

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



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Terms of Reference (TOR) for impact documentary of PECA project in Central Asia (incl. media production and storytelling) **Project number/ cost centre: 20.2212.7-001.00**

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List of abbreviations

AVB	General Terms and Conditions of Contract for supplying services and work
CA	Central Asia
CV	Curriculum Vitae
KZFK	Short-term expert
PECA	Regional project “Professional Education for Economic Growth Sectors in Central Asia”
ToRs	Terms of reference
TVET	Technical and Vocational Education and Training

1. Context

The follow-on project “Professional Education for Economic Growth Sectors in Central Asia” (PECA) builds on the results achieved in the previous phase and aims to institutionalize these results at a systemic level, and to pilot innovative approaches, i.e. through non-formal education and the introduction of new topics such as green technology.

PECA supports the reform of professional education systems in Central Asia with the example of the food production and logistics sector. Special focus is made on employment orientation and introduction of international quality standards in professional education and further training. The project also actively pursues regional peer to peer learning of partner country experts and compatibility of national professional education systems.

The goal of the current project is to strengthen the capacity of Central Asia's professional education systems to provide qualified skilled workers and managers for economic growth sectors in the region.

As PECA project will end in August 2025, it is crucial to effectively communicate its almost 15 years impacts and achievements to the commissioning party, political partners and other local and international stakeholders as well as to the public. To ensure that the project's results are well-documented and sustainable, a PR company is expected to take place in all four project partner countries. It is expected that the team leader and key expert will be based in Kyrgyzstan, while local experts from the expert pool will perform their tasks in Kazakhstan, Tajikistan and Uzbekistan.

The objective of this assignment is to produce a documentary videos and photographic images as well as success stories (in text format) that will show the impact of PECA activities and its previous project phases to the professional education systems in Central Asia.

All materials developed within the contractor's activities will be used for publication on various external and internal communication channels as well as for reports to the commissioning party (Federal Ministry for Economic Cooperation and Development of the Federal Republic of Germany).

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

Work package 1: Production of 4 videos

Including:

- Initial meeting with responsible PECA project staff to conceptualize videos and to understand the requirements
- Developing scripts and storyboards of the documentary videos in coordination with PECA communication advisor
- Videos production from all locations specified in the video concept and agreed with GIZ
- Post-feedback editing of videos for incorporating feedback from GIZ
- Professional voice over, narration, translation from Russian to English ([or from English to Russian](#)) for sub-titles
- Post-editing and incorporation of feedback from GIZ
- Submission of final videos to GIZ

Four videos will include the footage and quotes from interviews with PECA project partners in all four partner countries and are expected to be developed on the following topics:

- **Food processing**
- **Logistics**
- **Regional cooperation**
- **Employment-oriented vocational education**

The final list of partners and locations for filming will be provided by the responsible PECA communication advisor at the contracting stage. Four thematic videos can also include the archive pictures and videos of GIZ and partner institution (the consent for use should be obtained and directly communicated between the contractor and partner institution representatives). The sources of archive pictures and videos should be stated in the end credits of the videos.

Technical Specifications	
Format	Full HD, MP4
Frame size	1920x1080, high-resolution videos (horizontal)
Aspect ratio	16:9
Duration	Each video – 3-4 minutes
Language and sub-titles	Voice-over in Russian Subtitles – Russian + English

Work package 2: Production of PECA impact documentary film

To showcase the results of PECA activities at the final project conference that will take place in the summer of 2025, a final documentary film is planned, which will include information on the main achievements of the project, as well as footage from partner institutions and quotes from interviews with project partners and PECA project staff.

This work package includes the following tasks:

- Initial meeting with PECA project staff to conceptualize video and to understand the requirements
- Developing a script and storyboard of the impact documentary film in coordination with PECA communication advisor
- Video production
- Selection of background music (also considering the rights of use)
- Post-feedback editing of film for incorporating feedback from GIZ
- Professional voice over, narration, translation from Russian to English ([or from English to Russian](#)) for sub-titles
- Post-editing and incorporation of feedback from GIZ
- Submission of final video to GIZ

The impact documentary film can also include the archive pictures and videos of GIZ and partner institution (the consent for use should be obtained and directly communicated between the contractor and partner institution representatives). The sources of archive pictures and videos should be stated in the end credits of the video.

