

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

CONFIDENTIAL

GET.invest Communication Support	Project number/ cost centre: G-011008-540 G-011008-550 Tender number 10022250
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0. List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
DC	Development cooperation
FK	Expert
FKT	Expert days
GET.pro	Global Energy Transformation Programme
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
KZFK	Short-term expert
ToRs	Terms of reference
WP	Work package

1. Context

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH – on behalf of the European Union, Germany, Norway, the Netherlands, Sweden and Austria – implements the European programme GET.invest <https://www.get-invest.eu/>.

GET.invest mobilises investment in clean energy, closing the gap between finance demand and supply. Since 2016, the programme has supported over 650 projects and companies on their journey to financial close, thereby contributing to sustainable energy market development and facilitating partnerships and investment flows.

Through tailored advisory services, GET.invest strengthens the investment readiness of clean energy project and business developers. At the same time, its collaborative approach creates structured engagement opportunities for financiers and partners seeking bankable, high-impact ventures. The programme advises across the full spectrum of clean energy initiatives – from innovative, distributed energy solutions to utility-scale infrastructure projects. Complementary services include market information and data solutions, cooperation with industry associations (including through events and matchmaking), and support to domestic capital providers in financing clean energy projects. Delivered in cooperation with a broad network of public and private partners, GET.invest forms part of a wider ecosystem of solutions.

GET.invest activities cover Africa, Latin America and the Pacific region. In addition, the programme has established several Country Windows, enabling targeted support to selected national sustainable energy markets based on additional donor funding. These Country Windows reflect GET.invest core services while allowing tailored approaches aligned with national contexts and specific market segments.

Within GIZ, the programme is hosted on the multi-donor platform **GET.pro** (Global Energy Transformation Programme). Following the funding cycle, GET.invest will enter a bridge phase from July 2026 until approximately June 2028. This period aims to ensure operational continuity, maintain market confidence and strategically position the programme towards the future. Such bridge phase entails specific communication requirements:

- Ensure continuity of external visibility and institutional positioning;
- Safeguard a consistent and credible valuable proposition towards partners and the programme donors;
- Highlight measurable programme and client results;
- Support high-level donor and stakeholder engagement during the bridge phase; and
- Preserve institutional knowledge and editorial standards.

The GET.invest communications team implements most operational communication activities internally. These include social media management, development of written materials (website articles, newsletters, press releases, success stories, social media content), oversight of partner outputs, and day-to-day visibility coordination. External support contracts currently cover strategic advisory, graphic/multimedia design and copywriting services. The contractor is expected to cooperate with other GET.invest service providers where requested, e.g. website developer and translators.

The visibility and dissemination approach of the programme reflects its nature as a multi-donor instrument. Communication objectives, standards, target groups and modalities are defined in the GET.invest section (page 9 onwards) of the **GET.pro Strategic Communication Plan** (Annex A).

Given the strategic sensitivity of the upcoming bridge phase, and the associated need to ensure continuity of institutional positioning, stakeholder confidence and donor visibility, specialised external communication support is required. This includes strategic communications advisory, technically sound editorial services and professional design expertise capable of addressing specialised audiences in clean energy finance. The contractor must ensure consistency of messaging, preservation of established communication standards and clear positioning of GET.invest within the evolving development cooperation framework, while maintaining compliance with visibility and drafting requirements from the programme's donors.

2. Tasks to be performed by the contractor

Within the framework of this contract, the contractor will provide a range of communication and design services in close coordination with the GET.invest communications team (and relevant partners, where appropriate). The services will be tendered as a framework contract and include the production, design and illustration of communication products, copywriting, and strategic advisory services.

The distribution of expert days in the tables below expresses the weighting that GET.invest currently foresees for each work package (WP). The number of days allocated to each WP may be reallocated during the implementation of the contract as the needs for support take shape over time during the bridge phase (July 2026 – June 2028).

All tasks outlined below require the contractor to clarify each assignment with GET.invest, produce and present drafts, and coordinate closely with the GET.invest communications team to incorporate feedback until final approval. The contractor shall maintain time sheets indicating the number of working days per expert used for each WP and report these on a monthly basis.

The tasks can be grouped into three work packages:

Work package 1 – Graphic and multimedia design

GET.invest needs support in editing and creating different materials – from publications and PowerPoint presentations, to infographics, images for social media and short animations. The specific tasks may still be unclear at the time of assignment, since they are often received by the communications team at short notice. The objective of this first WP is to produce communication products that reinforce GET.invest's positioning as a leading technical assistance programme during the bridge phase, while creating internal capacity by outsourcing design tasks as needed. Ordering/printing of materials is not part of the tender. The contractor shall provide on-demand graphic and multimedia design services, including but not limited to:

- Design and layout of publications (e.g. fact sheets, papers, donor updates).
- Design and adaptation of existing programme- and event-related materials (digital banners, backdrops, roll-ups, social media visuals) for both website and print formats.
- Creation of templates (e.g. Word and PowerPoint layouts, static visuals and light animations for social media).
- Development of infographics visualising investment mobilisation results, advisory pipeline data and market trends.
- Formatting and optimisation of PPT presentations for high-level meetings, donor briefings and conferences.
- Basic video editing and short multimedia explainers (e.g. of GET.invest services or the programme results).
- Research, selection and licensing of images and visual materials from external sources, or processing/editing images provided.

