### TERMS OF REFERENCE -

### Short term assignment

**(Communication, Documentation, and PR)**

GIZ

Restoration of Riparian Zones in Armenia

PN 2005.3506.2-045.00

**OVERALL TASK:**

The overall task of this assignment is to contribute to the implementation and visibility of the Project on Restoration of Riparian Zones in Armenia implemented by GIZ jointly with the RA Ministry of Environment.

1. **BRIEF DESCRIPTION OF THE PROGRAMME**

Armenia has been strongly hit by the Corona Pandemic and its economic and social consequences. Already around twenty measures have been initiated by the Armenian Government in order neutralize the economic and social consequences of COVID-19. Among these measures, the 15th Measure of the RA Government has had a positive impact on the environment as well. In the framework of the latter, about 2 million willow cuttings were planted on the riverbanks of Armenia's highlands (1800-2400 m) in 7 regions of Armenia in May-June 2020. The project **“Restoration of Riparian Zones in Armenia”** aims support the 15th Measure of the RA Government and to further develop and ensure its continuation in Gegharkunik region of Armenia.

In the framework of the project, temporary employment and income will be provided to those people who are most affected by the social and economic consequences of the pandemic, at the same time addressing pressing environmental problems. Willow cuttings and other local tree species will be planted by the population members on the river banks of the identified rivers in Gegharkunik region, and solid waste will be collected from the river beds, river banks and the nearby areas. This restoration will have long-term positive impact on biodiversity, slope protection, water quality, as well as will provide firewood in the future.

In addition, “Restoration of Riparian Zones in Armenia” supports the initiative of the Government of RA on improvement of the protection of Lake Sevan, which is planned to be supported by the European Union in Armenia (EU4Sevan).

1. **OBJECTIVE**

**The main objectives:**

The visibility of the project “Restoration of Riparian Zones in Armenia” is achieved among the partner Ministries and the overall public through creative photo and video documentation, and other visual means.

1. **INPUTS TO BE GIVEN TO THE COMPANY**

*The Armenia Tree Project (ATP), GIZ, and MoENV will provide the company with necessary background information and other technical information upon request.*

1. **TASKS, RESPONSIBILITIES AND SCHEDULE**

It is expected that the work will be carried out according to the schedule below, starting no later than **29.09.20** and finishing no later than **18.06.2020.**

The company is expected to fulfil the following tasks in close cooperation and coordination with the RA Ministry of Environment, GIZ, the implementing organization (Armenia Tree Project - ATP), and, where necessary, with the RA Ministry of Territorial Administration and Infrastructure.

**Task 1: Make photo documentation of all the measures of the project**

* Make professional photo documentation (100-150 high-quality professional photos) of the project measures (waste collection, tree planting, etc.). Provide all the photos both in .RAW and .JPG formats to GIZ on USB stick.

Provide project brief/informational leaflet (up to 2 to 3 pages) including meaningful results and photos.

Prepare up to 10 short inputs/ feeds with respective photos for social media in Armenian and English to be used in social media channels.

* Prepare a power point presentation with photos and visuals (up to 10 slides).

**Task 2: Prepare video documentation of the project**

In close consultation with MoENV and GIZ develop a draft creative concept of a video film depicting the project as a showcase for Green Recovery with its respective implications, its objectives, and the process of implementation (can also include some interviews, brief speech/es by the partners from the Ministry of Environment, etc.).

* Prepare the initial version of the film (max. 2 - 4 minutes) based on the point above (including the script) and make any necessary amendments based on the discussion and feedback from MoENV, ATP, and GIZ.
* Prepare the final version of the film (max. 2 - 4 minutes). Before the final release, the video should also be tested with respective focus groups, to make any necessary adjustments.

The text of the film should be with the Armenian voice over and with English subtitles.

**Task 3: Prepare one animation on the project**

Prepare one creative animation on the project measures.

* Prepare one creative animation (particularly on the results and sustainability of the project measures (up to 1 - 3 minutes). The animation should have an environmental education and awareness-raising component that can also be shared with the local self-government bodies. It should address issues such as sustainability of the measures, securing better growth of seedlings and cuttings, the importance of keeping rivers clean, and other.

The text of the animation should be with the Armenian voice over and with English subtitles.

**Task 4: Design of environmental posters and signs**

* In consultation with MoENV, GIZ, and Armenia Tree Project (ATP), design and prepare 2-3 types of posters and 2-3 types of signs to be placed in the relevant communities and sites (overall up to 20 posters and signs for printing and installing).
* Present draft ideas for the text and designs of the signs and posters, discuss and agree on the draft ideas and the final content with MoENV, ATP, and GIZ.
* Jointly with ATP, provide recommendations on the relevant places of installing the posters and signs in the respective communities and sites.
* In cooperation with ATP, organize the installation of the posters and signs in the relevant communities and sites. The installation should be agreed with the local self-government bodies.

**Task 5: Support organizing two visibility events**

Support in organizing two visibility events for the project: one in October, 2020 and one in April/May, 2021.

* In close coordination with GIZ and MoENV, design and develop visual materials for the visibility event/s (including invitation letters, announcements, press releases, and other if necessary). All these communication materials and tools should be prepared in the Armenian and English languages.
* Support the involvement of mass media in the visibility events (contacting, inviting, etc.)

