Terms of Reference

Expert for Knowledge Transfer & Dissemination

Estimated contract value (gross sum): 12.827,00 EUR

Background

The project **"Green Pre-Incubators for Just Transition"** is implemented under **Grant Agreement No. 81321551** (EUKI, implemented by GIZ). The project aims to enhance skills, cooperation, and readiness for green transition in regions affected by the coal transition by developing transnational pre-incubator support structures that transform green ideas into sustainable businesses. This ToR sets out the role, responsibilities, deliverables, and selection criteria for the **Expert for Knowledge Transfer & Dissemination**.

Objective

Primary objective

Design and implement a coherent knowledge transfer and dissemination programme that maximizes the uptake of project outputs, strengthens stakeholder engagement across target regions, and supports the sustainability and replication of project results.

Scope of Work

The Expert will deliver strategic, technical, and operational support across the following areas:

- **Strategy and planning**
  Support the WP 4 lead partners in finalising and operationalising the Knowledge Transfer and Dissemination Strategy.
- **Content and materials**
  Produce policy briefs, workshop packs, training modules, case studies, infographics, and a final synthesis package. Ensure materials are accessible, locally relevant, and compliant with GIZ visibility rules.
- **Events and facilitation**
  Design and facilitate regional workshops, training sessions, and a final dissemination event. Provide agendas, facilitation plans, participant lists, and post-event summaries with recommendations.
- **Digital dissemination**
  Contribution in preparation of content for the project website and training platform. Support social media posts and newsletters in coordination with the Communication Manager. Ensure digital materials are ready for upload.
- **Stakeholder engagement**
  Map stakeholders, coordinate outreach with partners and third-party recipients, and support engagement with local authorities, incubators, and potential beneficiaries.
- **Monitoring and reporting**
  Define dissemination indicators, collect evidence of outreach and impact, and contribute to six-monthly progress reports and the final project report required by GIZ.

- **Capacity building**
  Deliver at least two capacity-building sessions for partners on knowledge transfer methods and dissemination best practices.

Key Tasks and Deliverables

Inception

- **Deliverable 1:** Support to WP 4 lead partners in finalising and operationalising the Knowledge Transfer and Dissemination Strategy.

Ongoing

- **Deliverable 2:** Workshop and training materials for each planned event — delivered at least 10 working days before each event.
- **Deliverable 3:** Facilitation and event reports for each workshop — within 10 working days after each event.
- **Deliverable 4:** Digital content packages for website and training platform — according to the project schedule.
- **Deliverable 5:** Six-monthly dissemination monitoring sheets aligned with financial reporting periods.

Final

- **Deliverable 6:** Final synthesis report and full dissemination package (all materials, lessons learned, recommendations) — within 30 days after project end.

All deliverables must comply with GIZ visibility and branding requirements and be submitted in English. Local language versions should be provided where relevant and feasible.

Duration and Location

- **Contract duration**: Aligned with the Grant period (01.12.2025 to 31.03.2028). Exact start date and milestones to be agreed in the contract.
- **Location**: Primarily home-based with availability for in-person activities at NEA headquarters in Bitola and in the Municipality of Novaci. Project activities focus on the Pelagonia Region with emphasis on Novaci.
- **Travel and local expenses:** No separate travel budget is foreseen for routine regional travel between the Expert's home base and project locations in Bitola and Novaci. Applicants should assume routine local travel (daily travel to/from NEA headquarters, travel to Novaci, and other short regional trips required for facilitation and coordination) is included in their proposed gross sum and will not be reimbursed separately.
- **Reimbursable travel:** Travel explicitly foreseen and budgeted in the Grant Agreement or NEA sub-budget will be covered and reimbursed in accordance with project travel rules and only upon prior written agreement with the Contracting Authority; such travel requires submission of original supporting documents in line with Annex 3a[1] financial rules.

[1] https://www.giz.de/en/partner/funding/downloads#grant-agreement-with-non-german-recipients

Required Qualifications and Experience

- **Education**: Advanced degree in economics, communications, knowledge management, environmental policy, social sciences, or related field. A Master's or a Doctorate is advantageous.
- **Professional experience**: Minimum 5 years of experience in knowledge transfer, dissemination, or communications for international development or EU-funded projects.
- **Technical skills**: Proven facilitation skills. Experience producing training materials and digital content. Familiarity with website/training platform content management.
- **Languages**: Proven advanced English.
- **Other**: Ability to travel regionally.

Evaluation and Selection Criteria

Proposals will be evaluated using the following weighted criteria:

Criterion	Weight
Technical approach and methodology	45
Relevant experience and number of projects	25
Qualifications and CV of the proposed expert	15
Availability and workplan (FTE, timeline)	10
Financial offer	5

Scoring method: Technical proposals are assessed first. Only proposals meeting the minimum technical threshold will have their financial offers considered. The highest combined score will be recommended for the award.

Application Instructions

Financial proposal requirement: The Financial Proposal (Annex 4) must state the Total Gross Sum Fee of **12.827,00 EUR** and provide a breakdown by payment instalment and any assumptions.

Application package:

- Cover letter (Annex 2).
- CV of the proposed expert.
- Technical proposal describing approach, methodology, workplan, deliverables, and proposed FTE (Annex 3).
- Financial proposal with a total gross sum fee in EUR (Annex 4).
- Two references or examples of relevant work.

Submission: Email applications to **zlatko.sireta@agencija.gov.mk** with subject line: **Application — Expert for Knowledge Transfer & Dissemination — Grant 81321551**.
Deadline: 11.03.2026. Late submissions will not be considered.
Clarifications: Questions may be sent to the contact email.

Contractual and Payment Conditions

- **Total gross sum fee:** The total gross sum fee for this contract is EUR 12,827.00 (inclusive of all taxes and routine local travel).

- **Contract type**: Gross sum consultancy contract. Payment is linked to delivery and acceptance of deliverables by the Contracting Authority.
- **Suggested payment schedule**: 20% upon contract signature. Thereafter, monthly payments will be made based on submitted and approved monthly timesheets and a short monthly activity report.
- **Payment channel**: Payments will be processed through NEA and may be executed via NEA's author agency. Payments will be made based on approved monthly timesheets.
- **Documentation**: The Expert must submit deliverables and supporting documentation as required by the Grant Agreement. All records must be retained for audit purposes.

Reporting and Coordination

- **Reporting line**: The Expert reports to the Project Manager and coordinates closely with the Communication Manager and GIZ focal points.
- **Visibility**: All outputs must comply with the visibility and branding rules of Grant Agreement No. 81321551.
- **Confidentiality**: The Expert must treat project information as confidential and comply with data protection requirements.

Compliance and Audit

All activities must follow the procurement, financial, and visibility requirements set out in Grant Agreement No. 81321551.

Annexes to the ToR

- **Annex 1:** Grant Agreement No. 81321551
- **Annex 2:** Cover Letter template
- **Annex 3:** Technical proposal template
- **Annex 4:** Financial proposal template
- **Annex 5:** GANTT_CHART_25_040_Green Pre-Incubators