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

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

giz

	Project number/ cost center:
Organization of the Closing Event and Preparation of Communication Materials for	
ECOserve Programme	18.2062.0-002.00

Contents

0.   List of abbreviations

AG   Commissioning party

AN   Contractor

AVB   General Terms and Conditions of Contract for supplying services and work

FK   Expert

FKT   Expert days

KZFK   Short-term expert

ToRs   Terms of reference

1. Context

The "Management of natural resources and safeguarding of ecosystem services for sustainable rural development in the South Caucasus" (ECOserve) Environment Programme is part of the wider German support in the priority area "Environmental policy, conservation and sustainable use of natural resources in the South Caucasus". It is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The objective of ECOserve is to improve the preconditions for the sustainable and biodiversity-friendly management of natural resources (in pastures and grasslands in Armenia), with particular focus on the energy security of the rural population. ECOserve is implemented by GIZ jointly with the partner Ministry of Territorial Administration and Infrastructure, Ministry of Environment, and Ministry of Economy of the Republic of Armenia.

The Programme has the following fields of intervention:

- Information on pasture and grassland/ rural energy is used for decision-making.
- Institutional framework for sustainable pasture management (SPM) is improved.
- Pilot activities for SPM, Energy Efficiency (EE) and Alternative Energy (AE).
- Environmental education and awareness-raising.

2. Tasks to be performed by the contractor

The main objective of this assignment is to organize the final closing event of the ECOserve Programme by bringing together stakeholders and beneficiaries to celebrate results and achievements, reflect on impact, share knowledge, foster collaboration, and provide a structured and meaningful conclusion of the ECOserve programme.

The contractor is responsible for providing the following services:

Task 1: Development, submission, and implementation of the plan/concept for the event management with detailed roles and responsibilities and implementation phases.

Develop, present, submit, and implement the detailed plan of the event management and organization in line with the developed event concept/agenda (GIZ will provide both the general concept and the event agenda).

Task 2: Development of the branding of the event

Develop a unique and compelling event branding for the closing event of ECOserve Programme that encapsulates the essence of the occasion. Create a cohesive visual identity, including color schemes and design elements, that resonates with the event theme. Ensure that a detailed proposal outlining the scope of work, timeline, and associated costs are shared with GIZ, and written approval is received. Up to 10 edits/changes may be suggested by GIZ team members for the design of the branding.

Task 3: Development and production/publishing of the visibility materials.

Develop (design) and produce/print visibility materials in line with the branding and visibility requirements a minimum of 48 working days before the event.

Here are the essential materials to be designed (developed) and produced:

- Design a comprehensive Programme brochure in two languages including lessons learned - electronic version (Armenian and English languages) (up to 30 pages max.)

- Design and produce (print out) 3D nature (e.g., forest) photo shooting booth with the Programme logo (the logo will be provided by GIZ) symbolizing biodiversity (minimum size is 6m x 2m)
- Design and produce (print out) exhibition booths in 3D formats representing the goals of each Output (up to 5 pieces)
- Design result posters in two languages (Armenian/English) (coloured, A2 size) up to 10 pieces

Task 4: Organization of the event

Based on sustainability approaches, identify a venue for the Programme's closing event with the capacity to host around 100 participants. The venue should be equipped with appropriate lighting, one big screen in the centre of the venue (5m x 3m) and two small screens (1.5 m x 2m) next to the big screen (the screens should be displayed back to the speakers), with restrooms, ventilation system, heating system, dressing room and should have enough space for a translator's booth as well as space for organizing a project exhibition. Discuss the possible options of the venue with the responsible team members of GIZ before the final selection. The price should be negotiated considering factors such as services, flexibility, and any additional costs. A written agreement or contract should be ensured for the venue.

Task 5: Establishment and maintenance of communication with the service providers and GIZ

Regularly (daily) communicate with the service providers and GIZ ECOserve team, informing them about the event details and any specific requirements. Implementation should be guided by the preliminary event concept provided by GIZ. Closely cooperate with the technical team for smooth management of audio and video effects. Engage with media representatives to ensure the publicity of the event.

