

Annex 1

Project: Eastern Partnership Regional Fund for Public Administration Reform (PAR)

PN: 15.2192.1-001.00

Content: Strategic Communication and creation of an informative video about the results and products of Eastern Partnership Regional Fund for PAR

1. Background information

In May 2009, the European Union (EU) launched the Eastern Partnership with Ukraine, Armenia, Azerbaijan, Belarus, Georgia and Moldova, an initiative designed to strengthen its ties with these six countries.

One of the key issues being tackled by the Eastern Partnership is public administration reform. The aim is to make administrative structures more transparent, more efficient and more responsive to citizens' needs. To achieve this, the governments require financial, technical and human resources. Not only do the personnel involved need to broaden their expertise, but legal and institutional frameworks have to be expanded too.

There are some big tasks ahead for the governments of the Eastern Partnership countries if they are to arrange these much needed and highly complex reforms and implement them successfully.

On behalf of the German Government, GIZ is supporting the Eastern Partnership countries in their endeavors to implement reforms. In cooperation with ministries, regional authorities and local government agencies, GIZ is focusing efforts on running pilot projects in individual countries and on promoting transnational dialogue for better and successful reforms in public administration. Public administration is one of the main vehicles between the state and its citizens; it is responsible for delivering transparent and good-quality services to citizens and businesses. In frame of Eastern Partnership is public administration also a cross-cutting and fundamental for other reforms in the region and regional cooperation. With the help of a regional fund, GIZ initiates measures designed to enable partner countries to tackle technical issues together.

The project takes into account the individual needs of each country and involves the actors concerned in a targeted way depending on their current level of knowledge, political developments and requirements.

Working groups, conferences, study trips and training courses are organized, offering participants the chance to learn both from one another and from the specialists taking part. For example, expert advice is on hand for working groups involved in developing IT-based public administration processes. This has paved the way for online service technology applications that offer people better access to public services or opportunities for digital participation. This access to information and functioning participatory mechanisms is crucial to establishing transparent administration systems that cater to citizens' needs.

As well as promoting transnational cooperation, GIZ is helping individual countries through bilateral consultations.

2. Objective of the Assignment

The objective of the assignment is to support the Regional Fund for PAR with evaluation of the results and strategic communication to the partners and target groups. More precisely:

- Detailed strategy planning of the communication process regarding the products, processes and achievements of the Regional Fund for PAR
- Details action plan for the implementation of the strategy
- Brand Book for the Regional Fund for PAR
- A high-quality informational video about the performance of the Regional Fund for PAR

3. Scope of the Assignment

Within the frames of the assignment a service provider shall perform the following tasks:

- Draft a concept of the strategy
Discuss and adopt the concept paper in close coordination with the Regional Fund for PAR
- Create the strategy plan
- Create a detailed action plan
- Draft a script for the informational video
- Discuss and adopt the script in close coordination with the Regional Fund for PAR
- Create the video with following features:
 - Short interviews with several partners of the Foundation (from Eastern Partnership countries) (a few seconds, only answers to important questions arising from the content of the clip)
 - Subtitles in English
 - Available photo and video material from the Eastern Partnership region (Georgia, Armenia, Azerbaijan, Ukraine, Moldova, Belarus) without extra traveling in the countries of the EAP region
 - Photo and video material reflecting the activities and projects of the Foundation, which will be provided to the contractor in a non-sorted condition as a data base and the selection-sorting will be carried out by the contractor

4. Other terms

Service provider shall regularly provide information on results and perform all the assignments listed in the ToR in a close coordination and agreement with the Regional Fund for PAR. During the performance of the assignment, service provider shall meet the personal data protection standards envisaged by the legislation.

5. Submission and Selection of Proposal

Partner for the consultancy service will be selected based on a competition.

GIZ reserves the right to check the information indicated in the application. Application will be cancelled in case of inaccurate information.

6. Selection criteria

- a) The technical proposal shall provide evidence of the organization's capabilities and assignment-related experience in executing similar projects in the area of development cooperation. Proposal should demonstrate specific experience in cooperation with international organisations which must be submitted by the portfolio of the organization and CVs of the proposed team.
- b) The technical proposal shall explain in detail how the company will plan the work and perform the objectives listed in the Terms of Reference (ToR) document considering such aspects as compliance with the ToR, implementation methodology, timelines of actions included in the technical proposal.
- c) A work plan, including implementation schedule of number of workdays per tasks to be performed by the contractor for completion of this assignment;
- d) Experts assigned to executing of the tasks outlined in the ToR shall have at least five years of working experience in the field of strategic communication and production and at least last three years of proven experience in development and implementation of similar projects in the field of development cooperation.
- e) Budget cost efficiency.

More detailed information on assessment criteria is provided under the annexed assessment grid.

7. Project Duration and payments

Tentative contract period for the service will be 20.08.2020 – 17.10.2020.

Within the frames of the contract the payments will be made gradually.

8. Submission of Application

Application should be submitted in English.

- 9.** Financial proposal should include a detailed budget for each outcome mentioned under paragraph 2 (Objective of the Assignment).