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Terms of Reference (ToR):

Public Campaign and Community Information Events for the SAFER Initiative

1. Background

The SAFER initiative (*Promoting Solutions and Advisory for Energy Efficiency and Renewables in Armenia*) is implemented by DSIK Armenia within the framework of the SE4Resilience project, co-financed by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ), and implemented by GIZ.

The initiative addresses the urgent need for energy efficiency (EE) and renewable energy (RE) solutions in Armenia, with a particular focus on vulnerable and women-led households in the four target regions - Gegharkunik, Shirak, Syunik, and Tavush. These regions are characterized by high levels of energy poverty, reliance on fuelwood, and limited access to modern, affordable, and sustainable energy solutions.

A core element of the initiative is awareness raising among the population. The objective is to ensure that at least 20,000 people, including in particular low-income and middle-income households, benefit from information and outreach activities. Through a carefully designed public campaign and community information events, the SAFER initiative will:

- Raise awareness on the advantages of EE/RE investments, sustainable development, and fuelwood substitution.
- Provide practical information on financing mechanisms and support opportunities.
- Encourage behavioral change towards energy-efficient and climate-resilient practices.
- Ensure that vulnerable households are not only informed but also empowered to participate in SAFER's support mechanisms.

To achieve these objectives, SAFER will adopt a multi-channel approach, combining social media content, radio programs, TV, expos, citizen information events, and cooperation with Women's Network NGOs, Citizen Service Offices and Unified Social Services. Public campaign and Community information events activities will be complemented with the development and distribution of tailored information materials and tools such as energy efficiency calculators, brochures, and guides.

This ToR seeks to engage a qualified service provider capable of designing and implementing the public campaign and community information events in line with the initiative's objectives, donor requirements, and visibility standards.

2. Aim of the Assignment

The purpose of this assignment is to engage a qualified service provider to design, implement, and monitor a comprehensive public awareness campaign and a series of community information events in the four target regions of Armenia - Gegharkunik, Shirak, Syunik, and Tavush.

The assignment aims to:

- Reach at least 20,000 people (with a minimum of 50% women) through multi-channel communication efforts.
- Ensure that at least 10,000 households (in particular low-income and middle-income households) are provided with accessible information about benefits, availability and financing opportunities for energy efficiency and renewable energy solutions.



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- Build community-level trust and engagement by providing direct interaction opportunities with experts, NGOs, Citizen Service Offices, other related parties.
- Encourage behavioral change by highlighting both the economic and social benefits of EE/RE measures and by presenting real-life, relatable examples.
- Increase the visibility of the SAFER initiative and its donors (EU, BMZ, GIZ, and DSIK) through coherent and target-oriented messaging.

The service provider will be expected to apply a multi-channel communication strategy that combines i.a. mass media outreach (TV, radio, social media), citizen information events, organization of thematic events/expos, trainings sessions, cooperation with Women's Network NGOs, Citizen Service Offices and Unified Social Services, and the production/distribution of tailored awareness materials.

Ultimately, the assignment will contribute to creating an informed, motivated, and engaged beneficiary base, which is essential for the successful implementation of SAFER's broader objectives, including the selection and support of 300 vulnerable women-led households for EE/RE investments.

3. Scope of Work

The selected service provider will be responsible for designing, implementing, and monitoring a multi-channel public campaign and community information events package that ensures large outreach, relevance, and impact. The provider is expected to propose creative, innovative, and cost-effective approaches while adhering to SAFER's objectives and donor visibility requirements.

The scope of work includes, but is not limited to, the following components:

3.1 Campaign Concept and Strategy

- Develop a comprehensive communication strategy tailored to the needs of vulnerable households, including women-led families and low-income groups.
- Define key messages, narratives, and slogans accessible to non-technical audiences.
- Create a key visual identity (logo adaptation, campaign branding elements) that will be consistently applied across all communication materials, events, and digital platforms.
- Present campaign concept, key visual, and work plan for approval by DSIK Armenia before implementation.

3.2 Development of Project Landing Page

- Design and set-up of official project landing page (hosted under the DSIK Armenia domain) for project-related communication and information (the concept of Landing page will be provided by DSIK). The landing page is especially designed for easy and clear communication with the project target groups, dedicated to project-related communication and information.
- Ensure the landing page is user-friendly, accessible, and optimized for low-bandwidth connections, with responsive design for mobile users.
- Include clear sections for:
 - Project overview and objectives,
 - Services and opportunities available to households,
 - Guidance on application and co-financing mechanisms,
 - FAQs and contact details,



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- Provide integration options for future services such as application forms, calculators, or registration tools.
- Maintain the landing page throughout the assignment period, with regular updates and technical support.

3.3 Media Outreach (TV, Radio, Social Media)

- **Television:** Develop and place awareness content through regional TVs.
- **Radio:** Produce and broadcast expert interviews or thematic programs on national and regional radio stations, ensuring regional focus.
- **Social Media:**
 - Produce high-quality posts (videos, reels, infographics, testimonials).
 - Ensure promotion across YouTube and Facebook.

