



## **DISSEMINATION OF RSAP V:DESIGN AND PRODUCTION OF SADC WATER SECTOR INFORMATION PRODUCTS**

**TERMS OF REFERENCE (TOR) ANNEX 1**

**CONTRACT: 833890047**

## **1.0 Background Information**

Water resources in Southern Africa are vital to ensure the sustainable social and economic development aimed at dealing with poverty reduction level in the SADC Region. One key feature of water resources in Southern Africa is that most of the major watercourses in the region are shared by two or more countries.

Since the mid-1990s the Southern African Development Community (SADC) has acknowledged the importance of water resources for development and regional integration and has proceeded to adopt a range of regional instruments to support the joint management of shared water resources, including the Protocol on Shared Watercourses and the Regional Strategic Action Plan on Integrated Water Resources Development and Management (RSAP). The overall objective of the Protocol is to foster close and coordinated cooperation in the management, protection and utilisation of shared watercourses and to advance the SADC agenda of regional integration and poverty alleviation.

The principles put forth in the Protocol are operationalized through the Regional Strategic Action Plan on Integrated Water Resources Development and Management (RSAP). Since 1999, RSAP I-IV were implemented with five-year timeframes under the coordination of the SADC Water Division and with a growing landscape of stakeholders at regional, basin and national level. In 2020/2021, RSAP V for the period 2021-2025 was developed and endorsed by SADC Member States through the SADC Water Resources Technical Committee.

Upon final approval by SADC Water Ministers, the SADC Water Division, with support from its International Cooperating Partners (ICPs), will embark on carrying out a vast range of activities in the RSAP V implementation plan. This will necessitate a multi-level approach drawing in stakeholders from government, civil society and the business community across all the sixteen SADC Member States. Effective disseminating the RSAP V as a shared framework for action is an important basis for successful stakeholder engagement.

Popularizing RSAP V will be a long-term task that includes continued media coverage (local, regional, and continental) that ensures communication is current. As a starting point, the SADC Water Division, with the support from the GIZ programme “Transboundary Water Management in the SADC region” (TWM), intends to produce and disseminate a range of information products to selected stakeholders.

This target audience includes, amongst others, senior officials of national government ministries and authorities, civil society and private sector bodies in SADC Member States as well as representatives of regional organisations and ICPs active in the SADC water sector. Information products shall be disseminated electronically (online) as well as through the distribution of hard copies.

## **2.0 Objective and Tasks**

### **2.1 Objective**

The objective of this assignment is

- To design and produce information products that the SADC Secretariat Water Division can use to popularise and disseminate the RSAP V and the Water Protocol Guidelines.

## 2.2 Tasks

The tasks to be undertaken by the consultant will include the following:

- Participate in a virtual kick-off meeting with GIZ and SADC and regular and ad hoc coordination meetings;
- Analyse the communication context for the dissemination of the information products, including organisational design guidelines by SADC and GIZ, previous SADC water sector publications and other SADC information products, international publications in the development industry as benchmark (e.g. SDG communication by the UN family);
- Design a range of specific information products for electronic/online dissemination taking into consideration consolidated feedback from SADC and GIZ;
- Produce animated videos on specific information products for electronic/online dissemination taking into consideration consolidated feedback from SADC and GIZ;
- Produce and print hard copies of specific information products for physical distribution

## 3.0 Deliverables and schedule

The timeframe of the consultancy is from **15 October to 30 December 2021**.

In line with the tasks outlined above, the company is expected to deliver the following in line with the **specified timelines**:

1.	Draft electronic versions (PDF-files) of the following information products <ul style="list-style-type: none"> <li>• RSAP V full version</li> <li>• RSAP V pocket version</li> <li>• RSAP V poster</li> <li>• SADC Water Protocol Guidelines, full version</li> </ul>	30 November
2.	Final electronic versions (PDF-files) of the following information products	15 December
3.	Draft animated videos <ul style="list-style-type: none"> <li>• One 3-5-minute general 4K video RSAP V</li> <li>• One 3-5-minute general 4K video SADC Water Protocol Guidelines</li> </ul>	30 November
4.	2 Final animated videos	15 December
5.	Hard copies (print) of the following information products <ul style="list-style-type: none"> <li>• 500 hard copies of the RSAP V, full version in English, 200 in French, 100 in Portuguese<sup>1</sup></li> </ul>	30 December 2021 <sup>3</sup>

