

## **2. SUPPLEMENT TO THE CONTRACT**

Contract no.: 83389447  
Project: Support to the Global Covenant of Mayors for  
Climate and Energy in the Americas  
Processing no.: 70.3049.7-001.00  
Processed by: Didier Van Hecke  
Telephone:

Based on the General Terms of Contract (local) the present Contract is  
concluded between the  
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH,  
represented by

**Deutsche Gesellschaft fuer International  
e Zusammenarbeit (GIZ) GmbH  
Succursale Brussels  
Rue de la Charité 27-33  
1210 BRUSSELS  
BELGIEN  
(referred to hereinafter as "GIZ")**

and

**Associação Brasileira de Municípios ABM  
c/o Valentina Falkenstein  
SAUS Quadra 05 Bloco F  
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+556130439900**

**(referred to hereinafter as "Contractor").**

Deutsche Gesellschaft für  
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Commerzbank AG Frankfurt am Main  
BIC (SWIFT): COBADE33XXX  
IBAN: DE45 5004 0000 0588 9555 00

Based on the Supplement concluded on 14.07.2022, the following contract provisions are hereby amended:

## Section 2. Terms of Reference

The Special Agreement has been amended. The updated version of 14.07.2022 is attached as Annex 1 and replaces the Special Agreement dated 14.07.2022.

he term of the Contract shall be extended to 15.01.2025.

For the performance of services, the Contractor shall receive the following remuneration:

### Other costs

12,500.00	EUR	x up to	10.5		
lump sum against proof of performance				up to	131,250.00 EUR
Monthly payment from 01.09.2021 till 14.07.2022					

### Other costs

10,000.00	EUR	x up to	1.0		
against provision of evidence				up to	10,000.00 EUR
Purchase of licenses and software					

### Other costs

18,000.00	EUR	x up to	30.0		
lump sum against proof of performance				up to	540,000.00 EUR
monthly fee from 15.07.2022 till 14.01.2025					

### Other costs

77,000.00	EUR	x up to	1.0		
against provision of evidence				up to	77,000.00 EUR
implementation of communication activities					

**Total remuneration** **up to 758,250.00 EUR**  
(in words: Seven hundred and Fifty Eight thousand and Two hundred and Fifty euros)

All costs incurred in connection with the performance of the services are deemed settled herewith.

The tax provisions are listed in the Special Agreement in the section entitled "Other Provisions".

## Section 6. Payments

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The payment shall be updated as follows:

Payment of the remuneration agreed on in Section 5 shall be effected, depending on the type of remuneration, following the performance of services, submission of reports (see Special Agreement), acceptance of services performed, and invoicing.

**Final payment** after final invoice anticipated by 15.01.2025 up to 758,250.00 EUR.

The invoice must be submitted as 1 original with 1 copy(ies).


All other provisions of the above Contract, including any supplements made to date, shall continue to apply unchanged.

This supplement, including the Special Agreement, shall be drawn up in 2 copies. The Contractor shall receive one original.

BRUSSELS, 01/08/2023

\_\_\_\_\_  
place, date

For the GIZ



\_\_\_\_\_  
Björn Müller



\_\_\_\_\_  
Udo Folkers

\_\_\_\_\_  
Associação Brasileira de Municípios  
ABM

Tax number  
BE0465610688

Tax number  
33970559000101

Annexes

1. Special Agreement
2. General Terms of Contract (local) enclosed/known





## **Updated Terms of Reference (July 2023)**

### **Operation of the Global Covenant of Mayors for Climate and Energy (GCoM) Helpdesk for the Americas 2021**

#### **1. Background**

The “Support to the Global Covenant of Mayors for Climate and Energy - Action in the Americas” (GCoM Americas) Project is funded by the EU's Partnership Instrument, which supports the realization of EU policy objectives in areas including climate change and the external projection of the EU's Green Deal. The European Commission Foreign Policy Instrument Service (FPI) manages the Partnership Instrument.

The overall objective of the action is to develop, monitor and lead climate and sustainable energy action and diplomacy globally through the local level, and thereby support the implementation of the Paris Agreement together with the 2030 Agenda and its Sustainable Development Goals and other UN initiatives focused on climate change and cities.

The purpose of this Project is to build upon the achievements of IUC Projects, further rolling out and strengthening the Regional and National Covenants of the Global Covenant of Mayors for Climate and Energy, in the Americas, which is deemed strategic for climate and clean energy diplomacy outreach. The GCoM Americas project started in January 2021 and is foreseen to be concluded in January of 2025.