The assignment needs to be implemented during **the period October 2020 and June 2021.**

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| **Tasks** | **Deliverables** | **Deadlines for submitting** |
| Task 1: Photo documentation  | * Photo documentation of the project (100-150 photos)
* Project brief/informational leaflet
* Up to 10 short inputs/feeds for social media
* Power point presentation with photos and visuals
 | Oct. 30, April 30  |
| Task 2: Video documentation (film) | * 1 film max. 2-4 minutes
 | April 30  |
| Task 3: Animation of the project  | One animation up to 1-3 minutes  | Oct. 31  |
| Task 4: Design of environmental posters and signs  | Design and installation of 2-3 types of posters and 2-3 types of signs to be placed in the relevant communities (overall 20 posters and signs for printing and installing). | Oct., April  |
| Task 5: Support organizing two visibility events  | Design and preparation of visual materials for the visibility event/s (including invitation letters, announcements, press releases) and involvement of mass media in the events  | Oct., April  |

1. **EXPECTED OUTPUTS**

The expected outputs of the assignment are:

**Output 1: Photo Documentation of the Project**

* Photo documentation (**100-150** high quality professional photos, both in .RAW and .JPG formats) of the project measures in Autumn 2020 and Spring 2021. The themes of the measures include: waste collection by the community groups in the river vicinities and from Lake Sevan shores, tree planting in riparian zones by the community groups, planted sites, and other. All the photos should be provided to GIZ on USB stick.
* Project brief/informational leaflet (up to 2-3 pages) including results and photos.

Up to 10 short inputs/ feeds with respective photos for social media in Armenian and English to be used in social media channels.

Power point presentation with photos up to 10 slides.

**Output 2: Video Documentation of the Project**

This can include but not be limited to:

* one video/film (max. 2-4 minutes) depicting the project as Green Recovery, its objectives, and process of implementation (can also include some interviews, brief speech/es by the MoENV representative/s, etc.). The text of the film should be with the Armenian voice over and with English subtitles.

**NOTE:** The production of the film and trailer should start in October 2020, but the final film can be ready in April 2020. The Company is responsible for providing the signed declaration of consent of individuals who might be video recorded. The transfer of the rights of use to GIZ will be attached to the Contract.

**Output 3: One animation on the project**

One creative animation.

Brief animation (up to 1-3 minutes) particularly on the results and sustainability of the project measures. This animation should have an environmental education and awareness-raising component that can also be shared with the local self-government bodies. They should address such issues as what should be done to secure better growth of seedlings and cuttings, what to do to keep the rivers clean and why is it important, etc. The animation will be broadcasted on TV with the support of the Ministry of Environment. The text of the animation should be with the Armenian voice over and with English subtitles.

**Output 4: Environmental Posters and Signs**

Design and installation of 2-3 types of posters and 2-3 types of signs in the relevant communities and sites (overall up to 20 posters and signs for printing and installing).

**Output 5: Visual materials for two visibility events**

Visual materials prepared for two visibility events (one in October and one in April/May):

* Visual materials for the visibility event/s (including invitation letters, announcements, press releases and other if necessary). All these communication materials and tools should be prepared in the Armenian and English languages.
* Involvement of the mass media in the visibility events.

**NOTE:** For all the above Outputs, the company should follow all the communication standards of GIZ and EU.

1. **STEERING AND REPORTING**

The entire process will be steered by the RA Ministry of Environment and ECOserve Environmental Programme. The company shall report to Alla Berberyan (ECOserve Senior Advisor and Project Manager of “Restoration of Riparian Zones in Armenia”), coordinating closely in all technical issues.

The company will be responsible for planning assignment-related meetings and the timely delivery of the agreed deliverables.

All the documents shall be delivered electronically to the above-mentioned project.

1. **PROFESSIONAL REQUIREMENTS**
* Experienced and knowledgeable staff to accomplish the tasks and assignments in a timely manner;
* Proven experience in the production of photos, video clips, short films, and animations for visibility purposes and social advertising;
* Proven technical photo- and video-production, and editing skills;
* Demonstrated knowledge and proven practical experience in PR and in writing effective scripts/concepts (samples to be attached);
* Proven experience in developing and producing visuals and informational/PR materials (press releases, etc.);
* Proven experience of graphic design;
* Previous projects implemented for international partners would be an asset;
* Experience and knowledge of environmental field in Armenia would be an asset;
* Excellent written and verbal communication skills;
* Ability and readiness to work under pressure and meet tight deadlines;
* Excellent interpersonal, organizational, and team working skills;
* Creativity and openness;
* Fluency in English and Armenian.

The interested company (3-4 experts) shall submit CVs of key experts, a detailed Portfolio including samples of previous works such as photos, videos, films, visuals, animations, scripts, and other (or respective links), at least 3 references for past work, and a proposed Concept of works (not more than 2 pages). The interested company should submit a financial offer (in a separate e-mail) based on the table of deliverables below.

**Orientation for the financial offer**

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| **Deliverables** | **Price per unit (AMD)** | **Total price (AMD)** |
| Combined Expert days (up to 15 - 20 WD) |  |  |
| Professional high-quality photos (100-150) |  |  |
| One Informational brief/leaflet (2-3 pages) |  |  |
| Up to 10 short inputs/feeds with photos for social media  |  |  |
| One video/film (max. 2-4 minutes)  |  |  |
| One animation (max. 1-3 minutes) |  |  |
| Design of 2-3 versions of posters (up to 10 copies of final posters to be printed)  |  |  |
| Design of 2-3 versions of signs (up to 10 copies of final signs to be printed)  |  |  |
| Design of visual materials for two visibility event/s (including invitation letters, announcements, press releases, etc.)  |  |  |

The above-mentioned products might be subject to change or take a different form in case of need or in case there are other creative offers by the company.