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**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:** Creating a Cookbook of Authentic Imereti and Authentic Kakheti Tourism Clusters and their member SMEs

**Period:** 21st June 2023 – 30<sup>th</sup> June 2023

## **Terms of Reference**

### **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).

### **Context and current situation in the field of assignment**

Clusters4Development project supports establishment of two market-oriented clusters in the tourism sector, one in Kakheti, one in Imereti. Each cluster is comprised of approximately 30 “core” members, with additional “potential” members during the current start-up phase. Cluster members comprise the following types of business: Craft Makers, Concept Accommodation, and Food & Wine Producers. Both clusters have the theme of “Authentic”, with members selected due to their passion and interest in promoting traditional methods of production. Clusters were established in October 2021, and await legal registration, which is scheduled for early 2023. To support the establishment of the clusters, the project has formulated several support activities, both directly to individual cluster members, as well as the clusters themselves.

This approach has been chosen to highlight the clusters as offering something diverse, authentic, and experience-based tourism offerings to the respective regions. In the long-term this will not only help cluster members themselves, but also promote tourism in Imereti and Kakheti, as well as all of Georgia.

Covid-19 has hit Georgia’s tourism sector hard, and this is felt especially in rural areas. Before the pandemic Tourism was a major contributor to Georgia’s economy. It accounted for 7.5 percent of GDP growth in 2018. Georgia received a record number of 8.7 million international visitors (tourists, transit, other) in 2018, a 10 percent increase over 2017. Supporting tourism recovery of cluster members is therefore an additional goal of the project.

Cluster members have been assessed by project experts, and capacities need to be enhanced in terms of general and facility level management, quality service and infrastructure (e.g. product diversification, new marketing approaches, sustainable product development, digitalization), quality education in tourism related specialties. This mainly refers to the significant number of small-scale, family-owned businesses in the sector, which often lack adherence to quality and standards and have limited oversight on up-coming challenges and market trends. The cluster-based approach will contribute to enhanced sector-wide capacity and quality up-grade, product diversification and market access by strengthening cooperation and capacities of market players along both horizontal and vertical value chains.

The approach in both project regions reflects the strategic policy framework, in particular the efforts undertaken by the Georgian National Tourism Administration (GNTA) in raising regional tourism profiles both nationally and internationally. The most recent marketing and branding propositions for both regions suggest building the tourism offer around “the primary wine-making region and wine destination in Georgia” in Kakheti and the “ancient, diverse and rich history, culture and food plant heritage” in Imereti.

### **3. Objective of the project and assignment**

The objective of the current assignment is to cover the tourism and clustering aspects related to the and development of one tourism cluster in in Kakheti and one tourism cluster in Imereti. The focus of the clusters is to unite Georgian small and medium size enterprises active in Tourism sector, identify their

needs, challenges and opportunities and support them in their further sustainable development through networking, promotion and access to knowledge and expertise. The vision for the clusters is to develop a cooperative, innovative space where tourism, technology, sustainability and knowledge meet - a space where different stakeholders within Georgia's tourism industry support and collaborate with each other to build a strong image of Georgia's tourism industry both locally and internationally. The mission is to represent, promote and support Georgian SMEs in Tourism sector while increasing their competitiveness in the local and international market as well as providing Tourism service producers with tools and skills which allow them to be more competitive in terms of sustainability, product development, marketing, and international exposure/outreach.

In 2021, 2022 and 2023, the Project has already identified opportunities for establishing and assuring sustainability and competitiveness of business clusters related to tourism and hospitality.

Every year in March the world of international tourism gathers at the largest travel trade show, ITB Berlin. For more than 50 years the name ITB has stood worldwide for industry knowledge 365 days a year, networking and trendsetting events, whether in a virtual, in-person or hybrid format.

With the expert knowledge of the trade fair team, long years of experience and a keen understanding of trends and developments in the international travel industry, ITB Berlin established itself as the World's Leading Travel Trade Show. Over the years ITB has not only grown in size, exhibitor numbers and attendance, it has also become a comprehensive industry marketplace, showcasing travel products and services from around the world and growth-intensive niche markets.

Global trends, leading experts and current best practice examples: The world's most important travel industry convention features keynotes, panel discussions, expert interviews and awards on groundbreaking topics such as travel technology, marketing & distribution, future travel, MICE, sustainability and social responsibility, hospitality, business travel, future work and much more.