Example:

- 1 interview with a popular EE/RE technical specialist per each project region, preferably through a regional radio channel, if not existing, then through a regional TV channel, duration ca. 15 minutes
- Recommendations of suitable experts with fitting profiles suggested by the service provider are welcomed, however, will need to be approved by DSIK
- Social media: in average 1 post per every two weeks over the duration of the entire contract. Posts shall include visual (photo or video, taken or tailor-made by service provider) and text parts, can include infographic, guides, etc. (ca. 30-40 posts in total)
- Regional TV: provide offer for one educational animation video with a length of ca. 1 minute on the topic of EE/RE investments and installation, price for 60 seconds), in addition to costs of video development, also include price to pay to regional TV channel for publishing it once per day over a duration of one month

3.4 Community Information Events

- Organize citizen information events across four target regions, in cooperation with Municipalities, Women's Network NGOs, Unified Social Services, Citizen Service Offices, other related parties.
- Each event should:
 - Involve interested participants,
 - Include technical experts on EE/RE installation, a selection of EE/RE suppliers and financial sector representatives,
 - Include NGOs as partners or co-organizers in citizen information events,
 - Provide interactive Q&A and demonstrations of EE/RE solutions.
- Ensure full documentation (participant lists incl. gender/age information, photos, short videos, if applicable evaluation feedback).



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Example:

- In total, 15-20 regional citizen information events are expected during the contract period (approx. 4-5 per target region).
- Each event shall host between 50-100 participants.
- At least one Women's Network NGO per region should be involved as an outreach partner for their beneficiary network.
- The Service Provider is expected to handle venue arrangements, citizen information about the event, media coverage, and distribution of printed materials.
- Materials (e.g., brochures, flyers, banners) must be pre-approved by DSIK and reflect SAFER and donor visibility rules.
- Costs for logistics, catering, and technical equipment (e.g., projector, microphone, etc.) should be reflected in the financial proposal.

3.5 Expos and Public Engagement

- Facilitate participation in expos or expo-like events (for orientation see [this video](#))
- Responsible for logistics, media coverage, and supporting outreach materials.

3.6 Collaboration with Citizen Service Offices (CSOs) and Unified Social Services

- Info sessions for in total 80-150 staff members of Citizen Service Offices and Unified Social Services. These will include social workers, front-desk employees, and municipal contact points who are in daily contact with citizens. This shall enable them to:
 - Understand the objectives and benefits of SAFER, including the types of support available to households.
 - Communicate accurately about the initiative to citizens visiting their offices.
 - Gain basic knowledge on energy efficiency (EE) and renewable energy (RE) solutions, and related financing opportunities.
 - Learn how to use and distribute SAFER's informational and outreach materials effectively.
- Provide them with outreach materials (flyers, posters, digital content, etc.) to inform citizens directly.

Example:

- Organize 8 regional info sessions (2 per target region).
- Each session will gather 10-20 participants, ensuring gender balance.
- Materials should be in Armenian and reflect donor visibility rules.
- The Service Provider will handle logistics, venue, printing, and documentation (participant lists with gender/marz data, photos, short report).
- Sessions should include interactive elements, e.g., short discussions or exercises on how to communicate EE/RE topics with citizens.
- DSIK representatives may participate in the sessions to present the initiative and ensure alignment.



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Համաֆինանսավորվում է
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3.7 Cooperation with Women's Network NGOs in Target Regions

A core principle of the SAFER initiative is the active engagement of local Women's Network NGOs as trusted multipliers and outreach partners in all awareness-raising and community information activities. The Service Provider is therefore expected to work in close coordination with these NGOs throughout the assignment, ensuring that awareness efforts reach vulnerable households effectively and inclusively. The service provider must therefore:

- Engage Women's Network NGOs operating in the four target regions (Gegharkunik, Shirak, Syunik, and Tavush) as cooperation partners in the design and implementation of all public campaign and outreach activities.
- Provide these NGOs with communication and awareness materials developed under the assignment (flyers, posters, digital content, etc.) for further distribution to households and communities at the local level.
- Conduct at least 4 regional information and capacity-building sessions (one per target region) for NGO staff and volunteers.
- DSIK representatives may participate in these sessions for quality assurance and to provide project-specific presentations.
- Maintain full documentation for each session, including participant lists (with gender, age, region disaggregation), photos, evaluation feedback from participants.

Example:

- At least 4 information sessions (1 per region), with 15–25 NGO representatives each.
- Printed materials should be distributed both physically and digitally for local use.
- Cooperation outcomes (e.g., number of households reached through NGO networks) should be tracked and reflected in progress reports.

