

Producing an Amharic version of the the “EnJOY Weekly Radio Awareness Programme”

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General information

a. Brief information on the project

With a population of approximately 112 million, Ethiopia is the second most populous country in Africa and the fastest growing economy in the region with an economic growth rate of 9% in 2019. The country has been undergoing a political transition including far-reaching political as well as economic reforms, and the government aims to become a lower middle-income country by 2025. To achieve this, the government is focusing on the modernization of the agricultural sector, on industrial development with a focus on light industry (manufacturing and metallurgy) and on agro-industrialisation. While agriculture is the mainstay of the economy (accounting for 43% of the GDP, 76% of national employment and 28% of total export earnings), agro-processing still only contributes to 5% of the GDP and by 2% of total exports, which explains why the trade balance for processed agricultural products (PAPs) remains substantially negative. To increase the share of agro-processing to GDP and meet the rising demand for processed goods, the government aims to develop seventeen agro-industrial growth corridors corresponding to 17 Integrated Agro-Industrial Parks (IAIPs) that will process the agricultural raw materials that are produced in the corridors. For this, four initial IAIP locations have been chosen in the regions of Amhara (Bure), Oromia (Bulbula), SNNP (Yirgalem), and Tigray (Humera). This four pilot IAIPs are projected to attract a total 400 local and foreign agro-processors and to create more than 16,000 direct jobs. The remaining thirteen IAIPs will be developed in a second phase. To sustain this agenda for agro-industrialisation in Ethiopia, the IAIPs need a skilled workforce as well as linkage in the up- and down-stream of the value chain.

Against this background, the **Ethio-German Sustainable Training and Education Programme (STEP)**, commissioned by the Federal Ministry for Economic Cooperation and Development (BMZ) with co-funding by the European Union (EU) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, aims at increasing the employability of TVET trainees and graduates, UAS students and graduates, job seekers and self-employed persons in the informal sector, especially women (**module objective and target groups**). Together with the **Ministry of Labour and Skills (MoLS)**, the joint project aims to expand employment-oriented qualification and skills development offers in six

economic sectors, among others through fostering a cooperation between the education and private sector in order to align the TVET system more closely with the needs of the private sector and thus to close the gap between supply and demand on the labour market.

One of the six supported sectors is the agro-processing sector, including support to the training opportunities inside the IAIPs as well as training institutions and companies in the catchment areas of the parks. This endeavor forms part of a wider objective to “Enhance the skills of youth and women in catchments of the Agro-Industrial Parks (AIPs) of Ethiopia” under the Component 4 of the EU-led action for the ‘**Promotion of Sustainable Ethiopian Agro-industrial Development**’ (PROSEAD), which specifically contributes to the Ethiopian government’s plan to transform the economy from an agriculturally driven towards a more industrial oriented. STEP is therefore contributing to the specific objective of the action by working towards three output areas:

1. Skilled and unskilled workforce is adequately trained to work in and around the targeted IAIPs.
2. Framework conditions for the decent work agenda are created in the targeted IAIPs.
3. Partnering educational institutions provide incubation, business, and employment relevant services.

The contractor will be responsible for a contribution to output area 2 “Framework conditions for the decent work agenda are created in the targeted IAIPs” by producing an Amharic version of the “**EnJOY Weekly Radio Awareness Programme**” for the Amhara region.

b. Context

The International Labour Organization (ILO) defines **Decent Work** as “*productive work for women and men in conditions of freedom, equity, security and human dignity*”. In general, work is considered as decent when: it pays a fair income, it guarantees a secure form of employment and provides safe working conditions. It includes issues like employment creation, rights at work, social protection and social dialogue.

According to the UN, Decent Work is employment that “*respects the fundamental rights of the human person as well as the rights of workers in terms of conditions of work safety and remuneration, respect for the physical and mental integrity of the worker in the exercise of his/her employment.*” (UN). Productive employment and decent work are essential elements of sustainable development. This fact is reflected in Goal 8 of the Sustainable Development Goals (SDGs) of Agenda 2030: “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”. However, decent work conditions are often far from realization. Particularly vulnerable groups, such as women or youths, are at risk to be engaged in unsafe, unhealthy or even abusive working conditions, including lower salary, and awareness and knowledge creation is needed at systemic as well as micro level.

One of the various ways to create awareness, knowledge and information sharing is to make use of mass media. Approximately 80% of the Ethiopian population reportedly use radio as their main source of information (ERIS Audience Survey Ethiopia 2011). Thus, radio could be an effective method of reaching a wide audience to affect attitudinal and behavioural change towards employment and decent work.