Based on the overall objective of the Project, the purpose of this assignment is to help to support the promotion of Georgia and the Authentic Kakheti and Authentic Imereti Tourism Clusters on the global international and local touristic market.

In the framework of the C4D, GIZ will contract an event company to deliver organizational and logistic services for cookbook preparation, design, editing and photoshooting.

The overall objective of the project's communication is to raise awareness among stakeholders and the general public regarding the clusters and their products, not only in Wine sector but in Gastro and Craft sector as well. To raise the awareness on the project beneficiaries and food and wine pairing and unique receipts of tourism cluster members.

The main aim for such activities is to exclusively showcase the products of our cluster members, and introduce each and every product and provide detailed and comprehensive information regarding the traditional and fusion of the cluster member's cuisine as well as the wines paired with the dishes.

**To serve the purpose outlined in section 3, the Project seeks to contract a competent Event Organizing Company** to prepare grounds for, to support and work in tandem with the team of program expert & local experts as well as GIZ staff to organize and implement the assignment.

The overall objective of the assignment is to organize a photoshooting for the cookbook, create a design of a cookbook and ensure the delivery of an online version of the cookbook. This will give the beneficiaries an opportunity to be highlighted in the cookbook with their food receipts or wine and raise awareness of their businesses.

### **3.1 Specific requirements**

The event company, in collaboration with GIZ team:

1. Provide a chef with team (sous chef) for this assignment to create the dishes prepared by receipts of cluster members. Food receipts will be provided by the project expert **(up to 40 total)**
2. Provide a professional wine and gastro expert to pair food and wine of cluster members and provide written description of pairing and logic of the pairing
3. Provide photoshootig services **(with up to 50 photos)** of pre-selected food and wine
4. Provide the creative designer for shoot and visuals of the photos vs. The texts
5. Provide a copywriter/editor to collect all food receipts and provide content in English and Georgian for the book
6. Provide a designer for the design of a cookbook online & printed versions according to already existing cluster branding .
7. Provide a team lead of the whole assignment

All activities will be conducted in close cooperation with program expert as well as GIZ staff.

The details of the assignment components are provided below. Please note that the foreseen implementation steps can be slightly amended during the course of the project.

### 3.3 Tasks to be performed by the contractor

The contract period for this assignment is expected to be from 21st June 2023 – 30th June 2023

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

Phase / Activities	Deliverables	Amount of days
<b>1. Preparation</b>		
1.1. Review the objectives and planned activities of the task with a GIZ and other experts 1.2. <b>Coordination Meeting:</b> Meeting between C4D expert and Contractor 1.3. Consult the GIZ team regarding the details during the planning process as well as during implementation phase	1.1.1. Together with the GIZ team plan steps and objectives activities 1.2.1. Meeting between C4D expert and Contractor to set the objectives and create a timeline for the assignment, agreeing on visual direction of the cookbook, responsible parties, and approval	16 days
<b>2. Consultation</b>		
2.1 Preparation for the photoshoot	2.1.1 Meet and discuss with the chef and gastro expert the recipes and available wines for the wine and food pairing 2.1.2 Make a selection within the available receies and wines	16 days
<b>3. Preparation of the food</b>		
1.1. Preparation of the food and pairing with the wines for the shoot	1.1.1 Preperation of the food 1.1.2 Pairing of the food with the wines	10 days

Phase / Activities	Deliverables	Amount of days
<b>4. Photo shooting</b>		
<b>4.1 Photo shooting and photo selection of high quality printing resolution photos</b>	<p>4.1.1 Provide photoshootig services (of up to 50 photos) of prepared food &amp; paired wines</p> <p>4.1.2 Selection of the photos for the touch-ups</p> <p>4.1.3 Preparing photos for the electronic version use</p>	16 Days
<b>5. Cookbook electronic version</b>		
<b>5.1 Designing an electronic version</b>	<p>5.1.1 Designer to submit three versions of the design for the book</p> <p>5.1.2 Photographer to provide the final versions of up to 50 photos</p> <p>5.1.3 Chef to provide the updated versions of all recipes used in the cookbook (up to 40) with his version of recipes, exact measurements and descriptions.</p> <p>5.1.4 Wine and gastro expert provides written description of pairing and logic of the pairing for each dish and wine</p>	10 days
<b>6. Results</b>		
<b>5.1 Provide the final electronic version</b>	<b>5.1.1 Provide an electronic version of the book in the inDesign package and print ready pdf file format of up to 80 pages</b>	12 days
<b>Total Number of Days</b>		<b>80 days</b>

### 3.4 Activities, Deliverables and Due Dates

Expected deliverables and corresponding due dates are provided in the table below. Based on the still ongoing pandemic and uncertain situation, all the dates correspond to an ideal implementation of the contract and may be modified, based on the existing situation in Georgia at the time of the implementation.