The Project aims to achieve the following results, through the implementation of five (05) primary tasks.

To implement in a continued and harmonized manner tasks 1 to 4, a full-time Helpdesk should be ensured, able to answer questions of Mayors and city technicians, to support cities in joining the GCoM and in implementing the commitments linked to it.

#### **2. Rationale**

The Global Covenant of Mayors for Climate and Energy (GCoM) was founded in 2016, from the merger of the Compact of Mayors and the Covenant of Mayors for Climate and Energy (which, in turn, was already a merger between the original Covenant of Mayors and the Mayors Adapt initiative) to become the World's Largest Coalition of Cities Fighting Climate Change.

After years of development, the GCoM is now present worldwide in over 12,700 cities in more than 140 countries, serving them and their respective local governments by mobilizing and supporting climate and energy action. The GCoM's support to local governments to reduce emissions and foster local climate resilience is channeled primarily through national, regional and global city networks.



Following this logic, the Helpdesk should be the central hub of support and communication to the current 900+ signatory cities and GCoM community in the Americas, providing information and assistance on local languages. It will also act as the knowledge manager supporting webinars and other initiatives and materials available to cities and networks. Furthermore, the Helpdesk should be consolidated as a strong branch of the Regional/National Covenants in the Americas, building and storing the coalition's institutional memory.

### **3. Objective**

These Terms of Reference aims at establishing a central "GCoM Americas Helpdesk" to provide administrative and procedural support to cities and other GCoM stakeholders in Canada, the USA, the Caribbean and Latin American countries. In addition, the Helpdesk will manage incoming technical inquiries and reroute them to the appropriate regional/national coordinators/experts and Technical Support Facilities providers as needed. Services are to be delivered in English, Spanish, Portuguese and French, to both existing and prospective GCoM members as well as National Coordinators, when applicable. It will be built upon current structure, the previous efforts, resources developed, and knowledge acquired from GCoM in the region during the IUC project. All types of communication to and from the cities and stakeholders should be processed through the Helpdesk as a single point of entry and with consistency of process and data / knowledge management. The Helpdesk should be an additional structure for GCoM America and work in cooperation with the Secretariat. They should provide expertise on municipalities interaction, international affairs, communication and data management.

### **4. Key Tasks**

As part of the daily activities and services provided, the Helpdesk will execute, in an adequate and reasonable time and in close coordination between the Helpdesk Coordinator and the Project Coordinator (PC), the following tasks:

#### **1) Support to cities and stakeholders**

- a) Regular communication with cities & stakeholders:
  - i) Signatory cities, including: sending out welcome packages; managing/responding to administrative requests; managing changes to city profiles or contact details; sending out GCoM badge award letters; having meetings with city staff and mayors, both virtually and in-person, to recruit new signatories and or re-engage dormant ones; responding to/managing enquiries relating to update or changes of city profiles on the GCoM Global website via Regions Portal;
  - ii) Dormant cities, including regular communication with signatory cities no longer active ("Dormant cities") in the GCoM alliance to reactivate their commitment, aligned with the national coordinators and in coordination with PC and NKEs.
  - iii) National coordinators, including: managing/responding to administrative requests; managing changes to city profiles or contact details; responding to enquiries regarding the Regions Portal, GCoM procedures and reporting





processes; articulation for their participation in events and governance structures; data analysis (within the scope of Helpdesk activities) regarding signatory cities.

