



TOR for STE-Assignments / Advisory / Services Contract

Programme:	Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): Clusters4Development Project
PN:	16.2179.6-007.00
Activity:	Execute Photo shooting for Georgian Apparel and Fashion Association (GAFA).
Period:	1 June 2022 – 30 July 2022

1. Brief information about the project

“Clusters 4 Development: Better Business Sophistication in Georgia” Project (hereafter – C4D) is a multi-donor action funded by the EU and the German Ministry for Economic Cooperation and Development (BMZ). The project is implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

C4D is an integral part of the EU Programme “Economic and Business Development in Georgia”, Component 3: greater business sophistication, in particular, related to the strengthened policy framework to facilitate the development of SME, clusters and incubators (Result 3.1) and the development and functioning of the clustering approach in at least 5 pilot sectors in Georgian regions (Result 3.2).

In line with these results, the specific objectives of the project are: 1) Enhanced business performance of private sector actors in the construction, tourism and apparel sectors through cooperation mechanisms (Components 1-3); and 2) Improved institutional framework for cluster and business development (Component 4).

Specifically, the project is implemented across four components:

- Component 1: Development and pilot implementation of a market-oriented cluster in the construction sector.
- Component 2: Development and pilot implementation of a market-oriented cluster in the tourism sector.
- Component 3: Development and pilot implementation of a market-oriented cluster in the apparel sector.
- Component 4: Enhancement of institutional capacities for cluster and business development.

Key Implementing Partner of the project is the Ministry of Economy and Sustainable Development of Georgia (MoESD).



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2. Context and current situation in the field of assignment

Clusters4Development project supports establishment of the market-oriented cluster in the apparel sector - “Sustainable Apparel Made in Georgia”. The cluster is currently registered as Georgian Apparel and Fashion Association (GAFA). The focus of the cluster is to unite Georgian small and medium-sized enterprises active in apparel sector under one umbrella, identify their needs, challenges and opportunities and support them in their further sustainable development through networking, promotion and access to knowledge and expertise. The cluster will support the creation of synergy among cluster members, as well as help to promote the production for potential local and international buyers.

C4D contributes to cluster development, manages and monitors successful implementation of agreed activities and processes. It also helps in increasing awareness of both cluster and its members in order to promote sustainable apparel and fashion made in Georgia.

Since July 2019 following key developments have taken place:

1. Establishment of Cluster Initiative Group
2. Development of cluster vision, mission, strategy and structure
3. Election of the board of directors
4. Development of four working groups and election of WG heads
5. Development of visual branding and selection of the cluster title “Georgian Apparel and Fashion Association” (GAFA)
6. Registration of GAFA
7. Development of the road map for 2021
8. Development of marketing strategy.

3. Objective of the assignment

GIZ/C4D seeks to contract a Photo shooting agency company (hereinafter Contractor) for making a Photo shooting of 10 member companies for Georgian Apparel and Fashion Association (GAFA).

Photo shooting is aimed at placing visuals on GAFA member websites, that will attract potential new customers and investors.



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3.1. Scope of work

Under this assignment, the Contractor is expected to:

1. Create concept of Photo Shooting
2. Hire Models and make-up artists
3. Provide Studio for Photo Shooting
4. Provide mannequin (figurine model) for Garments Photo Shooting

3.2. Intellectual Property

GAFA shall be entitled to all intellectual property and other proprietary rights including, but not limited to codes, documents and other materials, which the Contractor will develop under the assignment and which bear direct relation to fulfilment of the assignment. The Contractor shall take all necessary steps in transferring intellectual property to GAFA.



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3.3. Deliverables and timeline

The contract period for this assignment is expected to be from 1 June 2022 to 30 July 2022.

An indicative structure of tasks/deliverables and due dates is suggested as follows:

Phase/Tasks	Deliverables	Expert Days	Due Date
1. Preparatory work			
1.1. Review and get familiar with the GAFA 10 members 1.2. In a close cooperation with the cluster manager, develop a strategy and schedule of Photo shooting 1.3. Hire Models (in total 11) 9 Female and 2 Men 1.4. Provide studio for Photo shooting and Make-up artists 1.5. Provide mannequin 1.6. Get acquainted with GAFA members production/manufacture place to take photo materials of production	<ul style="list-style-type: none"> Details outline of the work 	3	10 June 2022
2. Execution of Photo Shooting			
2.1. Appoint a responsible person for Photo Shooting 2.2. Provide schedule of Studio shooting and on-site shooting of manufacturing process 2.3. Appoint models for presenting products (around 50 products per company)	<ul style="list-style-type: none"> Layout and content Report 	10	25 June 2022
3. Final Visuals			
3.1. Edit Photos, color corrections 3.2. Provide Final Product for GAFA members	<ul style="list-style-type: none"> Deliver final visuals of 50 Photos (digital) per each company 	7	20 June 2022

4. Coordination and Communication

- The Contractor reports to the GIZ/C4D Team Leader and Programme Expert.



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- The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ/C4D team, Cluster Manager/GAFA.

5. Visibility

Development of all products under this assignment is funded by the EU and the German Federal Ministry for Economic Cooperation and Development (BMZ) and must follow communication and visibility requirements for the EU and BMZ financed external actions (i.e. inclusion of logos and disclaimers).

6. Conditions and payment terms

Payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

7. Submission Requirements

The bidding company shall submit technical and financial proposals to comply with the following requirements:

7.1. Technical proposal shall contain:

1. Information about the company demonstrating its strong record in the area of Photo Shooting
2. Assignment relevant portfolio – links to similar past works that demonstrate ability of the company to deliver on this assignment and produce creative, high-quality products.
3. A work plan to include proposed implementation schedule and activities to be performed by Contractor and suggested professionals for completion of this assignment.
4. A list of proposed professionals to be involved in implementation of this assignment (please include their CVs and relevant works).

7.2. The financial proposal shall clearly state:

- All types of costs to be charged to the project for implementation of this assignment, **excluding VAT**.
- **Fee rate of experts (photographer, models etc.) assigned that shall cover all personnel costs, including ancillary personnel costs; backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc.**



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8. Evaluation criteria

Technical Proposal will be assessed based on the following criteria:

- Credentials of the company and assignment-relevant experience;
- Interpretation of the assignment objectives by the bidder;
- Professional credentials and qualifications the proposed staff;
- Overall relevance of the proposed technical offer to current assignment and expectation of the project.

* For the detailed information, please review assessment grid, attached to this document.