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Project: “Re-engineering of Public Services in the Eastern Partnership”  
PN: 20.2247.3-003.00  
Mission: Research and analysis for understanding the low uptake of online public services in Georgia

## 1. Introduction

The project “Re-engineering of Public Services in the Eastern Partnership” aims at improvement of the performance of public institutions by means of regional exchange and synergies of concepts, experiences and knowledge on re-engineering of public services between the countries of the Eastern Partnership. The project advises partner institutions at three levels: a) at the national level, between key state institutions such as public service development agencies and personal data protection bodies, b) at the regional level, between the Eastern Partnership countries, and c) at the international level, between the Eastern Partnership countries and EU Member States.

The achievement of the above objective will be possible through an intensive exchange on the following interrelated 4 thematic dimensions:

- Legal framework and methodology of public services’ re-engineering
- State evaluation framework for the re-engineered public services.
- Citizen feedback mechanisms on public services.
- Protection of personal data in public service delivery.

The project is implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

In Georgia it is carried out in close cooperation with the Public Service Development Agency of Georgia (PSDA).

One result area of the project is advising the local authorities on designing projects for re-engineering of public services, which would find high usage among citizens, with the perspective of improving citizen feedback mechanisms, as well as the evaluation by the state institutions of the newly re-designed public services.

State institutions in Georgia have various online services available for citizens and business at national and local level, which provide services on their own portals. However, the overall usability of online public services is quite low.

It is quite important to understand the reasons of low uptake of the services from different platforms.

The previous general researches indicate that among others the most common reasons can be the following:

1. lack of trust to online state services- offline service is seen as more reliable
2. ease of use - services are seen as inconvenient
3. lack of awareness - people do not know that such services exist.

## **2. Context of the assignment**

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry of Economic Cooperation and Development has since many years supported the modernization of public services in the countries of Eastern Partnership, and since June 2022 GIZ will through EaP Regional Fund Project “Re-Engineering of Public Services in the Eastern Partnership” provide advice to EaP countries, including Georgia, on designing of projects on re-engineering of public services and its components.

To diagnose and analyse the existing situation, the project is now seeking services of a consulting firm, consortium of consulting firms (hereafter Contractor) with profound and extensive knowledge and experience in business process analysis and re-engineering to conduct focus group surveys with different groups of stakeholders and make recommendations how to increase the uptake of the re-engineered/online public services.

The results of the assignment would allow to understand and identify the existing gaps, issues and challenges in online service provision and suggest recommendations to ensure higher uptake and usage of existing re-engineered online public services by the citizens.

## **3. Purpose**

The purpose of the assignment is to develop research approach for conducting group surveys on uptake of online public services and based on the approach to conduct the survey.

## **4. Mode of Delivery**

The Contractor is expected to develop a research approach and conduct a survey of uptake of online public services with a special focus on the following:

- Focus group surveys with different groups of stakeholders, and suggestions for improvement of uptake of selected online public services by citizens.
- Report on the results of conducted focus group survey with recommendations

## **5. Tasks**

The following tasks will be required to fulfil:

## **Task 1: Development of research approach for conducting the focus group surveys**

### 1.1. Development of the research approach

The approach to be developed is expected to cover at least the following 4 Sections:

- Proposal of at least 7 stakeholder groups for conducting focus group surveys
- Proposal for at least 7 online public services (including re-engineered ones) for the survey
- Gender aspects and personal data protection should be integral part for the focus group survey to assess whether there is consequential connection between these two topics and the low uptake of online services.

The Project and PSDA shall approve the selected public services and stakeholder groups to conduct the survey.

1.2. Presentation, discussion and revision of the approach with the GIZ Project and PSDA and other stakeholders as suggested by the Project

Once the research approach has been defined, the consultants will:

- Present and discuss the approach together with the GIZ Project and PSDA;
- Revise the draft approach based on the feedback from the Project and PSDA.

## **Task 2: Conducting of research through group surveys as per the agreed approach with respect to selected online public services with selected stakeholder groups**

2.1. Development of a precise work plan for the focus group surveys with 7 stakeholder groups on 7 selected online public services.

2.2. Conduct the focus group surveys based on the research approach defined under Task 1.

## **Task 3: Reporting**

3.1. Prepare draft research report. The reports should entail all the components of the research approach (see Task 1) and recommendations for the improvement of usage based on the research results.

3.2. Present and discuss the draft report with the Project and PSDA and other stakeholders during a workshop on this topic, with the participation of key local and international stakeholders.

3.3. Finalize the research report based on the gathered feedback and submit the final report to the Project.

3.4. Present and discuss the final report in EaP regional events organized by the Project.

## 6. Deliverables

The following deliverables (in Georgian and English) are expected to be provided during the assignment:

### Task 1:

1. Draft research approach,
2. Final research approach.

### Task 2:

1. Work plan for conducting of research through the focus group surveys.

### Task 3:

1. Draft research report on conducted focus group surveys, including recommendations,
2. Final report, including recommendations.

## 7. Schedule and Level of Efforts

The assignment is planned to commence **in October 2022 and finish in November 2022**. The exact commencement date and schedule of activities/work plan will be agreed at a later stage.

The assignment requires the services of **a local consulting firm or NGO, consortium of local firms or NGOs**, with the level of efforts of **up to 30 expert days**.

Tasks	Expert days (up to)	Tentative timing of tasks	Deliverables
Task 1	5	October 1, 2022	1. Draft research approach in ENG and GE
		October 5, 2022	2. Final research approach in ENG and GE
Task 2	3	October 10, 2022	1. Work plan for the research in ENG and GE
Task 3	22	November 10, 2022	1. Draft research report on the results of the survey, including recommendations in ENG and GE

		November 20, 2022	2. Final research report, including recommendations in ENG and MD
<b>Total</b>	<b>30</b>		

- The number of on-site visits (if needed) should be proposed by the bidders: travel costs (transportation, overnight stay) should be budgeted and made part of the Financial Proposal.
- With each payment stipulated in the Contract the Contractor should provide reports indicating precisely the actual working days spent, activities and deliverables. Payments will be made based on the submitted reports.

## 8. Reporting

- The Contractor is obliged to perform the assignment based on these ToRs while ensuring close contact with GIZ throughout the implementation of the assignment.
- The Contractor shall provide all the results directly and in the first turn to GIZ for discussion and further action.
- The Contractor will directly report to the GIZ Programme on the progress and completion of the tasks.

## 9. Requirement for the consultancy profile

- At least 5 years of experience in public service design and re-engineering,
- At least 5 years of experience in conducting research and focus group surveys,
- At least 2 successful projects of similar nature,
- Experience in digitalization of public services.

Suggested experts should possess:

- Expert level competencies in the area of business process analysis, re-engineering and digitalization,
- Expert level competencies in conducting research and focus group surveys,
- Strong analytical, project management and writing skills;
- Good command of written and spoken English is a must.

### The Technical Proposal must entail:

- Description of the company's profile and experience;
- Information on at least 2 successful projects of similar nature (relevant papers should be attached);
- Detailed description of the method of implementation and conceptual approach for each task of the assignment, clear description of the roles of the proposed individual experts;
- Description of proposed work schedule;
- CVs of involved experts.