Technical Specifications	
Format	Full HD, MP4
Frame size	1920x1080, for 90-120 second, high-resolution videos (horizontal)
Aspect ratio	16:9
Duration	7-8 minutes
Language and sub-titles	Voice-over in Russian Subtitles – Russian + English (British)

Work package 3: Production of 400 photographs

The final list of partners and locations for filming will be provided by the responsible PECA communication advisor at the contracting stage. Interview locations are subject to change but will most likely include the institutions listed in the Attachment to this TOR.

It is expected that the following proposed photography scenarios will be considered in storyline preparation:

For higher education institutions:

- Students and instructors working together in the training practical center on a project or task
- Individual or group portrait shots of students working on academic assignments or group discussions
- Portraits of faculty members from different departments engaging with students in a teaching or research setting
- Scientists working on the applied research project and/or presenting the results
- Teams involved in EU-CA partnership scheme discussing the upcoming events with colleagues from EU or internally
- Decorative images of food products

For TVET institutions:

- Portraits of students involved in dual education – ideally in action and uniform - f.e. in milk processing center, brewery center and bakery facilities or logistics center
- Trainer demonstrating a process (e.g., milk filtration or packaging, baking techniques), with max. two-three students actively watching and participating
- Action shots of students and trainers discussing or interacting over a work task or demonstration.
- Students checking incoming goods for quality or damages, marking them into the inventory system.

- Students using logistics software, inputting data, managing orders, or tracking shipments on their computers.
- Decorative images of finished food products - milk products, beer, bakery
- Decorative pictures of trucks etc.

For private sector (incl. chambers, associations and private enterprises)

- Dual students observing or assisting in the loading of goods into delivery trucks, ensuring proper placement and organization
- Decorative images of food products and/or logistics processes

For the regional conference (Dushanbe)

- Conference participants engaged in group discussions
- Participants of master classes on selected topics
- Action shots of participants discussing or interacting during the conference

For the photoshoots, the following requirements apply:

- All photos have a reportage and documentation function and therefore should show the achieved results of PECA activities
- Pictures must be colourful, expressive, dynamic and inclusive as well as show different perspectives and respectful interaction
- If and where applicable – the photos can include the “before” elements
- The contractor uses its professional expertise, creativity and photography equipment to develop a more detailed shot list around each video topic to effectively meet the intent of the production.
- Photo reportage is subject to approval by GIZ
- The contractor is expected to meet and have preliminary discussion on the parameters, timeline and planning of the project in consultation with responsible PECA staff members
- The contractor will ensure that all contents follow the copyright laws, and that consent has been given to take pictures and / or take videos according to the EU “General Data Protection Regulation”: This means the contractor ensures that film subject / photography subjects / participants of events give their permission for using their personal data in GIZ PR work by signing a consent form that is handed over to GIZ together with the relevant material.

Technical Specifications	
Format(s):	a) JPEG/JPG (WEB file size up to 2MB) and b) original RAW data
Minimum dimensions:	Minimum 4000px on the longest side
PPI:	300 PPI

Work package 4: Storytelling - preparation of 10 success stories

These success stories should be based on in-person or telephonic interviews with project partners in the 4 countries and represent the changes in the life of the individual(s) or organization(s) after participation in PECA project activities. All success stories must be prepared in Russian and English (British) and written in an inclusive and gender-neutral language. The total length of each story should be up to 1.500 characters and be impactful and informative for the readers.

This work package includes the following tasks:

- Conducting online and offline interviews to collect personal quotes, testimonials, life stories and background information for success stories
- Writing and editing success stories for broad audience in simple and inclusive language which will be used for different channels and formats (incl. social media, flyers, websites, factsheets)

The list of interview partners will be provided by GIZ before the start of assignment.

Deliverables

It is expected that at the end of the assignment the following deliverables will be handed over to GIZ:

- Storylines for WP 1 (4 videos), 2 (impact documentary video), 3 (400 photos) and 4 (10 success stories)
- 400 photos (capturing project activities and results) in JPG and RAW format
- 10 success stories in Russian and English (British) suitable for publications and social media (max.length – 1.500 symbols)
- 4 thematic videos with voiceover (Russian) and subtitles (in Russian and English)
- 1 impact documentary video with voiceover (Russian) and subtitles (in Russian and English)

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

Milestones/partial works	Deadline/place/person responsible	Criteria for acceptance
Vision and work concept are developed. Storyline for 4 thematic videos is developed. Storyboards for photoshoots are developed. Storyline for documentary video is developed.	28.02.2025	Subject to feedback and approval by GIZ
400 photos (capturing project activities and results) are provided and handed over to GIZ	31.03.2025	Subject to feedback and approval by GIZ
10 success stories are available in British English and Russian and handed over to GIZ	15.04.2025	Subject to feedback and approval by GIZ

Kommentiert [NT1]: will be updated

4 thematic videos in Russian with British English (sub)titles are produced and handed over to GIZ	31.05.2025	Subject to feedback and approval by GIZ
Impact documentary video is produced and handed over to GIZ	31.05.2025	Subject to feedback and approval by GIZ

Period of assignment: from 15.02.2025 until 31.06.2025.