Task 6: Organization of an exhibition covering all the outputs of the Programme

Provide special equipment for showcasing 15 posters during the exhibition (up to 15 pieces)

Task 7: Providing the service of professional video and photo shooting of the event

Produce one video in high quality and photos (up to 30 photos) of the event.

Task 8: Producing professional photos (up to 30 photos) from the field documenting the results of "before" and "after".

The "before" and "after" photos should clearly document and illustrate the results achieved in the field including improvements, transformations, or changes over time.

Task 9: Providing the needed equipment

The service provider provides the following equipment and supplies (consumables) for the organization of the event.
- one big screen in the center of the venue (5m x 3m)
- two small screens (1.5 m x 2m)

Task 10: Providing the service of a professional moderator/facilitator of the event

The contractor should provide a moderator/facilitator of the event who should speak English C1 level.

Task 11: Costs, expenditures, and reporting

- The contractor manages costs and expenditures, accounting processes, and invoicing in line with the requirements of GIZ.
- The contractor reports regularly to GIZ according to GIZ rules and regulations.
- In addition to the reports required by GIZ, the contractor submits the following reports: interim and final report.

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

Milestones/process steps/partial services	Deadline/place/person responsible
Development, submission, and implementation of the plan/concept for the event management with detailed roles and responsibilities and implementation phases. After the final approval by GIZ (within 3 working days), the implementation phase should start.	06.05.2024/Yerevan/Team Leader
Development of the branding of the event.	07.06.2024 Graphic Project Key Expert 1/Yerevan/
Development and production/publishing of the visibility materials.	15.08.2024 /Yerevan/Team Leader/ Project Key Expert 1
Organization of the event.	01.11.2024/Yerevan/Team Leader/
Establishment and maintenance of communication with the service providers and GIZ.	Starting from 01.05.2024-10.11.2024/Yerevan/Team Leader/ Project Key Expert 1
Organization of an exhibition during the event covering all the outputs of the program.	15.08.2024 Yerevan/Team Leader/ Project Key Expert 1
Providing the service of professional video and photo shooting of the event	Yerevan/Photographer and video creator 02.11.2024 submission of photos 06.11.2024 submission of the video
Producing professional photos (up to 30 photos) from the field documenting the results of "before" and "after".	10.09.2024/ Yerevan/Photographer and video creator
Providing the needed equipment	29.10.2024/Yerevan/Team Leader/
Providing the service of a professional moderator/facilitator of the event	01.10.2024/Yerevan/Team Leader/
Costs, expenditures, and reporting	05.11.2024/Yerevan/Team Leader/

Period of assignment: from 01.05.2024 until 20.11.2024.

Milestones/partial works	Deadline/place/person responsible	Criteria for acceptance
Development, submission, and implementation of the plan/concept for the event management with detailed	06.05.2024/Yerevan/ Team Leader	**Alignment with Event Objectives** The plan should clearly describe the desired outcomes of the event and articulate and align with the overall objectives and goals of the event. It

roles and responsibilities and implementation phases. After the final approval by GIZ (within 3 working days) the implementation phase should start.		should demonstrate a thorough understanding of the event's purpose and desired outcomes. **Comprehensive Event Timeline** The plan must include a detailed and realistic timeline for all pre-event, on-site, and post-event activities. It should account for critical milestones, deadlines, and coordination points. **Budget Adherence** The proposed budget should align with the allocated resources and financial constraints. The plan must justify all expenditures and demonstrate cost-effectiveness in achieving the event's objectives. **Risk Management** A comprehensive risk management strategy should be integrated into the plan, including identification, assessment, and mitigation plans for potential challenges or disruptions. **Stakeholder Engagement** The plan should outline a strategy for engaging and communicating with key stakeholders, including donors, commissioning parties etc. **Logistics and Infrastructure** Ensure that the plan includes a detailed logistics and infrastructure layout, covering venue arrangements, technical requirements, transportation, and accommodations. Consider contingency plans for any logistical challenges. **Event visibility** The visibility strategy should be well-defined, covering pre-event, during the event, and post-event phases. This includes strategies for reaching the target audience and maximizing attendance. **Technology Integration:** The plan should incorporate technology solutions to ensure that the technology chosen aligns with the event's needs and enhances the overall experience. **Sustainability Initiatives** The plan should include initiatives to minimize the environmental impact of the event. This could involve waste reduction, energy efficiency, and responsible sourcing. **Legal and Compliance Considerations** Ensure that the plan adheres to all relevant legal and compliance requirements, including permits, licenses, safety regulations, and accessibility considerations. **Emergency Response Plan** Include a comprehensive emergency response plan that addresses potential crises or unexpected situations,