- iv) Latin America Regional Steering Committee members, including sending updates and general communication and articulation for their participation in events and governance structures, per request by Project Coordinator (PC) and NKEs.
  - v) Other stakeholders: ad hoc requests for information from other organizations about the GCoM, when feasible.
- b) Managing technical enquiries from cities<sup>1</sup> and stakeholders:
- i) Responding directly to technical enquiries for which there is an easy, default, or FAQ response.
  - ii) For enquiries that require more niche technical responses, reroute the enquiry to the relevant/dedicated national/regional service provider, as previously indicated by the PC.
- c) Regular coordination with the GCoM Global Secretariat (GCoM GS):
- i) Regionalization and regional feedback for global GCoM materials, including: liaising with GCoM Global Secretariat and consolidating feedback from GCoM Americas region on specific documents/materials/initiatives;
  - ii) Regions Portal: communication with GCoM GS and stakeholders on specific issues related to the GS Global Website and the Regions Portal;
  - iii) Reporting process: communication and follow-up with reporting platforms (CDP/ICLEI Unified Reporting Track and MyCovenant), liaison between signatory cities, platforms, and national coordinators (when necessary), information sharing and problem-solving;
  - iv) Badge attribution: coordinating annual allocation of GCoM badges, sending badge award letters and other related communication materials, communication with GCoM GS and reporting platforms regarding badge awards;
  - v) Meetings: attending Global meetings for Latin America, Caribbean, and North America, Global Regional Exchange call, and Latin America Coordination call, sharing main outcomes with the PC;
  - vi) Communication initiatives and materials: eventual coordination with the GS to promote and adapt communication initiatives, campaigns and materials to disseminate regionally.
- d) Regular coordination with the Regional Secretariat:
- i) Support the Regional Secretariat in the communication follow-up with groups of cities supported by the National Strategies, focused on: dissemination of results; enhance the visibility of cities best practices



through producing communication materials based on a standard template (elaborated by the regional Secretariat); share specific messages oriented by the regional Secretariat; and sharing of materials related to the GCoM opportunities. The strategy and guidance must be coordinated by the Regional Secretariat.

- ii) Supporting the Regional Secretariat team by sharing data available on public platforms and the Regions Portal about signatory cities; assistance in the implementation of Regional Secretariat projects, such as cohorts and training, by communicating with cities and key stakeholders; providing occasional inputs for products and projects led by the Regional Secretariat, such as workplans, concept notes, and reports, regarding activities within the Helpdesk scope.

## **2) Data management**

- a) Administering new membership: receipt of new membership letters; second-check of information provided in the Commitment Letter, and request to cities and National Coordinators to address missing information; input of details into Regions Portal; set up of city profile on regional/national website (as needed).
- b) Managing Regions Portal and website data upkeep: updating cities' profiles on the websites and Regions Portal; uploading and downloading content related to the region to and from the Regions Portal for communications/reporting purposes.
- c) Communication logs: ensure coordination with regional/national technical service providers and coordinators and logging of communications (to be systematized with appropriate software provided by GIZ); individual communications/interactions with cities/national coordinators/stakeholders.
- d) Contacts Database: maintaining an updated GCoM contacts database. This includes cities' focal points, national coordinators, Regional Steering Committee members, national consultative committee members and interested cities, ensuring the availability of the database to the Regional Secretariat.
- e) Information sharing: sharing information regarding signatories' cities within Americas, with the Regional Secretariat, considering the scope of activities of the Helpdesk and data available in public and GCoM internal platforms (e.g., Regions Portal), in a monthly basis.
- f) Ensuring main Helpdesk processes, activities, databases, webpages and other relevant content are properly transferred to the European Commission, Global Secretariat, or entity designated to continue with the support to the GCoM LATAM signatories, in the case it is necessary during phasing out of the GCoM Americas.

## **3) Events**

- a) Supporting the Regional Secretariat in the organization of in-person and virtual events, including: actively working on pre-event coordination; general support for organization, such as sending and following-up invitations, executing testing sessions, facilitating events (recording, logistics, etc.), taking minutes, providing inputs for event reports (when necessary).





- b) Participating in events/meetings: presenting the services provided by the GCoM Americas and the Helpdesk in in-person and virtual events, when requested by the PC.
- c) Providing inputs, within the scope of the activities of the Helpdesk, for the preparation and participation of GCoM Americas' PC and NKEs in events.