- Liaison with other service providers (e.g. web developers, printers), where applicable.

The contractor shall ensure strict compliance with GET.invest branding (as per the **GET.invest Design Manual** [Annex B]) and donor visibility requirements, consistency across different outputs while understanding the nuances of each GET.invest service, and delivery of open files and print-ready formats by the end of the contract (as required).

Milestones/process steps/partial services	Deadline/place/person responsible	Expert days (approximately)
Written/oral briefing	GET.invest – Team Leader Each task is introduced with a briefing to the service provider where GET.invest explains the scope and expected results of the task, in written form. The deadline will be provided with the initial briefing and will depend on the output.	7.75
Confirmation of understanding and expert-day estimate	Team Leader – Expert Pool 1 The Team Leader and/or the Expert clarifies open questions and provides a budget/expert days to deliver the assignment. The Team Leader shall monitor the use of the budget to ensure that the total number of expert days provided for in the contract is not exceeded.	44
Submission of draft design	Expert Pool 1	
Consolidation of feedback and final delivery	GET.invest – Expert Pool 1	

Work package 2 – Copywriting and editorial services

With this second WP, GET.invest aims to produce technically sound, audience-specific and high-quality English content that supports investment mobilisation, donor visibility and institutional positioning during the bridge phase. The contractor shall provide on-demand copywriting and editorial services for different channels, target groups and formats, including but not limited to:

- Success and impact stories demonstrating progress towards financial close and investment mobilisation, e.g. the GET.invest Finance Access Advisory stories <https://www.get-invest.eu/about/our-results/get-invest-stories/>
- Interviews with programme advisors, partners and financiers.
- Articles and feature texts for professional audiences (e.g. donor-oriented texts, website content and newsletters).
- Social media posts to support communication campaigns targeting specialised audiences, with a focus on LinkedIn.

Such content must demonstrate understanding of renewable energy markets and investment processes, familiarity with blended finance instruments and development cooperation frameworks, and the ability to communicate complex financial and technical concepts in clear, concise and professional English (aligned with the **GET.invest Writer's Guide** [Annex C], in turn based on the European Commission's English Style Guide).

Milestones/process steps/partial services	Deadline/place/person responsible	Expert days (approximately)
Written/oral briefing	GET.invest – Team Leader	5

	Each task is introduced with a briefing for the service provider where GET.invest explains the scope and expected results of the task, in written form. The deadline will be provided with the initial briefing and will depend on the output.	
Outline or first draft	Team Leader – Expert Pool 2 The Team Leader and/or the Expert clarifies open questions and provides a budget/expert days to deliver the assignment. The Team Leader shall monitor the use of the budget to ensure that the total number of expert days provided for in the contract is not exceeded.	28
Submission of first draft	Expert Pool 2	
Consolidation of feedback and final version	GET.invest – Expert Pool 2	

Work package 3 – Strategic communication and process advisory

The aim of the third WP is to provide senior-level strategic advice ensuring coherence, credibility and continuity of the programme's communications during the two-year bridge phase. For such end, the contractor shall provide targeted strategic advisory services, including but not limited to:

- Advisory support on positioning GET.invest within the broader EU's Global Gateway strategic framework.
- Refinement of key messages and value proposition of the programme
- Strategic input for high-level publications and flagship outputs.
- Advise on communicating investment mobilisation results in line with programme indicators.
- Preparation of strategic messaging briefs and talking points for senior management.
- Review and optimisation of editorial workflows and internal communication processes, where required.

Milestones/process steps/partial services	Deadline/place/person responsible	Expert days (approximately)
Kick-off consultation for specific advisory request	GET.invest – Team Leader – Expert 1	0.75
Desk-based research and development of recommendations/materials	Team Leader – Expert 1	0.75
Delivery of advisory note/presentation	Expert 1	1
Follow-up consultation (if required)	Team Leader – Expert 1 – Pool members (if required)	2.25

3. Concept

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 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 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 take account of the milestones in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

- Assignments for WPs 1 and 2 will be distributed on a demand-basis, and the tenderer is required to outline how it will deal with such demands (i.e. process of receiving and confirming assignments, lead and reaction time).