Development of the branding of the event	07.06.2024/Yerevan/Project Key Expert 1	**Alignment with Event Objectives:** The branding should reflect and reinforce the overall objectives and goals of the event. It should convey the intended message and resonate with the event's purpose. **Consistency with Event Theme** Ensure that the branding is consistent with the chosen event theme or concept. The visual elements, color schemes, and design elements should harmonize with the event's identity. **Target Audience Appeal** The branding should be designed to resonate with the target audience. Consider the demographics, interests, and preferences of the audience to create a brand that attracts and engages them. **Memorability and Recognition** The branding should be memorable and easily recognizable. It should leave a lasting impression on attendees and facilitate easy recall. **Versatility Across Platforms** The branding elements should be versatile and adaptable across various platforms and mediums. This includes digital and print materials, social media, and any other relevant channels. **Scalability** Ensure that the branding can be scaled appropriately for different purposes and sizes, from digital assets to large banners or billboards. This ensures consistency and clarity across various applications. **Originality and Creativity** The branding should demonstrate creativity and originality. Avoid clichés and ensure that the design stands out in a crowded space, capturing the essence of the event in a unique way. **Brand Cohesiveness** If there are multiple branding elements (logo, color palette, typography, etc.), they should work together cohesively. The overall brand should present a unified and harmonious visual identity. **Adaptability to Cultural Sensitivities** Consider cultural sensitivities and ensure that the branding is respectful and inclusive. Avoid elements that may be offensive or misunderstood in the context of the event's diverse audience. **Feedback and Iteration** Allow for feedback and iterations in the branding development process. The ability to incorporate

		constructive feedback ensures that the final branding meets the expectations of stakeholders. **Brand Guidelines** Provide comprehensive brand guidelines that outline the correct usage of the branding elements, including rules for spacing, color codes, font usage, and any other relevant specifications.
Development and production/publication of the visibility materials. • A comprehensive programme brochure in two languages including lessons learned - electronic version (Armenian and English languages) (up to 30 pages max.) • 3D forest photo shooting booth with the programme logo (logo will be provided by GIZ) symbolizing biodiversity (minimum size is 6m x 2m) • exhibition booths in 3D formats representing the goals of each Output (up to 5 pieces) • result posters in two languages (Armenian/English) (coloured, A2 size) up to 10 pieces	Project Key Expert 1/Team Leader/Yerevan/15.08.2024	**Alignment with Event Objectives** Ensure that the visibility materials adhere to the established branding guidelines. Consistency in terms of logos, colors, fonts, and overall design elements is crucial. **Clarity and Readability** The materials should be clear, legible, and easy to read. Use appropriate font sizes, contrasting colors, and layouts that facilitate quick comprehension of the information presented. **Engaging Visuals** Incorporate engaging and relevant visuals that capture attention and effectively communicate the event's theme or message. Graphics, images, and illustrations should enhance the overall visual appeal. **Relevance to Target Audience** Ensure that the visibility materials are tailored to resonate with the specific interests, preferences, and demographics of the target audience. The content and imagery should be relatable and appealing. **Multichannel Adaptability** Consider the adaptability of visibility materials across various channels, including print, digital, and social media. Ensure that the design is suitable for different platforms and formats. **Information Accuracy** Verify that all information presented in the materials is accurate and up to date. This includes event details, schedules, locations, and any other relevant information. **Inclusivity and Diversity** Ensure that the visibility materials reflect a commitment to inclusivity and diversity. Represent a range of perspectives, cultures, and backgrounds to create an inclusive atmosphere for all attendees. **Production Quality** Assess the quality of the materials in terms of printing, digital display, or any other production