#### **4) Communication and design**

- a) Ad hoc translation of GCoM Global and any other communication material produced at regional level (social media, visibility) from and to English, Spanish, Portuguese, and French (this does NOT include technical material, guidebooks, reports and extensive documents, i.e., more than 5 pages)
- b) Depending on the document content, when defined by the PC, the HD should guarantee the quality of the translation in the 4 languages mentioned above.
- c) Managing mass communications: coordinating content for mass communications considering two formats:
  - i) Managing mail-out of mass emails (formal GCoM updates, invitations, key partners information, etc.) as needed or requested by PC or NKEs (checking the target segment; translation; message and content preparation; monitoring the generated engagement data), and;
  - ii) Regular communication with National Coordinators in Latin America by WhatsApp (at least 1-2 messages per month), providing general information on GCoM-related activities, events or news coverage.
- d) In coordination with the Communication NKE, preparing and implementing badge awards campaigns once per year, which may include articles, visuals and social media posting, considering the data and communications materials shared by the GS.
- e) Preparation of social media posts, in coordination with the Communications NKE, which includes copywriting and visuals based on the compilation and adaptation of content according to the GCoM Americas communication campaigns: case studies, news, visibility, business and financing opportunities, and support of aligned initiatives and events by key partners; management of GCoM social media channels in North America (USA/Canada) and the Caribbean and Latin America (Twitter, LinkedIn, and in the case of Latin America also Instagram and Facebook) including posting, reposting, sharing key partners information and social listening. Templates for social media cards will be prepared by the Helpdesk and approved by the communication NKE as guidance for the production of further visuals.
- f) Coordinating the development of short videos taken during in-person events or interviews with Mayors, including conceptual development, pre-production, scripting, subtitling, follow-up post-production, and quality reviewing.
- g) Coordination with Communications NKE: regular interaction with Communications NKE to validate outgoing communications, ensure smooth delivery of products, messaging; media selection etc.
- h) Implementing regional campaigns and material developed by Communications NKE.
- i) Uploading and updating content to regional/national GCoM websites (news, technical material, network of supporters, case studies etc).





- j) Assistance in the implementation of other communication activities foreseen by the ToR of the Communication NKE.
- k) Ensure participation in regular meetings with the Communication NKE and Regional Secretariat to gather feedback about products delivered and improve their quality.
- l) Participate in meetings with the GCoM Global Secretariat communication team, when requested by the PC.
- m) Elaboration of virtual surveys, in different languages, when requested by the PC.
- n) Elaboration and dissemination of a bimonthly newsletter for the Latin American region, available in Spanish, Portuguese, and English, following the Communications NKE's guidelines.

## **5) Knowledge Management**

- a) Coordinating with partners, experts and NCs on relevant content on GCoM Latin America, USA and Canada websites (with coordination from Communications NKE), including library with technical material and resources. This excludes the development of technical material and content.
- b) Coordinating with the website providers, NKE and GIZ implementation team, the development of 5 regional/national websites (a central HUB, LATAM, Canada, Caribbean and USA), including the definition of system, layouts, content and their maintenance.
- c) Updating GCoM guidelines for signatory cities and FAQ annually by default or when significant updates to GCoM guidelines or requirements/messaging are made.
- d) Ensuring main Helpdesk processes, activities, databases, webpages and other relevant content are properly transferred to the European Commission, Global Secretariat, or other entity designated to continue with the support to the GCoM LATAM signatories, in the case it is necessary during phasing out of the GCoM Americas.

## **6) GCoM Americas project management**

- a) Overall management of the Helpdesk to assure continuity, including: elaboration and execution of selection processes, staff recruitment, onboarding processes, handovers and staff transitions.
- b) Participate and support the drafting/draft minutes for GCoM Americas meetings, including:
  - i) GCoM USA Partners meetings (monthly);
  - ii) Canada National Coherence Working Group (monthly);
  - iii) Canada Core Partners meetings;
  - iv) Canada Partners meeting;
  - v) Latin America Regional Steering Committee meeting (quarterly);
  - vi) Latin American National Coordinators' Forum
  - vii) Latin American Mayors Forum meetings (quarterly);
  - viii) Ad hoc meetings, when requested by the PC.
- c) Providing updates and inputs for Interim/Final Reports of the project by providing specific information on the activities of the HD during this period.



- d) Ensure the execution of ongoing tasks and deliverables from the Helpdesk and with PC, NKEs and other supporters and service providers if needed.
- e) Providing inputs for strategic plans and workplans as well as participating in handover processes for new GCoM Americas staff, when timely feasible and requested by the PC.
- f) Purchasing and maintaining the following software licenses deemed necessary for the completion of the above tasks:

Software	Notes	Estimated Costs*
Mailchimp	<p>Mailchimp is a mass communication platform that will allow the GCoM Americas Helpdesk to send targeted notifications and announcements to cities and other stakeholders. This platform also allows:</p> <ul style="list-style-type: none"><li>• Dynamic content for automatic customization of emails which results in higher engagement rates.</li><li>• Creation of templates for quicker building of mass emails.</li></ul>	<p>Up to 2,500 contacts and 30,000 email sends</p> <p>€55.00 monthly</p> <p>Total annually: €660.00</p> <p><b>Total for Project Duration: €2,640.00</b></p>
Adobe Creative Suite	<p>The Adobe Creative Suite subscription includes access to the following programs:</p> <p><b>Illustrator</b>- design software to create visuals for social media, infographics, digital flyers, banners, and invitations.</p> <p><b>InDesign</b>- software to create and edit publications such as the guide for new signatories and annual reports.</p> <p><b>Premier</b>- design software to create and edit videos with footage, audio, and graphics.</p> <p><b>Photoshop</b>- software to edit photographs.</p>	<p>€500 annually</p> <p><b>Total for Project Duration: €1,500.00</b></p> <p>(the first year is covered by a license purchased in 2020)</p>
MLabs	MLabs is a social media-managing platform that allows teams to program content publishing across	€150 annually





	different channels and provides metrics to increase public engagement.	<b>Total for Project Duration: €600</b>
Typeform	Online tool to create and manage surveys and forms. Typeform allows multiple languages, and the user experience ensures a higher engagement rate and easy management of results.	€300 yearly  Maximum of 12 surveys yearly with up to 100 respondents.  <b>Total for Project Duration: €1.200</b>
Grammarly	Grammarly helps people communicate with confidence across devices and platforms. Its AI-enabled English communication assistance technology scales to work seamlessly across platforms and devices, including on more than 500,000 applications and websites. Grammarly's product makes sure everything you type not only upholds accurate spelling, punctuation, and grammar, but is also clear, compelling, and easy to read. Our suggestions help identify and replace complicated sentences with more efficient ones, refresh repetitive language, and strengthen your writing to say what you really mean.	€133 annually  <b>Total for Project Duration: €399</b>
NordVPN	Nord VPN works by creating a secure encrypted connection between your device and the remote server so that your data can travel safely. It allows one to reroute their internet entry point to access webpages that are sometimes only available to national citizens, meaning that webpages of city halls and federal governments can be deemed accessible.	€65 biannually  <b>Total for Project Duration: €130</b>
Zoom	Zoom is the leader in modern enterprise video communications, with a secure, easy platform for video and audio conferencing, messaging, and webinars across mobile, desktop, and room systems.	€150 annually for Standard plan





		€129,90 monthly for Webinars up to 500 participants (9 months)  €390 monthly for Webinars up to 1000 participants (2 months)  <b>Total for Project Duration: €2550</b>
<b>TOTAL ESTIMATED COST</b>		<b>EUR 9.019,00</b>

\*Costs may vary by applicable taxes

### Budget

For the services mentioned under 4.1) – 4.6), the following amounts are allocated and are reimbursed against evidence of having completed the contracted services.

- 15/07/2021 - 14/07/2022: up to EUR 12,500 per month;
- 15/07/2022 - 14/01/2025: up to EUR 18,000 per month;

For the services mentioned under section 4.7):

- Up to a maximum of EUR 77,000 are allocated for the implementation of communication activities. These resources will be reimbursed upon proof of implementation of the activity.

In addition, up to a maximum of EUR 10,000 are allocated for licensing the software deemed necessary for the completion of the contracted services. These resources will be reimbursed upon proof of purchase of each approved software license.

In total, a maximum budget of 777,000 Euros is foreseen for the period 15/07/2021 - 14/01/2025

## 7) STAFF

### GCoM Americas Helpdesk Team Skill Sets Requirements

1. Familiarity with the GCoM Global governance structure and regional structures;
2. Expertise in GCoM processes, SECAP/CAP development process;
3. Familiarity with GCoM reporting process, the Common Reporting Framework requirements, nomenclature and key partners/stakeholders, and badges award system;
4. Familiarity with Regions Portal functionalities;
5. Effective communication skills and expertise;
6. Experience managing social media platforms and developing written and visual content;
7. Experience uploading information to Wordpress and managing GCoM data;
8. Experience and expertise with online meeting platforms, facilitating and organizing large online events, speakers etc., inviting/coordinating participants;
9. Strong capacity for coordination, managing multiple work streams, and progress reporting;

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10. Fluent speakers in English, Spanish, and Portuguese;
11. Good ability to communicate and translate content in French;
12. Capacity for evaluating and correcting operational procedures;
13. High level of responsibility for responding and reacting to requests in a timely and reasonable manner;
14. Strong capacity for team building.