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)

The tenderer is required to explain its **approach for coordination with the GIZ project** (1.6.1). 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** (1.6.2) with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule. The plan shall also explain how the tenderer will ensure that there is always sufficient capacity to implement projects despite the absence of one expert (e.g. due to sick leave, holidays, etc.) or where two assignments have to be handled simultaneously.

The tenderer is required to describe its **backstopping concept** (1.6.3). The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the tender in accordance with Section 3.1 of the GIZ AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between the tenderer and GIZ
- Assuming personnel responsibility for the contractor's experts
- Process-oriented steering for implementation of the commission

- Securing the administrative conclusion of the project

4. Personnel concept

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

- Project management of the contract and main contact point for GET.invest
- 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 travel to events in partner countries, as well as planning and steering assignments and following up of tasks from the different WPs
- Control the use of the budget, including for subcontracts, in consultation with GET.invest
- Lead the contractor's contribution to knowledge management for the partner and GIZ, promoting scaling-up effects under learning and innovation

Qualifications of the team leader

- *Education/training* (2.1.1): university degree (Bachelor degree) in a relevant field, such as communication management, media studies, data/social sciences or related areas
- *Language* (2.1.2): very good language skills in English comparable to C1-level of the Common European Framework of Reference (CEFR) for languages
- *General professional experience* (2.1.3): 5 years of professional experience in overseeing communication work packages for projects
- *Specific professional experience* (2.1.4): 2 years of experience with business and donor target groups in the fields of renewable energy, climate change or (green) finance
- *Leadership/management experience* (2.1.5): 5 years of management/leadership experience in communication projects
- *Regional experience* (2.1.6): 2 years of experience in projects in Africa, Latin America or the Pacific region
- *Development cooperation* (DC) experience (2.1.7): 2 years of experience in the field of development cooperation and intercultural contexts

Expert 1

Tasks of key expert 1

- Strategic communication and process advisory (WP 3), including refinement of key messages and creation of messaging briefs

Qualifications of key expert 1

- *Education/training* (2.2.1): university degree (German 'Diplom'/Master) in a relevant field, such as communication, information management or journalism
- *Language* (2.2.2): very good language skills in English comparable to C1-level of the Common European Framework of Reference (CEFR) for languages
- *General professional experience* (2.2.3): 7 years of professional experience in designing communication strategies and processes, of which 4 years of professional experience with research and analysis for communications, in particular the analysis of website and social media analytics
- *Specific professional experience* (2.2.4): 3 years of experience with business and donor target groups in the fields of renewable energy, climate change or (green) finance
- *Regional experience* (2.2.6): 3 years of experience in projects in Africa, Latin America or the Pacific region
- *Development Cooperation (DC) experience* (2.2.7): 3 years of experience in the field of development cooperation and intercultural contexts
- *Other* (2.2.8): 3 years of experience with designing or shaping communication management tools (e.g. editorial plans, monitoring dashboards), 1 year of experience with the eTracker website traffic analytics tool

Expert Pool 1 (graphic and multimedia design) with minimum 2, maximum 3 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

- Graphic design
- Formatting MS Office documents (mainly PowerPoints)
- Social media static images and short animations
- Editing and procuring image material
- Video editing

Qualifications of the short-term expert pool

- *Education/training* (2.6.1): all experts with a degree/diploma in graphic or multimedia design, or equivalent fields
- *Language* (2.6.2): all experts with very good language skills in English comparable to C1-level of the Common European Framework of Reference (CEFR) for languages,
- *General professional experience* (2.6.3): all experts with 5 years of professional experience in graphic design
- *Specific professional experience* (2.6.4): 1 expert with 5 years of professional experience in data visualisation and infographic design, 1 expert with 5 years of professional experience in multimedia design (video editing and creation of animations)
- *Regional experience* (2.6.5): all experts with experience in designing for business and donor target groups in the fields of renewable energy, climate change or (green) finance
- *Development cooperation (DC) experience* (2.6.6): all experts with experience in design in the field of development cooperation and intercultural contexts
- *Other* (2.6.7): 1 expert with 2 years of professional experience in working with graphic design and visual content creation tools (e.g. the Adobe Creative suite, Canva)

Expert Pool 2 (copywriting and editorial services) with minimum 2, maximum 3 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

- Produce different types of texts (success and impact stories, interviews, articles and feature texts, social media posts, campaigns)
- Desk research and interaction with the GET.invest staff, the programme advisor and other relevant stakeholders for contents