		method. High-quality materials contribute to a positive perception of the event.
		Sustainability Considerations
		If possible, incorporate sustainable and eco-friendly materials and production practices. This aligns with growing environmental awareness and responsibility.
		Feedback and Iteration
		Allow for feedback from the GIZ. Use this feedback to make necessary iterations and improvements to the visibility materials before finalizing them.
		All the developed materials before publishing should be approved by the GIZ in a written form.
Organization of the event.	Team Leader/After getting the final written approval of the concept/plan of event management from the GIZ, within three working days the implementation stage should start. All the organizational works should have been finished and the event hall should be ready by 30 October 2024. The date of the event is 01.11.2024.	**Adherence to Event Objectives** The organization of the event should align with the overall objectives and goals. Ensure that all aspects of the event, from planning to execution, contribute to the intended outcomes. **Effective Project Management** Demonstrate effective project management throughout the planning and implementation process. This includes clear timelines, milestones, and coordination of tasks among team members. **GIZ and Stakeholder Coordination** Effectively coordinate with GIZs to ensure a unified and well-coordinated effort. **Logistical Efficiency** Ensure that logistical arrangements, such as venue setup, transportation, catering, and technical requirements, are efficiently managed. Anticipate and address potential logistical challenges. **Quality of Attendee Experience** Prioritize the quality of the attendee experience. This includes aspects such as registration processes, event flow, accessibility, and the overall satisfaction of participants. **Safety and Security Measures** Implement comprehensive safety and security measures for both attendees and staff. This includes emergency response plans, crowd management, and adherence to safety regulations. **Innovative and Engaging Programme** Offer an innovative and engaging program that aligns with the event's theme and objectives. Ensure a

		balance of content, entertainment, and networking opportunities.
		Visibility providence
		Organize media coverage of the event with at least two TV channels and 4 online newsletters.
		Environmental Sustainability
		If applicable, incorporate environmentally sustainable practices in the organization of the event. This may include waste reduction, energy efficiency, and eco-friendly choices in materials and logistics.
		Compliance with Regulations
		Ensure that all aspects of the event organization comply with relevant laws and regulations of the GIZ.
		Contingency Planning
		Develop and implement contingency plans for unforeseen circumstances or disruptions which will ensure that the organization can adapt to unexpected challenges during the event.
		Post-Event Evaluation
		Conduct a thorough post-event evaluation to assess the success of the organization. Analyze key metrics, gather insights, and document lessons learned for future events.
Establishment and maintenance of communication with the service providers and GIZ	Team Leader/Ongoingly starting from 10.04.2024 to 10.11.2024	Daily communicate with the service providers and with the GIZ, informing them about the event details and any specific requirements. Implement already provided (by the GIZ) the comprehensive concept note of the event. Closely cooperate with the technical team for smooth management of audio and video effects. Engage with media representatives to ensure publicity for the event. Approve all the details by the GIZ in written form.
Organization of an exhibition during the event covering all the outputs of the Programme	The Team Leader in close cooperation with the corresponding expert. The booths should be ready by 15.08.2024. The exhibition should be settled in the event hall by 30.10.2024.	**Creative Design and Alignment with Program Goals** Create and produce up to 3 creative 3D booths ensuring that each booth effectively represents the outputs of the programme in line with the event branding (minimum size is 4m x 2 m) **Quality of 3D Booths** Assess the quality of the design, development, and production of the 3D exhibition booths. They should be visually appealing, well-built, and durable. **Clarity and Effectiveness of Result Posters:** Review the clarity and effectiveness of the result posters. They should clearly convey information about the program outputs in both Armenian and