Against this background, the EU-funded “**Enhancing Job Opportunities and Employability of Youth and Women (EnJOY)**” project, implemented by Caritas Swiss and other organizations, has developed the **EnJOY Weekly Radio Awareness Programme**. The programme focuses on addressing the identified norms that are disempowering young women and men from taking entry level jobs and create self-employment opportunities as well as lack of acceptance and understanding of these opportunities among their families and

communities. It has **24 episodes with a duration of 20 minutes each** which had been aired twice a week for six months Oromia Broadcasting Network (OBN) Radio 103.7AM in Afaan Oromoo from June to December 2022. The 24 episodes contain **12 episodes of drama, 11 episodes of interviews, experience sharing and storytelling by different stakeholders, and 1 episode in form of a documentary.**

As part of a joint collaboration with Swiss Caritas, ILO and the other involved organizations, the objective of this assignment is to **produce an Amharic version of the radio programme for the Amhara region.** For this, the contractor shall produce the radio programme in **Amharic language** and adapt the episodes to the respective local context in Amhara.

- c. GIZ shall hire the contractor for the anticipated contract term from **20.02.2023** to **30.04.2023** with a total of up to 60 expert days.
- d. The contractor shall provide the following service:
 - 1. Work package: Review of the Amharic scripts and adaptation to the local context in Amhara**
 - 1.1. Review of the Amharic scripts for 24 episodes (scripts will be provided by GIZ)
 - 1.2. Adaptation and customization of the scripts to the local context where necessary (e.g. changing of names, locations, local traditions, values and norms, etc.). The revised scripts are to be validated and approved by GIZ and the project partners.
 - 1.3. Conducting interviews with experts, beneficiaries and other stakeholders from the project implementation region to be embedded in the episodes.
 - 1.4. Discussion of the adapted script with GIZ and the project partners.
 - 2. Work package: Audio Production of the 24 episodes**
 - 2.1. Audio production of the 24 episodes in Amharic language.
 - 2.2. Hiring local voice actors / narrators according to the roles in the scripts as well as sound expertise for the recording.
 - 2.3. Audio production of the 24 scripts together with the hired experts.
 - 2.4. The episodes involve narration, expert interviews, drama, experience sharing/testimony by project beneficiaries and partners from the private and public sectors.
 - 2.5. Integration of recorded interviews with beneficiaries and partners that were conducted under work package 1.
 - 2.6. Mixing and sound editing of the recordings as well as all steps related to the production of the audio files.
 - 2.7. Validation and approval of the 24 episodes through the GIZ project team in Bahir Dar and project partners.
 - 2.8. For points 2.1. – 2.7, close coordination and collaboration with the GIZ project team in Bahir Dar, the Regional Bureau of Labor and Training and other project partners is foreseen.

Deliverables:

- 1. Detailed work plan / schedule on the assignment.
- 2. 24 scripts are revised and adapted to the local context.
- 3. 24 episodes in Amharic language are produced and ready to be broadcasted.

Timeline and Milestones:

Milestones	Time period
1. Work plan / schedule is developed and approved by GIZ.	23 February 2023
2. Interviews with regional stakeholders, partners, experts and beneficiaries in Amhara are completed.	6 March 2023
3. Scripts are revised and adapted to the local context and validated with the GIZ project team and partners in a validation workshop.	17 March 2023
3. Recordings with voice actors are completed.	7 April 2023
4. Production is finalized and fine-tuned in close consultation with the GIZ project team and its partners	12 April 2023
5. 24 episodes are ready to be aired and used through different channels.	15 April 2023

Tender requirements

1. Qualifications of proposed staff

1.1 Expert 1: Production Manager / Director

Tasks of the Production Manager / Director

- Overall responsibility for the production and implementation of the work packages and lead of the production team
- Conducting interviews with stakeholders to be integrated into selected episodes in collaboration with the GIZ project team in Bahir Dar
- Personnel management, in particular hiring needed experts such as voice actors or sound experts within the available budget
- Coordinating and ensuring communication with the GIZ project team in Bahir Dar

1.1.1 General Qualifications

- Education/training: University qualification in Journalism, Production Management, or Audio/Video/Filmmaking
- Professional experience: 3 years of professional experience in film, video and/or radio production
 - Of those 3 years, 2 years of experience in producing radio or podcast programmes
 - Of those 3 years, 1 year of experience as a project team leader
 - Track record of creative and artistic projects related to awareness creation and behavioral change on social topics, particularly for youth

