

# Terms of reference (ToR) for the procurement of services



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**Consultancy of Communication, Event and Creative Design  
Production for Climate and Biodiversity Hub Indonesia**

**Project number/  
cost centre:**

20.9041.3-002.00

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## General information

### a. Brief information on the project

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a service provider in the field of international cooperation for sustainable development and international education work, we are dedicated to shaping a future worth living around the world. We have over 50 years of experience in a wide variety of areas, including economic development and employment promotion, energy and the environment, and peace and security.

GIZ Indonesia has been working in Indonesia since 1975. In Indonesia and ASEAN, GIZ works in the thematic focal areas of Energy Transition, Resilient Nature, Green Infrastructure and in complementing priority topics of the Indonesian-German cooperation.

Under the framework of International Climate Initiative (IKI), The German Federal Ministry for Economic Affairs and Climate Action (BMWK) financed the Climate and Biodiversity Hub Indonesia aims to Strengthening a policy framework that creates the enabling conditions for a more effective and cohesive implementation of climate change mitigation, adaptation, as well as biodiversity conservation measures in Indonesia. It is including to consolidate the policy dialogue between the Government of Indonesia and the Federal Government of Germany and supporting a comprehensive Indonesian transformation process.

Together with Ministry of National Development Planning (BAPPENAS) and Ministry of Environment and Forestry (KLHK), the Climate and Biodiversity Hub Indonesia will implement their activities until April 2026.

b. Context

Background

Beyond the climate and biodiversity policy advocacy and intervention, the Climate and Biodiversity Hub Indonesia also performs an interface role to connect all IKI implementing projects and partners by creating an opportunity to exchange lesson learned, experience, and knowledge through series of activities and product knowledge e.g., IKI networking workshop, special/thematic topic discussion, and IKI newsletter.

International Climate Initiative (IKI) is a long-standing bilateral cooperations between The Governments of Germany through Federal Ministry for Economic Affairs and Climate Action (BMWK) in close cooperation with the Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) and the Federal Foreign Office (AA) together with the national and sub-national government of Indonesia. **Indonesia, as one of 14 IKI priorities countries hosts up to 49 IKI projects consists of 13 bilateral, 11 regional, and 23 global projects (data per June 2023).**

The Climate and Biodiversity Cluster implements multi-sectoral initiatives supporting Indonesia's commitments to climate change mitigation, biodiversity conservation, and sustainable resource management. Activities span key landscapes and seascapes in agriculture, forestry, marine ecosystems, and peatland areas, with collaboration across government, private sector, and civil society actors.

To enhance the visibility, coherence, and storytelling impact of its initiatives, the Cluster will engage two short-term consultants specializing in content development and outreach. Together, they will strengthen communication products, public engagement, and event visibility in alignment with the organization's communication strategies and standards.

With that context, there is pressing need to hire a consultant to support on the communication, event, and creative design production for Climate and Biodiversity Hub Indonesia (ClimB and CLARITY component).

c. GIZ shall hire the contractor for the anticipated contract term, **from 1 December 2025 – 1 June 2026**

d. The contractor shall provide the following work/service:

Duties and responsibilities

Under the direct supervision of Communication and PR Focal Point of Resilient Nature Cluster, and indirectly under Communication and PR Coordinator GIZ Indonesia/ASEAN, the Communications Consultant is expected to:

- To produce organization standards written and visual content that highlights project results and lessons learned.
- To support event management, digital engagement, and design of visual materials for public communication.
- To ensure consistent visibility and storytelling coherence across the Climate and Biodiversity Cluster's thematic work areas.

Deliverables

Description	Output/Deliverables	Months delivered
Milestone 1	<p><b>Event Management and Visibility Support</b></p> <ul style="list-style-type: none"> <li>• Support planning, coordination, and documentation of public and internal events, including campaigns, workshops, and exhibitions.</li> <li>• Develop communication materials for events such as banners, invitations, presentation decks, and post-event summaries.</li> <li>• Provide real-time social media coverage where applicable.</li> </ul>	<p>Timeframe: 1 December 2025 - January 2026</p> <p>20% (advance payment upon signed contract)</p>
Milestone 2	<p><b>Content Design and Visual Communication</b></p> <ul style="list-style-type: none"> <li>• Design compelling digital and print materials such as infographics, social media posts, and web visuals.</li> <li>• Adapt written content into audience-friendly graphic formats aligned with the organization’s brand guidelines.</li> <li>• Maintain an organized archive of visual assets and templates for internal use.</li> </ul>	<p>Timeframe: February - May 2026</p> <p>40% (payment against the milestone/deliverables)</p>
Milestone 3	<p><b>Digital Outreach and Social Media Engagement</b></p> <ul style="list-style-type: none"> <li>• Support online visibility through targeted posting schedules, multimedia storytelling, and audience interaction.</li> <li>• Track and report engagement metrics to help optimize communication strategies.</li> <li>• Contribute to creative campaign ideas promoting the Cluster’s cross-sectoral work.</li> </ul>	<p>Timeframe: June – July 2026</p> <p>40% (payment against the milestone/deliverables)</p>