		English, ensuring that the message is easily understandable. **Poster Design and Production Quality** Ensure that the posters are well-designed, colored, and produced in A2 size. The printing quality and materials used should be of a high standard. **Equipment Suitability and Functionality** Evaluate the suitability and functionality of the special equipment designed for showcasing the posters during the exhibition. It should be user-friendly and able to display the posters effectively. **Quantity and Consistency:** Confirm that the number of 3D booths, posters, and special equipment units meets the specified requirements. Consistency in design and quality across all pieces is essential. **Timeline Adherence:** Ensure that the exhibition booths, posters, and equipment are delivered within the agreed-upon timeline. Adherence to deadlines is critical for the success of the event. **Accessibility and Inclusivity:** Consider the accessibility and inclusivity of the exhibition design to ensure that all attendees can easily engage with the displayed information.
Providing the service of professional video and photo shooting of the event.	01.11.2024/ Photographer/Video producer/Yerevan/ The photos of the event should be taken on the 01.11.2024. The photos should be provided to GIZ a maximum 1 working day after the event(02.11.2024) The video of the event should be provided to the GIZ maximum 5 working days after the event.	**Alignment with Event Objectives** The video and photos should align with the overall objectives and messaging of the event. They should effectively capture and convey the essence and purpose of the event. The videos and photos should be aesthetically pleasing, with attention to composition, lighting, and framing and ensure comprehensive coverage of the event, capturing key moments and a variety of perspectives. The content should represent the diversity and richness of the event. **Technical Quality** The content should meet professional standards and be suitable for various platforms. **Narrative and Storytelling** If applicable, the video should tell a compelling narrative that engages the audience. The photos should collectively tell a story, capturing the progression of the event. **Inclusion of Participants:** Ensure the inclusion of participants, attendees, and key stakeholders in the videos and photos. This adds

		a human element and helps create a connection with the audience. **Emotional Impact:** The photos should resonate with the audience and evoke the intended feelings or reactions. **Editing and post-production:** Transitions, effects, and sound should enhance the overall viewing experience. The video should also have a light/short (5 minute version) covering the main highlights of the event.
Producing professional photos (up to 30 photos) from the field documenting the results of "before" and "after"	10.09.2024/ Photographer/Yerevan/	The before and after photos should clearly document and illustrate the results achieved in the field including improvements, transformations, or changes over time. **Consistent Framing and Perspective** Maintain consistent framing and perspective between before and after photos to ensure clarity in showcasing the transformation. **Accuracy and Transparency** Verify the accuracy and transparency of the visual representation of results truthfully depicting the actual outcomes. **Annotation and Explanation** Include annotations or captions to explain the significance of the results. Provide context that helps viewers understand the impact of the changes. **Relevance to Stakeholders** Ensure that the before and after photos are relevant and meaningful to key stakeholders. The content should address the GIZ's interests and concerns. **Time Stamping** If relevant, consider time stamping the photos to clearly indicate the timeframe between the before and after shots to add a temporal dimension to the visual narrative. **Professionalism and Neatness** Maintain a high level of professionalism and neatness in the presentation of before and after photos. Clear and well-organized visuals contribute to a positive impression. **Consistency with Project Goals** Confirm that the visual content aligns with the goals and objectives of the project. The photos should support the project's narrative and impact assessment. **Feedback and Verification** Seek feedback from GIZ to ensure that the before and after photos accurately represent the outcomes.

		Verification through multiple sources may add credibility. **Ethical Considerations** Ensure that the before and after photos adhere to ethical standards, respecting privacy, and avoiding any potential harm or misrepresentation.
Providing the needed equipment	29.10.2024	**Alignment with Project Requirements** The provided equipment should align with the specific requirements outlined in the project plan. It must meet the technical specifications and functionalities needed for the project's success. **Quality and Reliability** Assess the quality and reliability of the equipment. It should be durable, well-maintained, and capable of performing its intended functions without breakdowns. **Compliance with Safety Standards** Ensure that all provided equipment complies with safety standards and regulations. This includes electrical safety, ergonomic considerations, and any industry-specific safety requirements. **Compatibility with Existing Systems** Verify that the equipment is compatible with existing systems and technologies within the project. **Timely Delivery and Functional Testing** The equipment should be delivered to the venue of the event, fixed and functionally tested 1 day prior to the event. This includes verifying interfaces, connectivity, and any software components.
Providing the service of a professional moderator/facilitator of the event	By 01.10.2024 the service provider should provide GIZ with 3 options of a professional moderator/facilitator with proven experience of at least 5 years and C1-C2 Level of English. The selected moderator/facilitator will facilitate the event on the 01.11.2024.	**Experience and Expertise** The moderator should have at least 7 years of working experience and expertise in facilitating events, especially in the specific industry or topic of the event. **Knowledge of the Subject Matter** The moderator should have a good understanding of the subject matter to effectively guide discussions and answer questions from participants. **Communication Skills** The moderator should have strong communication skills, including clarity, eloquence, and the ability to articulate ideas effectively. **Facilitation Techniques** The moderator should have professional knowledge in using facilitation techniques to engage

