### TERMS OF REFERENCE -

### Short term assignment

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

GIZ

“Restoration of Riparian Zones in Armenia” COVID-19 Response Project

PN 2005.3506.2-045.00

**OVERALL TASK:**

The overall task of this assignment is to contribute to the implementation and visibility of the “Restoration of Riparian Zones in Armenia” COVID-19 Response Project 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. Overall, 25 measures aimed at neutralizing the socio-economic consequences of COVID-19 were implemented by the Armenian Government in 2020. 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 **“Restoration of Riparian Zones in Armenia” COVID-19 Response Project** supports the 15th Measure of the RA Government and 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 in the riparian zones of Gegharkunik region, and solid waste will be collected from the river beds, river banks and the nearby areas. This restoration will contribute to the protection of Lake Sevan and will have long-term positive impact on biodiversity, slope protection, water quality, as well as will provide firewood in the future.

The “Restoration of Riparian Zones in Armenia” COVID-19 Response Project supports the initiative of the Government of RA on improvement of the protection of Lake Sevan, which is supported by the European Union in Armenia (EU4Sevan). The Project is also part of the initiative of the Armenian Government to plant 10 million trees in Armenia in 2021.

1. **OBJECTIVE**

**The main objectives of this ToR:**

The visibility of the project “Restoration of Riparian Zones in Armenia” COVID-19 Response Project is considerably enhanced among the general public through the promotion of creative photo and video documentation, and other visual means.

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

*The local partners, 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 **10.04.21** and finishing no later than **29.10.2020.**

The company is expected to fulfil all the following tasks in close cooperation and coordination with the RA Ministry of Environment, GIZ, the local supporting partners, and, where necessary, with the RA Ministry of Territorial Administration and Infrastructure.

The company is expected to work closely with the RA Ministry of Environment and their relevant PR representatives to coordinate and support the activities in the framework of planting 10 million trees in Armenia.

**Task 1: Promote the project through various means of visual documentation**

* 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 (digital and printable versions).

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

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

Simple design of guidelines or other materials (2 - 3) along the process.

Support the process of coordinating the sharing, feedback, consistency of the promotional materials among and by the local supporting partners.

**Task 2: Video documentation of the project**

In close consultation with MoENV, GIZ, and local supporting partners 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, or other institutions).

* 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, local supporting partners, and GIZ. The amendments and feedback can take several stages before the content is finalized.
* 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.
* Consult the GIZ YouTube Channel GIZonlineTV

(<https://www.youtube.com/user/GIZonlineTV>) to have an idea on the technical and creative requirements of GIZ published videos.

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

The film should be designed in simple wording, with short and clear messages easily understandable by people of all age groups, from different sectors, of different backgrounds, with catchy images and innovative/creative approach.

**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 1.5 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 topics.

The text of the animation should be with the Armenian voice over and with English subtitles. The animation should be developed in close consultation with GIZ, MoENV, and local supporting partners.

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

* In consultation with MoENV, GIZ, and local supporting partners, design and prepare 2-3 types of signs/posters to be placed in the relevant communities and sites (overall up to 10-13 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, local supporting partners, and GIZ.
* Jointly with local supporting partners, provide recommendations on the relevant places of installing the posters/signs in the respective communities and sites.
* In cooperation with local supporting partners, organize the installation of the posters/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 in April/May and Sept./Oct.

* In close coordination with GIZ, MoENV, and local supporting partners, design and develop visual materials for the visibility events (including invitation letters, announcements, press releases). All these communication materials and tools should be prepared in the Armenian and English languages.
* Support the involvement of mass media in the visibility event (contacting, inviting, etc.)
* Coordinate with the PR/communication activities of MoENV of planting 10 million trees in Armenia

The assignment needs to be implemented during **the period of March 2021 and October 2021.** Concrete dates will be agreed.

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| **Tasks** | **Deliverables** | **Deadlines for submitting** |
| **Task 1:** visual documentation by different means | * Photo documentation of the project (100-150 photos) * Project brief/informational leaflet (digital and printable versions) * Up to 10 short inputs/feeds for social media * Power point presentation with photos and visuals * Quick design of several materials along the process   Consistency of the promotional materials shared through different sources | April 25 May 30 |
| **Task 2:** Video documentation (film) | * 1 film max. 2 - 4 minutes | May 31 |
| **Task 3:** Animation of the project | One animation up to 1.5 minutes | April 15 |
| **Task 4:** Design of environmental posters and signs | 2-3 types of posters/signs to be placed in the relevant communities (up to 10-13 posters and signs printed and installed). | April and May |
| **Task 5:** Support organizing two interactive visibility events | Design and preparation of visual materials for two visibility events (including invitation letters, announcements, press releases) and involvement of mass media in the event | April/May and Sept/Oct (concrete dates to be agreed) |

1. **EXPECTED OUTPUTS**

The expected outputs of the assignment are:

**Output 1: Visual documentation of the project by different means**

* Photo documentation (**100-150** high quality professional photos, both in .RAW and .JPG formats) of the project measures in Spring/Summer 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 (digital and printable versions).

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.

Designed guidelines or other materials (2 - 3) along the process.

Consistency of the promotional materials shared through different sources.

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

This can include but not be limited to:

* one high-quality 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 April 2021, but the final film can be ready in May/June 2021. **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 1.5 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/signs in the relevant communities and sites (up to 10-13 will be printed and installed).

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

Visual materials prepared for two visibility events in April/May and in Sept/Oct:

* Visual materials for the two visibility events (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 GIZ. The company shall report to Alla Berberyan (ECOserve Senior Advisor and Project Manager of “Restoration of Riparian Zones in Armenia” COVID-19 response project), 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 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), and a proposed rough Concept of how the company envisages the design of this project (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**

**Please note! Proposals with a total amount over 14.000.000,00 AMD will not be considered**

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| **Deliverables** | **Price per unit (AMD)** | **Total price (AMD)** |
| Combined Expert days (up to 40 WD) |  |  |
| Professional high-quality photos (100-150) |  |  |
| One Informational leaflet - digital and printable versions (printing is not included here) (2 - 3 pages) |  |  |
| Up to 10 short inputs/feeds with photos for social media (Facebook) |  |  |
| A power point presentation design with photos and visuals (up to 10 slides). |  |  |
| Design of guidelines or other materials (overall 2 - 3 documents) along the process, max. 15 pages (price per page) |  |  |
| One professional video/film (max. 2 - 4 minutes)  The text of the film should be with the Armenian voice over and with English subtitles.  **Note:** *You can also include the budget for preparing the English voice over with Armenian subtitles, but it is not yet confirmed if it will be included in the tasks.* |  |  |
| One animation (max. 1 - 1.5 minutes) |  |  |
| Design and installation of 2-3 versions of posters/signs (up to 10 -13 copies of final posters/signs to be printed and installed) |  |  |
| Design of visual materials for two visibility events (including invitation letters, announcements, press releases) |  |  |

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