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3. Concept

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 project management system for service provision.

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

Technical-methodological concept

Strategy (1.1): 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) (1.1.1). 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) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering** the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) 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) (1.4.2).

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**.

Project management of the contractor (1.6)

A brief overview of the project management concept may be required.

Further requirements (1.7)

The contractor has to show in the concept the experience of his or her company with the production of videos and written success stories. Experience with international organizations and specifically with German or EU-funded projects will be an asset.

4. Personnel concept

A brief overview of the personnel concept may be required. A team leader/technical main contact and a sufficient number of additional qualified experts should be specified.

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), 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.

Team leader

Tasks of the team leader

- Preparing and steering the national short-term experts assigned to perform the tasks
- 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 and the current AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
- Writing scripts and story lines for the deliverables (ensuring that they align with expected results of PECA project coordination team)
- Supervise the production of photo and video content in close collaboration with the experts in the partner countries
- Ensuring that all written materials (success stories and video sub-titles) have a unified style and are in accordance with the GIZ recommendations

Qualifications of the team leader

- Education/training: university degree (bachelor/master's) related to film / video production, arts, cinematography, journalism or business management + relevant training related to media industry
- Language: Fluency in Russian, advanced knowledge of English.
- General professional experience: at least 5 years' experience in directing films or producing videos and video production processes, video editing and related technologies; preparing success stories, articles and similar.
- Leadership/management experience: at least 3 years' experience of management / leadership as project team leader or manager in a company
- Regional experience: at least 3 years' experience in projects in Central Asia
- Development cooperation (DC) experience: 2 years of experience in DC projects
- Other: evidence of writing a script, storyboarding, (photo)shooting scenes and editing

Key expert-4

Tasks of key expert-4

- Film and process / edit filmed and photo materials
- Lighting and sound design
- Manage video / photo equipment
- Support the team leader in development of storyboard and writing scripts

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Qualifications of key expert 4

- Education/training: University degree or professional training in film / video production
- Language: Fluency in Russian, advanced knowledge of English
- General professional experience: relevant professional experience in directing films or producing videos and video production processes, video editing and related technologies
- Regional experience: 2 years' experience in projects in Central Asia
- Development Cooperation (DC) experience: 2 years of experience in DC projects
- Other: ability to coordinate and work closely with national project partners and the team of experts

Soft skills of team members

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

- Team skills
- Efficient, partner- and client-focused working methods
- Initiative
- Socio-cultural skills
- Communication skills
- Interdisciplinary thinking

Short-term expert pool with minimum 4, maximum 8 members

For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV 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

Video & photo experts:

- Film and process / edit filmed material
- Manage video / photo equipment
- Take still images / photo

Copywriting / interview experts:

- Interviewing project partners based on the developed questionnaires with team leader and PECA communication specialist

- Preparation of texts and interview scripts for the core team for future drafting of success stories
- Participation in offline interviews in partner countries

Qualifications of the short-term expert pool

- Education/training: University qualification (first degree/master's) related to: a) for video & photo experts: film / video production, arts, cinematography or journalism; b) for copywriting / interview experts: communication, journalism, education or social studies
- Language: for all experts - Fluency in Russian, business knowledge of British English; for copywriting / interview experts – advanced British English
- General professional experience: at least 3 years' experience in directing films or producing videos and video production processes, video editing and related technologies or in journalism and copywriting
- Regional experience: 3 years' experience in producing photos and videos or copywriting for projects in Central Asia
- Development cooperation (DC) experience: 2 years of experience in DC projects

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

5. Costing requirements

Contracts for works:

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.

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	Deadline/place/person responsible
4 thematic videos are produced	100 days	31.05.2025
400 photos capturing the impact and project activities	35 days	31.05.2025
10 success stories are available	15 days	31.05.2025
Project impact video is produced and handed over to GIZ	40 days	31.05.2025

Please provide: Lump sum per finished minute of film and per photo, if appropriate, breakdown of the personnel involved.