	participants, manage discussions, and encourage collaboration. The moderator should have skills to adapt to unforeseen circumstances, changes in schedule, or unexpected challenges during the event. **Interpersonal Skills** The moderator should be able to build rapport with participants, manage conflicts, and create a positive atmosphere. **Time Management** The moderator should effectively manage time, keeping the event on schedule and allocating appropriate time for each agenda item. **Cultural Sensitivity:** The moderator should be culturally sensitive and aware of diverse perspectives. **References and Past Performance:** Check references and past performance of the moderator, including feedback from previous events they have facilitated.	
Costs, expenditures, and reporting	• The contractor manages costs and expenditures, accounting processes, and invoicing in line with the requirements of GIZ. • The contractor reports regularly to GIZ according to GIZ rules and regulations. • In addition to the reports required by GIZ, the contractor submits the following reports: interim and final report.	Based on GIZ regulations

Period of assignment: **April 20, 2024 - November 10, 2024.**

3.   Concept (how to implement) (3)

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 event management system for service provision.

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

Technical-methodological concept (3.1)

Strategy: 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 Context). 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).

The tenderer is required to present the actors relevant to the services for which it is responsible and describe the **cooperation** with them.

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule 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 accordance with Chapter 2 (Tasks to be performed).

Project management of the contractor

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in 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** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert months) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

4.   Personnel concept (3.2)

The tenderer is required to provide personnel who are suited to filling the positions described, based on 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 in the technical assessment.

Qualification of the proposed staff (1)

Team leader

Tasks of the team leader
- Development of the concept note/plan of the event management.
- Implementation of the concept/plan of the event management
- Overall responsibility for the event management of the contractor (quality, equipment, and deadlines)
- Coordinating and ensuring communication with GIZ, partners, and others involved in the project.
- Personnel management, 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: university degree in project management, communications, marketing, journalism, political science, international relations, or a related field
- General professional experience: 7 years of professional experience in the PR, Communications, Event Management, Management Sector.
- Specific professional experience: 5 years in Event Management and Communications.
- Leadership/management experience: 5 years of management/leadership experience as project team leader or manager in a company.

Key expert 1

Tasks of key expert 1
Graphic Designer/Visual Content developer

- Develop the branding of the event.
- Develop creative concepts and visual designs that align with the project goals and objectives.
- Create visually appealing graphics, illustrations, and layouts for various mediums, including print, digital, and social media.
- Ensure consistency in visual elements to maintain and strengthen brand identity across all platforms and materials.
- Choose and use appropriate fonts and typography to enhance the readability and visual appeal of designs.
- Apply knowledge of colour theory to create harmonious and effective colour schemes that convey the intended message.
- Edit and manipulate images to enhance their quality and suit the design requirements.
- Ensure a cohesive and integrated approach to visual content.
- Communicate with clients or stakeholders to understand their requirements and incorporate feedback into the design process.
- Stay updated on industry-standard graphic design software (e.g., Adobe Creative Suite) and use these tools effectively to produce high-quality designs.
- Prepare and set up files for print production, ensuring that designs meet the technical specifications for different print materials.
- Create designs that are adaptable and responsive to different devices and screen sizes.
- Meet deadlines while maintaining the quality of work.
- Receive and incorporate feedback from clients, team members, or stakeholders to refine and improve designs.
- Approach design challenges with a problem-solving mindset, finding creative solutions to visual communication issues.
- Pay meticulous attention to detail, ensuring accuracy and consistency in all design elements.
- Adhere to ethical standards in design, respecting copyright laws and considering the impact of visuals on diverse audiences.

