2021 | Apr 2021 | May-2021 | |
|------|--|-------------------|----------|----------|----------|----------|----------|----------|----------|--|
| 1 | Proposing conservation education packages, ideas and stories | GIZ-BFP | | | | | | | | |
| 1 | At least 12 short stories (five for 3D animated video, four 2D cartoon illustrations and three drama plays) | Consulting Firm | | | | | | | | |
| 2 | Designing and developing the characters | | | | | | | | | |
| | a. Three scripts for animated videos | | | | | | | | | |
| | b. Four scripts for cartoon illustration | | | | | | | | | |
| | c. Three scripts for drama | | | | | | | | | |
| | d. two poems, two songs, two idioms and two ferry-tales | | | | | | | | | |
| 1.4. | Preparing the characters and making the animated videos and cartoon illustration booklets or digital illustrations | | | | | | | | | |
| 1.5. | Making the animated videos and cartoon illustrations | | | | | | | | | |
| 1.6. | Producing the dramas | | | | | | | | | |
| 1.7. | Producing songs, poems, idioms, ferry-tale and irony quotes | | | | | | | | | |
| 2. | Broadcasting all the 12 stories (four cartoon illustrations, five animated videos, and three drama plays) in five rounds | | | | | | | | | |

| | | | | | | | | | |
|---|--|--|--|--|--|--|--|--|--|
| 3 | Facilitating, hosting, and broadcasting three discussion sessions by kids on three subject matters related to conservation or on the cartoon illustrations, animated videos or drama broadcasted earlier | | | | | | | | |
| 4 | Undertaking (baseline and end line) monitoring assessments | | | | | | | | |
| 5 | Mid-Term report on the progress of the partnership | | | | | | | | |
| 6 | Final report on the progress of the partnership | | | | | | | | |

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 2 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 to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter 2).

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 2 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 2.

The bidder is required to describe its contribution to knowledge management for the partner and GIZ and promote scaling-up effects (**learning and innovation**).

Other specific requirements

Project management of the contractor

The methodology and contents must help in fostering ethically cultivated generation. The contents and programmes supported through this partnership must not advocate about religious, political, cultural, or any ego centric competitions. They must be secular, neutral, truthful, respectful, appreciative, peaceful and not-for-profit. GIZ-BFP should have a veto to object any content or intention that do not comply with the above-mentioned principles. If the funds are used in a way that violates the aforementioned principles; GIZ has the right to demand the return of the funds. The bidder is required to comply with Ethiopian and International laws in this regard.

- The contractor is responsible for selecting, preparing, training and steering the experts (international and national, short and long term) assigned to perform the advisory 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 reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2018

In derogation from GIZ AVB, the contractor makes contributions to reports to GIZ's commissioning party instead of submitting its own reports.

In addition to the reports required by GIZ in accordance with AVB, the contractor submits the following reports:

- Inception report
- Contributions to reports to GIZ's commissioning party
- Brief quarterly or half-yearly reports on the implementation status of the project (5-7 pages)

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

The bidder is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the bid in accordance with section 5.4 of the AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between GIZ and field staff
- Contractor's responsibility for seconded personnel
- Process-oriented technical-conceptual steering of the consultancy inputs
- Securing the administrative conclusion of the project
- Ensuring compliance with reporting requirements
- Providing specialist support for the on-site team by staff at company headquarters
- Sharing the lessons learned by the contractor and leveraging the value of lessons learned on site

4. Personnel concept

- The company should avail professionals with diverse fields of specialization. They should include motion and graphics designers, computer animators, digital cartoonists, theatrical artists, journalists, psychologists, and linguists.
- Experts should have prior experience in prepared animation for environmental education and community development would be an advantage.
- It is advantageous if they have prior experience as animator, Knowledge of 2D/3D stop motion and computer-generated animation.

The bidder is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 6), 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

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
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Regular reporting in accordance with deadlines

Qualifications of the team leader:

- Education/Training: Master's Degree in Journalism and Communications; Theatrical Arts, Business administration, Social Works, Counselling Psychology or another relevant field.
- Language: Good business language skills in Amharic and English
- General professional experience: 10 years of professional experience in the media, education and entertainment sector
- Specific professional experience: 5 years in preparing and leading team engaged in media-based education systems, preferably targeting children and the youth in Ethiopia.
- Leadership/management experience: 6 years of management/leadership experience as project team leader or manager in a company

Expert 1: Theatrical Artist

Qualifications of experts

- The theatrical expert should have a minimum of BA (preferably Master's degree) in Theatrical Arts
- Minimum of five years of practical experience.
- Experiences in the production and broadcasting of contents for children would be advantageous.

Expert 2: Animation/cinematography Expert x two

Qualifications of experts

- The Animation/cinematography expert should have a minimum of BA (preferably Master's degree) in fine arts, 3D and 2D animations, cartoon designing, computer programming
- Minimum of five years of practical experience.

- Experiences in the production and broadcasting of digital contents for children would be advantageous.

Expert 3: Counselling psychology

Qualifications of experts

- The experts should have a minimum of BA (preferably Masters) in counselling psychology with minimum of five years of practical experience.
- Experiences in supporting child and youth education, counselling and mentoring

Expert 4: Journalist

- The experts should have a minimum of BA (preferably Masters) in journalism, communications and media marketing with minimum of five years of practical experience.
- Experiences in the production and broadcasting of contents for children would be advantageous.

Expert 5: Social Work Expert

- The experts should have a minimum of BA (preferably Masters) in sociology, social works and ethics with minimum of five years of practical experience.
- Experiences in the production and broadcasting of contents for children would be advantageous.

Expert 6: Youth Education Expert

- The experts should have a minimum of BA (preferably Masters) in education programming and management with minimum of five years of practical experience.
- Experiences in the managing children and youth education.

Soft skills of team members

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

- Team skills
- Initiative
- Communication skills
- Sociocultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

Short-term expert pool

Tasks of the short-term expert pool

- TV host
- Decoration Expert
- Event Management Expert
- Facilitators
- Tour Guides

Qualifications of the short-term expert pool

- Education/training: experts with university qualification (BA and above) in TV hosting, event planning and management, stage management and wildlife tour guiding
- Language: with very good language skills in Amharic and English,
- General professional experience: all experts should at least 5 years of experience in the media and entertainment sector,
- Specific professional experience: all experts with at least 3 years of experience in media products targeting children and the youth

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

Workshops, training

The contractor implements the following workshops/study trips/training courses:

- Willing to make at least one visit per site and reflect the travel cost in the financial proposal

5. Inputs of GIZ or other actors

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

- GIZ-BFP will provide the ideas and recommended topics for the stories and scripts
- GIZ-BFP will facilitate field visits and meetings with partners
- GIZ-BFP will avail conservation experts to review and comment on contents produced before broadcasting

6. Requirements on the format of the bid

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

The complete bid shall not exceed 10 pages (excluding CVs).

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. The CVs must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English (language).

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.