## **Tender requirements**

### **1. Qualifications of proposed staff**

#### **1.1 Expert 1**

##### **1.1.1 General qualifications**

Education:

Bachelor's degree majoring in communication, public policy, literature, international relations, or any related major (recent graduates are encouraged to apply).

Professional experiences:

- 2 years of experience combining the internship, freelance, and professional experience on communication, digital, public relations, public policy, international relations.
- Experience on social media management and WordPress CMS
- Ability to work in close collaboration with external parties e.g. IKI projects and vendor/third parties.
- Good knowledge of climate, biodiversity, and related issues within environmental sectors.
- Fluent in English and able to communicate with positive, professional, effective manners.
- Ability to prepare written reports in a clear, concise and meaningful manner
- Ability to work with minimum supervision.
- Experience on working with IKI-GIZ project.

##### **1.1.2 Experience in the region/knowledge of the country**

Indonesia, 1 years

##### **1.1.3 Language skills**

Business fluency in English and Bahasa Indonesia

## 2. Specification of inputs

<b>Fee days</b>	<b>Number of experts</b>	<b>Number of days per expert</b>	<b>Comments</b>
<ul style="list-style-type: none"> <li>Contract for work</li> </ul>	1	N/A	Lump sum, based on deliverables
<b>Travel expenses</b>	<b>Number of experts</b>	<b>Number of days/nights per experts</b>	<b>Comments</b>
<ul style="list-style-type: none"> <li>Per-diem allowance in country of assignment (Category 1)</li> </ul>	1	3	Lump sum GIZ travel cost regulation is applied
<ul style="list-style-type: none"> <li>Per-diem allowance in country of assignment (Category 2)</li> </ul>	1	3	Lump sum GIZ travel cost regulation is applied
<ul style="list-style-type: none"> <li>Per-diem allowance in country of assignment (Category 3)</li> </ul>	1	3	Lump sum GIZ travel cost regulation is applied
<ul style="list-style-type: none"> <li>Overnight allowance in country of assignment (Java/Sumatera/Sulawesi/Bali)</li> </ul>	1	10	Against evidence
<ul style="list-style-type: none"> <li>Travel costs (train, or other public transport) to Java (vv)</li> </ul>	1	9	Round trip, Against evidence
<ul style="list-style-type: none"> <li>Travel costs to Bogor/Depok/Tangerang/Tangerang Selatan</li> </ul>	1	10	Lump sum against proof of performance
<ul style="list-style-type: none"> <li>Local transportation in the fields (home-airport/station-home &amp; airport/station-venue-airport/station)</li> </ul>	1	10	Against evidence
<b>Flights</b>	<b>Number of experts</b>	<b>Number of flights per experts</b>	<b>Comments</b>
<ul style="list-style-type: none"> <li>Domestic flights to Java/Sumatera/Sulawesi/Bali</li> </ul>	1	3	Round trip, Against evidence
<b>Other costs</b>	<b>Number of experts</b>	<b>Amount per experts</b>	<b>Comments</b>
<ul style="list-style-type: none"> <li>Flexible remuneration</li> </ul>	1	10,000,000	A budget of IDR 10,000,000 is foreseen for flexible remuneration. Please take this budget into account in your price schedule. Use of the flexible remuneration item requires prior written approval from GIZ.

*Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price schedule.*

### **3. Fixed lump sum price – contract for work**

Since the contract to be concluded is a contract for work, the specification of inputs serves as guidance only. We request that you provide us with a fixed lump sum price for your services that includes an itemised breakdown of all the relevant costs (fees, travel costs, etc.). We require this information for our internal calculations. The assessment of the financial bid is based on the lump sum price tendered, which must be realistic for the services to be rendered.