1.1.2 Experience of the region/knowledge of the country

- 3 years of working experience in Ethiopia
- Specific knowledge and contextual experience in the project locations of the project in Amhara
- Knowledge of regional traditions, values, norms etc. to be incorporated in the adapted episodes

1.1.3 Language Skills

- English (C1) in the Common European Framework of Reference for Languages
- Amharic (C2) in the Common European Framework of Reference for Languages

1.2 Expert 2: Script Writer

Tasks of the Script Writer

- Responsible for the revision and adaptation of the scripts
- Documenting interviews with stakeholders to be integrated into selected scripts in collaboration with the GIZ project team in Bahir Dar

1.1.1 General Qualifications

- Education/training: University qualification in Journalism, Script Writing or Film Making
- Professional experience: 2 years of professional experience in the production of radio/podcast or film/video programmes
 - Of those 2 years, 1 year of experience in script writing
 - Track record of creative and artistic projects related to awareness creation and behavioral change on social topics, particularly for youth

1.1.2 Experience of the region/knowledge of the country

- 2 years of working experience in Ethiopia
- Specific knowledge and contextual experience in the project locations of the project in Amhara
- Knowledge of regional traditions, values, norms etc. to be incorporated in the adapted scripts

1.1.3 Language Skills

- English (C1) in the Common European Framework of Reference for Languages
- Amharic (C2) in the Common European Framework of Reference for Languages

1.3 Pool of 3 to 4 Experts (not part of the technical evaluation)

Note: The contractor shall make use of short-term experts to implement the assignment within the available budget. The expert pool is not part of the technical evaluation, however, the pool shall cover a range of various qualifications as described below:

Range of Tasks of the Expert Pool

- Reading the pre-written scripts for voice recording according to their given roles
- Recording, mixing and sound editing
- Quality assurance of voice acting, sound effects and music of all episodes

Range of General Qualifications to be covered:

- A total of 1 year of experience in voice acting, speaking at radio or podcast programmes
- A total of 2 years of experience in recording, mixing, editing, sound engineering and other tasks related to audio productions

- Specific knowledge and contextual experience in the locations of the project in Amhara
- Knowledge of regional traditions, values, norms etc. to be incorporated in the adapted episodes
- Knowledge of Amharic (C2) in the Common European Framework of Reference for Languages

2. Appropriateness of proposed concept

In the bid, the bidder is required to describe its strategy and methodological concept on how one intends to achieve the objectives and assignments described above. As part of this, the bidder is required to describe mechanisms and approaches of close cooperation between the contractor, GIZ and partners and shall describe and make plausible how one intends to develop the products in an iterative way that ensures the involvement of all relevant stakeholders to test and collect valuable feedback constantly to provide an improved product at each iteration (e.g. by applying Scrum methodology). Furthermore, in the bid, the bidder shall plausibly describe its ability to implement the assignment; this includes also the bidder's access to a production studio and all necessary equipment needed for the production and one's network to local voice actors.

The structure of the bid must correspond with the structure of these ToRs. It must be legible (font size 11) and clearly formulated. The language of the bid is English. The technical-methodological concept of the tender is not to exceed 10 pages (excluding the cover page, list of abbreviations, table of contents, and CVs). The CVs of the staff proposed in accordance with section 1 of these ToRs must be in the EU format and must not be more than four pages in length. The CVs must clearly show what position the proposed person held, which tasks they performed and how many expert days they worked during which period in the specified references. The CVs must be submitted in English.

3. Specification of inputs

Fee days	Number of experts	Number of days per expert	Comments
- Preparation/debriefing	1	5	Production Manager / Director
- Implementation	1	20	Production Manager / Director
	1	15	Script Writer
	3-4	5	Expert pool (up to 4 experts)
Travel expenses	Number of experts	Number of days/nights per experts	Comments
- Per-diem allowance in country of assignment	n.a.	n.a.	
- Overnight allowance in country of assignment	n.a.	n.a.	
- Travel costs (train, private vehicle)	Up to 6	4	For possible travels required for

			conducting interviews and the production - Production Manager / Director - Script Writer - Up to 4 experts from expert pool
Flights	Number of experts	Number of flights per experts	Comments
- International flights	n.a.	n.a.	n.a.
- Domestic flights	n.a.	n.a.	n.a.
Other costs	Number of experts	Amount per experts	Comments
- Flexible remuneration	n.a.	n.a.	

*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.*