6. Inputs of GIZ or other actors

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

- Conduct onboarding meeting(s) with responsible PECA communication specialist incl. providing more information about the project activities and results, package of other useful materials – guidelines, interview contacts, discussion of timeframe)
- Support with revising the scripts / storylines
- List of interview partners for interviews and video shooting
- Accompany the contractor experts during the interviews and photo & video shooting (where and when needed)
- Support in coordination of meetings with interview partners. When needed – personal attendance.
- Provision of information on GIZ Corporate Design guidelines and other company-related rules and regulations (f.e. use of logos, consent form for the use of photo and video, recommendation on gender-sensitive wording)
- Providing concept for filming incl. basic information for the documentary and video interviews as well as text versions of success stories

7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised 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.

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 Russian language.

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all relevant costs (fees, travel expenses etc.). The price bid will be evaluated on the basis of the specified lump sum price. In addition, please also provide the underlying daily rate. A breakdown of days is not required.

8. Outsourced processing of personal data

Personal data will be processed on behalf of the client. Therefore, an agreement on "Outsourcing of data processing (AuV)" will be concluded with the contractor in accordance with Art. 28 GDPR. For this purpose, the technical and organisational measures (TOM) for compliance with the data protection requirements must be outlined prior to conclusion of the contract. If the contractor has already been audited by GIZ in the past, an update in accordance with GDPR must nevertheless be sent. After a positive check, the contract is concluded with the AuV attachment.

The contractor will ensure that all contents follow the copyright laws and that consent has been given to take pictures and / or take videos according to the EU "General Data

Protection Regulation". Filled and signed consent forms should be handed over to GIZ Focal Point.

The edited film, photographs and all footage for this assignment is the sole property of GIZ. All footage has to be handed over to GIZ at the end of the assignment.

No	Institution / Location	WP 1: 4 Videos	WP2: Doc.video	WP3: Photos	WP4: Storytelling
Kyrgyzstan					
11	Ministry of Education and Science (<i>Bishkek</i>)	Yes Employment-oriented vocational education	yes	no	no
2	Ministry of Labour, Social Security and Migration (<i>Bishkek</i>)	Yes Employment-oriented vocational education	yes	no	no
32	Kara-Balta Technical-Economical College (<i>Kara-Balta</i>)	Yes Food production	yes	yes	yes
43	Kyrgyz State Technical University (<i>Bishkek</i>)	Yes Food production & Regional cooperation	yes	yes	yes
54	Caravan Logistics (<i>Bishkek</i>)	Yes Logistics	yes	yes	yes
65	Association of suppliers (manufacturers and distributors) (<i>Bishkek</i>)	Yes Employment-oriented vocational education & Logistics	yes	no	no
76	Osh Technological University (<i>Osh</i>)	Yes Food production	yes	yes	yes
Kazakhstan					
87	Almaty Technological University (<i>Almaty</i>)	Yes Food production	yes	yes	yes
98	Centre for Management and Logistics in Transport (<i>Almaty</i>)	Yes Logistics	no	no	no
109	National Chamber of Entrepreneurs "Atameken" (<i>Astana</i>)	Yes Regional cooperation & Employment-oriented vocational education	yes	no	yes
1140	Karaganda University of Kazpotrebooyuz (<i>Karaganda</i>)	Yes Logistics	yes	yes	no
Tajikistan					
1244	Technology University of Tajikistan (<i>Dushanbe</i>)	Yes Food production	yes	yes	yes
1342	Mavsim & Co (<i>Dushanbe</i>)	Yes Logistics	yes	yes	yes
1443	3 Regional Conference (<i>Dushanbe</i>)	Yes Regional cooperation	yes	yes	yes
1544	Khujand Polytechnic College (<i>Khujand</i>)	Yes Food production	no	yes	no
Uzbekistan					
1646	Ministry of Education, Science and Innovation (<i>Tashkent</i>)	Yes Employment-oriented vocational education	yes	no	yes

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1746	Tashkent Institute of Chemical Technology (<i>Tashkent</i>)	Yes Food production & Regional cooperation	yes	yes	yes
1847	Tashkent Automobile and Road Transport Technical School (<i>Tashkent</i>)	Yes Logistics	no	yes	no
1948	Export and Logistics Academy (<i>Tashkent</i>)	Yes Logistics	no	yes	no
2049	Bukhara Engineering-Technological Institute (<i>Bukhara</i>)	Yes Food production	yes	yes	yes