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<sup>1</sup> 50 per country

<sup>3</sup> Note that printing can only happen after approval of the RSAP V by Ministers of Water of SADC Member States in October, tbc

	<ul style="list-style-type: none"> <li>• 5,000 hard copies of the RSAP V, pocket version in English, 600 in French, 300 in Portuguese<sup>2</sup></li> <li>• 1,500 hard copies of the poster in English, 600 in French, 300 in Portuguese</li> <li>• 500 hard copies of the SADC Water Protocol Guidelines, full version in English, 200 in French, 100 in Portuguese (tbc)</li> </ul> <p><b>Specifications of the Hard Copies</b></p> <ul style="list-style-type: none"> <li>• Cover is Gloss 300gsm White</li> <li>• Text pages Matte 135gsm White.</li> <li>• A4</li> <li>• Double sided print</li> <li>• Perfect bound or Saddle stitch as size dictates.</li> </ul>	
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GIZ and SADC will provide

- the content for the information products in three languages (English, French, Portuguese) and
- consolidated comments to draft deliverables, to be communicated by GIZ at least 5 days prior to the deadlines specified above.

All deliverables and invoices will be submitted to the designated contact at the GIZ TWM programme who will communicate the joint approval of GIZ and SADC Secretariat Water Division.

The Water Division will ensure that its feedback is endorsed by the SADC Secretariat Communications Unit.

All deliverables will reflect the communication guidelines of SADC and GIZ.

#### **4.0 Project Management**

The company shall designate a person who will be the key leader and sole point of contact for SADC and GIZ.

The project will be jointly steered by designated focal persons from the GIZ TWM programme and the SADC Water Division.

The focal persons will hold weekly (or bi-weekly) meetings as Project Management Committee (PMC) for updates on progress, feedback on draft deliverables and any other matter requiring coordination.

Meetings will be virtual, if not specified otherwise.

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<sup>2</sup> 150 per country

## **5.0 Requirements from the Consulting Company**

### **5.1 Profile of the Company**

The Company must have demonstrable experience in

- designing information products, such as publications, brochures, etc
- producing animated videos, and
- printing of hardcopy products.
- Previous work with international and/or regional organisations is an asset.

### **5.2 Profile of Experts**

The consultancy company must offer

- Project Manager to coordinate the efficient execution of the project and ensuring client liaison with GIZ and SADC. The Project Manager should have at least 5 years of experience engaging with diverse clients from different sectors, preferably international organisations and government entities.
- Team Leader to provide technical oversight and quality assurance of the creative processes. The Team Leader should have at least 5 years of experience in supporting diverse clients regarding their public visibility and communications, including innovative formats.

For specific tasks, such as developing the style guide, designing information products and editing the animation videos, the firm can work with in-house staff or external sub-contractors.

### **5.3 Other Services**

The consulting Company is also expected to deliver the production and printing of hardcopy deliverables through in-house systems or sub-contractors.

The consulting Company must ensure that the experts are adequately equipped with office space, equipment and supplies. The costs of those services shall be included in the fee rate.

The costs of participation of the consultancy in meetings with the client and PMC shall also be included in the fee rate.

## **6.0 Estimated Input**

The actual level of effort (input) for undertaking the assignment will be agreed between the Consulting Company and GIZ TWM, in conjunction with the SADC Water Division, at the time of contract negotiation and award.

## **7.0 Technical Proposal and Financial Offer**

Companies are required to submit a Technical Proposal and a Financial Offer.

The Technical Proposal should include:

- Company profile and project references, including of proposed sub-contractors
- Comments to the ToR
- Methodology for delivering the services, including Work Plan
- CVs of Key Team Members (max. 3 pages each)
- Concept for quality assurance and project management
- References / examples of previous work of three projects where similar products were developed and a show reel (Provided via a link in the technical proposal or a USB)
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The Financial Offer should indicate:

- Consultants fee rates
- Other production costs, including editing of animated videos and printing