



TOR for STE-Assignments /

Consulting / Services Contract

1. Brief introduction

“Clusters 4 Development: Better Business Sophistication in Georgia” Project (hereafter – C4D) is an EU and German Government funded action implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of German Federal Ministry for Economic Cooperation and Development (BMZ).

The Project 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 SMEs, 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). The Project will build on the cluster development approach introduced by the Private Sector Development Programme South Caucasus commissioned by the German Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ.

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:

Ministry of Economy and Sustainable Development of Georgia (MoESD).

2. Context and current situation in the field of assignment

C4D came into existence in July 2019 with the objective to upscale the cluster development approach previously tested successfully and to establish sustainable business clusters. Furthermore, the project aims to support individual SMEs. C4D Project has successfully established several clusters in tourism, Construction materials and apparel sectors.

In the framework of the C4D, GIZ will contract a cinematographer (“Contractor”) for the production of a short video story.

Communication and Visibility (C&V) constitute an inseparable part of the project, as an EU co-funded project within the EU4Business initiative of the European Union. Thus, C&V is crucial for the Project’s success. The overall objective of the project’s communication is to raise awareness among stakeholders and the general public on funding and implementation partners, activities, developments and achievements vis-à-vis the project. As well as to raise the awareness on the project beneficiaries.

Thus, the Project plans to cooperate with one of the leading business media outlets in Georgia, within the frames of cooperation, the media company will produce articles, videos, and will publish press releases about the project’s events, achievements/results and conduct interviews with the project’s grantees in digital, print and its social media platforms.

3. Conditions of the assignment

3.1 Objective

The overall objective of the assignment is to be presented in the media under a special hashtag related to the project and to highlight video stories of project beneficiaries’ articles demonstrating the project’s achievements in print and online issues of the media and press releases about project’s main activities. This will allow the general public and project’s stakeholders to be informed about the project’s deliverables, beneficiaries, results, etc.

3.2 Specific requirements

The Contractor shall produce:

- 16 individual up to 3-4 minutes promo videos about the Georgian construction material cluster companies and publish it on web and social media pages, with English subtitles, each video should be 1 day of shooting, location: Tbilisi
- Produce 2, cluster related videos and share on its social and digital media channels, up to 3-4 minutes each, with English subtitles
- 4 Articles on web and print issues of the media outlet, up to 2 pages each, reposting it on its social media channels
- Additionally, post 2 already produced videos on its social and digital media channels, provided by C4D communications expert
- Produce short, informational videos about the implemented events, up to 2 minutes each and post it on its social and digital media channels with small news
- Within this partnership support the project free of charge to disseminate related news and press releases, up to 6 press releases in total as a bonus of the partnership
- Final report with list of deliverables, links and screenshots in pdf format

- Accumulate project related news under one hashtag on social media and digital media pages

The contractor will work in adherence to the C&V rules of the Project in coordination with the Project's communication experts.

Length of video clips: Up to 3 minutes

Technical specifications of video clips:

- Resolution: Full HD/ 4K
- Video frame rate: at least 25 frames per second (Frame Rate (fps)).
- Code: H.264 mov / mp4
- Audio Quality: 16 bit/48000 Hz
- Format: MP4
- Language of the video clip: Georgian
- Subtitles: English, BPG Ingiri 2008, font size 60
- Georgian to English translation: To be provided by the contractor, to be approved and reviewed by the GIZ Communications expert

3.3 Deliverables and resources

The contract period for this assignment is expected to be from November 30, 2022 to May 30, 2023

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

Tasks & Deliverables	Timeline
Coordination Meeting: Meeting between C4D communications expert and Contractor to set the objectives and create a timeline for production	1 December, 2022
I. Development of media articles for website and print: Development and publishing of articles in social, online and print issues Deliverables: 4 articles, two pages each on web and print issues, reposted on social media	From December 2022 to May 2023
II. Videos: 16 individual cluster members and 2 Cluster focused promo videos, up to 3-4 minutes each, with English subtitles Deliverables: 18 videos about GAFA and GCMC clusters, video requirements provided above	From December 2022 to May 2023
III. Project News: Cover project related news and press releases. Deliverables: up to 6 news press releases free of charge	From December 2022 to May 2023

Tasks & Deliverables	Timeline
IV. Post separate, already produced 2 videos: on web and social media channels 2, provided from the C4D team about the tourism cluster	From December 2022 to May 2023
V. Produce short, informational videos about the implemented events, up to 2 minutes each and post it on its social and digital media channels with small news Deliverables: 5 videos, up to 2 minutes each, with accompanying news about the event, English subtitles are not required in this case	From December 2022 to May 2023
VI. Providing final report on deliverables: Final report with list of deliverables, links and screenshots in pdf format	May 2023

3.4 Coordination and communication

- 3.4.1 The Contractor reports to the GIZ/C4D Communications Expert.
- 3.4.2 The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ.
- 3.4.3 GIZ is the owner of the raw and final video material and the contractor is not allowed to use any of the footage within this framework for producing any other material.
- 3.4.4 The Contractor will be provided with the following support by the GIZ:
 - A kick-off meeting at the start of the assignment.
 - All needed information to successfully complete this assignment.
 - Contractor is supposed to make changes in the editing as requested by the Client.

4 Submission Requirements

Technical and financial proposals should be submitted to comply with the following requirements:

The technical proposal shall include:

- Company profile, with strong proven expertise in the area of assignment with at least 3 years of experience on the media market in Georgia, with a strong focus on business and economy
- Proven presence of three dissemination channels – web, social media, and print channels, each and its number of coverage must be indicated
- More than 50K followers on social media page
- 3 examples of produced similar video materials, provided with links (youtube, facebook, linkedIn or vimeo)

- A media outlet labelled under the international business media brand will be considered as an advantage

The financial proposal:

the Contractor shall submit for consideration a summary of costs with respect to the above sections, budget template provided as a separate annex #1.1 The financial report shall clearly state the all-inclusive price for delivering the above-mentioned services. (Including production costs, honorarium for involved journalists and technical team, translation cost for video subtitles, transportation costs), excluding VAT.

The media outlet applying for this tender should be strictly labelled as business-oriented media, covering news on SMEs, business support in Georgia, etc., otherwise the company will not be considered eligible to this tender.