3.8 Production and Distribution of Campaign Materials

The Service Provider shall:

- Produce a consistent set of public awareness and outreach materials, including but not limited to: flyers introducing EE/RE solutions and benefits, posters and roll-up banners for events and public offices, digital visuals, infographics, and short guides for online promotion, branded materials (folders, stickers, pins, etc.) for visibility at public events,
- Produce printed and digital outreach materials, including flyers, posters, banners, etc.



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- Distribute materials through citizen information events, Citizen Service Offices, Unified Social Services, Women's Network NGOs, other relevant local or regional platforms identified in coordination with DSIK.

Example:

- Approximate minimum quantities: 10,000 flyers, 1,000 posters, and 1000 (in total) folders, stickers, pins, etc.
- All printed materials should be professionally proofread and quality checked before printing.
- The Service Provider is responsible for logistics, packaging, and delivery of printed materials to the four target regions.

3.9 Reporting

- Provide monthly progress updates and one final comprehensive report, including lessons learned and recommendations for future campaigns.

3.10 Documentation and Compliance

- Ensure compliance with EU, BMZ, GIZ, and DSIK visibility rules (logos, acknowledgements, donor mentions).
- Provide full documentation for audit purposes, including media files, analytics exports, participant lists, consent forms, and photos/videos.

4. Required Qualifications of the Service Provider

The assignment requires a service provider (company, consortium, or professional agency) with proven expertise in public awareness campaigns, media communication, and community-level outreach in Armenia. The provider must demonstrate the technical capacity, creativity, and professional network to design and implement a high-quality, multi-channel communication strategy in line with SAFER's objectives.

The required qualifications include:

- Proven experience in the design and implementation of awareness campaigns at national and regional level in Armenia.
- Demonstrated capacity to work across multiple communication channels, including television, radio, social media, community events, and printed materials.
- Prior experience in developing and maintaining project-related websites or landing pages with user-friendly design and accessible content.
- Strong design and content creation expertise, including development of visuals, infographics, video materials, and key branding elements.
- Demonstrated ability to organize and facilitate large-scale citizen information events, expos, and trainings in cooperation with local partners and municipalities.
- Experience in working with and through civil society organizations, women's networks.
- Established network and collaboration with regional and national media outlets, ensuring wide coverage and audience engagement.
- Ability to document activities in line with international audit standards, providing evidence of outreach, engagement, and results.



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- A strong and dedicated team with relevant skills (communications experts, media professionals, graphic designers, event organizers, trainers).
- Excellent command of Armenian and English.
- Prior successful cooperation with EU, GIZ, or DSIK projects or similar international donor-funded initiatives will be considered a significant asset.

5. Evaluation Criteria

- | | |
|---|-----|
| ⌚ Methodological approach | 20% |
| ⌚ Relevant sector experiences | 20% |
| ⌚ Qualification and expertise of the team | 20% |
| ⌚ Quality of similar previous assignments | 20% |
| ⌚ Cost-effectiveness | 20% |

6. Duration of the Assignment

The assignment is expected to commence in **October/November 2025** and will run until the end of the SAFER initiative in **February 2027**.

The service provider is expected to deliver all activities, outputs, and reports in accordance with the project's communication and awareness-raising milestones, ensuring timely implementation and flexibility to adapt to project needs.

7. Deliverables

The service provider shall deliver the following outputs within the agreed timeframe. All materials must be in English and provided in editable and print-ready formats.

1. Key visual and branding Package	5. Expos and similar events
2. Landing page	6. Printed and digital materials
3. Media production and placement	7. Monitoring and surveys
4. Community information events	8. Reporting

8. Application Process

Interested service providers must submit a complete application package, including the following documents:

8.1. Technical Proposal

- Overview of the proposed methodological approach, including suggested approaches on campaign design, media strategy, community engagement, and cooperation with Women's Networks, NGOs, CSOs, and Unified Social Services.



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- Description of the proposed team, their roles, and qualifications.
- Work plan and implementation timeline, aligned with project milestones.

8.2. Financial Offer

- Detailed cost breakdown in AMD including budget sub-sections for each of the above-mentioned activities 3.1 to 3.8, inclusive of all applicable taxes.

8.3. Organizational Profile and CVs of Key Experts

- Demonstrated experience in communication campaigns, awareness raising, event organization, media production, and cooperation with civil society organizations.
- CVs of team

8.4. Samples of Previous Work

- At least one example of an awareness campaign or communication material developed in a comparable field (e.g., EE/RE, community outreach, behavioral change communication).
- Documents are to be submitted in English.

Submission deadline: 31.10.2025

Contact for questions and submissions: Lilia Aslanyan, lilia.aslanyan@sparkassenstiftung.de

Subject line: Public Campaign and Community Information Events – SAFER Initiative

Format: All provided documents shall be submitted in one combined PDF file not larger than 20 MB. DSIK reserves the right not to consider documents that do not meet this criterion.

Yerevan, 13 October 2025