Qualifications of the short-term expert pool

- *Education/training* (2.6.1): all experts with a degree/diploma in journalism, media studies, or equivalent fields
- *Language* (2.6.2): all experts with very good language skills in English comparable to C2-level of the Common European Framework of Reference (CEFR) for languages
- *General professional experience* (2.6.3): all experts with 5 years of professional experience in producing texts in English, demonstrable through concrete examples
- *Specific professional experience* (2.6.4): all experts with 2 years of professional experience in writing copy for social media
- *Regional experience* (2.6.5): all experts with academic or professional experience in the fields of renewable energy, climate change or (green) finance
- *Development cooperation (DC) experience* (2.6.6): all experts with academic or professional experience in the field of development cooperation
- *Other* (2.6.7): all experts with professional experience in writing for business and donor target groups in intercultural contexts

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

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

5. Costing requirements

Assignment of personnel

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Team Leader	1	13.5	13.5	
Expert 1	1	4	4	
Expert Pool 1	2	22	44	
Expert Pool 2	2	14	28	
Other costs	Number	Price	Total	Comments
Flexible remuneration			EUR 5,800	A budget of EUR 5,800 is foreseen for flexible remuneration. Please incorporate this budget into the price schedule. Use of the flexible remuneration item requires prior written approval from GET.invest.
Subcontracts			EUR 4,000	A budget of EUR 4,000 is earmarked for settling subcontracts against evidence. The purpose is to deploy specialised expertise (e.g. photographer, videographer) who would attend relevant events alongside the GET.invest team, including short-term travel to partner countries, to support communication needs during such events. This shall include the procurement of the necessary materials and equipment, such as cameras, microphones, lights and so on. The number of trips, travel destinations and time periods cannot be estimated at this time.
Other costs			EUR 2,000	A budget of EUR 2,000 is foreseen to cover expenses outside the pre-defined expert days for costs such as licensing rights of fonts or purchasing

				image material within the scope of the contract, etc. Use of this budget requires prior written approval from GET.invest.
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6. Inputs of GIZ or other actors

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

- The GET.invest programme description and communications boilerplate, including the logical framework and success indicators.
- The GET.invest communication strategy, incl. a description of internal processes and tools.
- Access to relevant monitoring tools (e.g. website analytics [eTracker], social media analytics) where required for specific assignments.
- Access to existing communication materials, reports/publications and templates (in open file formats where applicable).
- Access to GET.invest staff and, where necessary, advisors and partners for interviews or coordination.

GIZ remains responsible for the overall programme steering, final approval of all deliverables, and the coordination with donors and external stakeholders at institutional level.

No office infrastructure, equipment or logistical support will be provided by GIZ, unless explicitly agreed for a specific assignment.

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) may be submitted as references or examples of previous works. Please identify the external content with its date of creation, which may not lie outside the tender deadline.

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.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Costing 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.

8. Option

After the services put out to tender have been completed, important elements of these tasks can be continued or extended. Specifically:

Type and scope

The contract was drawn up against the background of the GET.invest's bridge phase lasting until June 2028, ensuring continuity of communication services and strategic positioning of the programme. Should GET.invest secure additional funding, or should the bridge phase be prolonged, the service contract can be extended to cover additional communication services of the same nature as those described in Chapter 2. The volume of the assignments is driven by GET.invest's donors and developments in the programme and cannot be fully estimated at this stage.

Requirements

GET.pro is currently in negotiations with its funders to contract a new programme phase after June 2028. Exercising the option will thus depend on whether this results in additional funding for GET.invest, the need for continuation of similar services arises within the same fundamental project framework, and the extension is approved before expiry of the contract. The decision on continuation cannot be determined at this stage but is expected to be taken during the implementation period of the present contract, subject to the outcome of programme funding decisions.

If the option is exercised, it is anticipated that the contract term may be extended until 30.06.2028 for the continuation of services of the same nature as described in the ToR. Any such extension will remain within the framework of the fundamental project and will not alter the overall scope or nature of the services.

The option will be exercised by means of a contract extension on the basis of the individual approaches already offered.

Quantitative requirements for the optional services

Fee days	Number of experts	Number of days per expert	Total	Comments
Team Leader	1	8	8	
Expert 1	1	2	2	
Expert Pool 1	2	13.5	27	
Expert Pool 2	2	8.5	17	
Other costs	Quantity	Price	Total	Comments
Flexible remuneration			EUR 3,300	A budget of EUR 3,300 is foreseen for flexible remuneration. Please

				incorporate this budget into the price schedule. Use of the flexible remuneration item requires prior written approval from GET.invest.
Other costs			EUR 1,000	A budget of EUR 1,000 is foreseen to cover expenses outside the pre-defined expert days for costs such as licensing rights of fonts or purchasing image material within the scope of the contract, etc. Use of this budget requires prior written approval from GET.invest.

Requirements on the format of the tender for the option

Please complete both spreadsheets in the price schedule, i.e. one for the main service and one for the optional service.

9. Annexes

- GET.pro Strategic Communication Plan (last update: May 2024)
- GET.invest Design Manual (last update: January 2026)
- GET.invest Writer's Guide (last update: August 2025)