Milestones	Deadline
Preparatory work conducted	June 22, 2023
<b>Consultation with the experts</b>	June 22, 2023
Preparation of Food	June 25, 2023
Photoshooting	June 25, 2023
Provide <b>the final electronic version</b>	June 30, 2023

## 5. Coordination and Communication

The Contractor works in close cooperation with the GIZ/C4D Programme Expert, and other experts contracted by the project. Reporting is to the GIZ/C4D Programme Expert.

### 5.1 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

**Payments** will be carried out based on the implementation of this assignment and the acceptance of all deliverables and provision of the invoices according to the following schedule:

### 6.1.1. Final payment

The final payment of the contract value will be made upon the completion of implementation of this assignment & invoices and the acceptance of an online version of the cookbook.

## 7. Submission Requirements

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

**7.1** The **technical proposal** shall contain bidder Company's Profile and CVs with requested team's relevant experience;

**7.2** The financial proposal shall contain all types of costs & fees to be charged to the project for implementation of this assignment, such as and experts' fees. **Offered experts' fees should include, all necessary fees for implementation of the task,** use of chef's kitchen and produce for the preparation of the dishes.

## 8. Evaluation criteria

### 8.1 Evaluation criteria for a technical proposal

A technical proposal by a bidder shall be evaluated based on the assessment of: CVs with requested team's relevant experience;

## **8.2 Evaluation criteria for a bidder**

**It is envisioned that 6 positions will be needed to successfully complete the project:**

### **Expert 1: Team Lead (10 days)**

- 5+ years of experience in event organization
- 'Language: Excellent business language skills in English and Georgian
- Experience in managing large scale events /activities on global scale
- Specific professional experience: working in tourism/gastronomy/hospitality and related sectors
- Preferable experience in promotion of the tourism / cultural heritage sector
- Development Cooperation (DC) experience: will be an asset

### **Expert 2: Chef (10 days)**

- 5+ years of experience in restaurant / gastronomy sector as head Chef
- General professional experience: 5+ years' experience in kitchen
- Specific professional experience: 5+ years' experience of working with developing chef menus, working with local recipes and ingredients
- Knowledge of traditional Georgian food production methods and styles
- Development Cooperation (DC) experience: will be an asset

### **Expert 3: Wine / Gastro expert (10 days)**

- Education/training : Certified qualifications in culinary techniques and existing trends in Gastronomy with relevant diploma
- Language: Excellent command of both written and spoken English
- General professional experience: 4 years of professional experience in gastronomy industries in Georgia
- Specific professional experience: 5 years of professional experience in conducting sectoral/industry assessments in gastronomy/hospitality and related sectors; gastronomic experience creation, for authentic foods/wines and professional experience in conducting wine and food tastings for authentic foods & wines in Georgia
- Development Cooperation (DC) experience will be an asset

### **Expert 4: Photographer (10 days)**

- At least 3 years' experience as a photographer in a competitive industry
- At least 3 years' experience of social media promotion for businesses
- Preferable experience in promotion of the tourism sector
- Experience in working closely with tourism sector clients to produce high-quality photographic/videographic images
- Experience in using different techniques to enhance the photographs/videos as required and use manipulation software to get desired results

- Portfolio

**Expert 5: Designer for electronic version (10 days)**

- Education/training: A relevant diploma in a related field.
- Language: Excellent language skills in English and Georgian
- General professional experience: Proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools.
- Preferable experience in working on the tourism / cultural heritage/gastronomy sector
- Development Cooperation (DC) experience: will be an asset

**Expert 6: Copywriter (10 days)**

- Education/training: Marketing/PR/Journalism/Philology (BA)
- Language: Excellent language skills in English and Georgian
- General professional experience: 3+ years' experience with writing regarding various topics in Georgia
- Specific professional experience: 2 years' experience of excellent writing, editing, and proofreading skills with a knack for storytelling and appropriately representing tone and message for varied audiences both in English and Georgian
- Preferable experience in promotion of the tourism / cultural heritage / gastronomy sector
- Development Cooperation (DC) experience: will be an asset.

\* Please review the assessment grid attached to this document.