Qualifications of key expert 1
- Education/training: Higher education in graphic design, visual content development and/or arts.
- General professional experience: Minimum 5 years of profession experience in design, graphic design and visual content development (portfolio should be provided)
- Specific professional experience: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, ArchiCAD, Atlantis, 3Dmax

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:
- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

Short-term expert pool with minimum 3, maximum 4 members (tasks to be written)

For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV and portfolio (if available) for each pool member (see below Chapter 7) Requirements on the format of the bid) for the assessment.

Tasks of the short-term expert pool
- High-quality photo and video material producing
- 3D exhibition booths and forest creation and production.

Qualifications of the short-term expert pool
- Education/training: video and photo shooting experts with university qualifications in video and photo shooting and editing, experts with university qualifications in branding (design).
- General professional experience: 1 expert with 7 years of professional experience in the event management sector, 1 expert with 5 years of professional experience in, 1 expert with 5 years of professional experience in photo and video shooting and producing.
- Specific professional experience: 1 expert with 5 years of professional experience in Adobe Photoshop, Adobe Illustrator, Adobe InDesign, ArchiCAD, Atlantis, and 3Dmax.

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

5.   Costing requirements

The following basic calculations for the contract for works are a reference value based on the acceptance criteria for each partial work/milestone specified in Chapter 2 (Tasks to be performed by the contractor).

Since the contract to be concluded is a contract for works, we would ask you to offer your services at a lump sum price. Therefore, please divide the lump sum price into the milestones described below. The price per milestone must contain all relevant costs (fees, travel expenses etc.).

In addition, the assessment of the financial bid is also based on the underlying daily rate. Please also provide the underlying daily rate. A breakdown of days is not required.

Milestones/partial works	Estimated expert days for orientation (40 days in total)	Deadline/place/person responsible
Development, submission, and implementation of the plan/concept for the event management with detailed roles and responsibilities and implementation phases. After the final approval by GIZ (within 3 working days) the implementation phase should start.	3	06.05.2024/Yerevan/Team Leader

Development of the branding of the event.	5	07.06.2024 Graphic Designer/Visual Content Developer /Yerevan/
Development and production/publishing of the visibility materials • A comprehensive programme brochure in two languages including lessons learned – electronic version (Armenian and English languages) (up to 30 pages max.) • 3D nature (e.g., forest) photo shooting booth with the programme logo (logo will be provided by GIZ) symbolizing biodiversity (minimum size is 6m x 2m) • Exhibition booths in 3D formats representing the goals of each Output (up to 5 pieces) • Result posters in two languages (Armenian/English) (coloured, A2 size) up to 10 pieces	5	15.08.2024 /Yerevan/Team Leader/ Graphic Designer/Visual Content Developer
Organization of the event	5	01.11.2024/Yerevan/Team Leader/
Establishment and maintenance of communication with the service providers and GIZ	5	01.11.2024/Yerevan/Team Leader/
Organization of an exhibition during the event covering all the outputs of the programme	5	10.09.2024 Team Leader/Project Key Expert 1
Providing the service of professional video and photo shooting for the event	3	Yerevan/Photographer and video creator 02.11.2024 photo providence 06.11.2024 video providence
Producing professional photos (up to 30 photos) from the field documenting the results of "before" and "after"	4	10.09.2024/ Yerevan/Photographer and video creator
Providing the needed equipment	2	29.10.2024/Yerevan/Team Leader/
Providing the service of a professional moderator/facilitator of the event.	1	01.10.2024/Yerevan/Team Leader/
Costs, expenditures, and reporting	2	05.11.2024/Yerevan/Team Leader/

Please describe in your concept how you implement GIZ's minimum standards for sustainable event management (see annexes to the terms of reference).

6.   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 organized 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 (language).

The complete tender must not exceed 10 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. External content (e.g. links to websites) will also not be considered.

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. The CVs can also be submitted in Armenian (language).

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 days, trips, workshops, or budgets in full. The number of days, trips, and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.