
Programme:	Private Sector Development and Technical Vocational Education and Training Programme South Caucasus (PSDTVET SC)
PN:	16.2179.6-001.00
Activity:	Management & upkeep of Digital presence of Authentic Imereti & Kakheti Tourism Clusters and their member SMEs
Period:	28 August 2023 – 30 November 2023

1. Brief information about the programme

The Private Sector Development and Technical Vocational Education and Training South Caucasus (PSD TVET SC) Programme is implemented by the responsible Ministries of Georgia, Azerbaijan and Armenia with the support of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, acting on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The programme is co-financed by the European Union. The current programme phase is scheduled from April 2017 to December 2023.

The programme aims at improving the conditions for a sustainable economic development in selected sectors relevant for employment by following three main objectives: (1) The private sector further advances through an increased competitiveness and newly developed inclusive business models in sectors relevant for employment. (2) The vocational education system is modernized with a major focus on establishing close cooperation with the private sector. (3) Collaboration and networking among the implementing partners in the South Caucasus region is fostered.

2. Context and current situation in the field of assignment

The tourism sector in Georgia develops at a rapid pace and needs to adapt to meet international standards for hospitality service provision. This poses a challenge in terms of the practical skills of management and staff. The lack of skilled staff is a major obstacle to developing the tourism industry. Also, the capacities in TVET are still underdeveloped.

Educational programs in tourism in Georgia should reflect the latest developments and comply with the requirements. The role of the private sector in quality assurance and demand-orientation is still weak. There are many subject areas where support is needed, such as advising on the adaptation and/or development of curricula.

Since 2016, the Programme PSD TVET SC (Private Sector Development and Technical Vocational Education and Training, South Caucasus) has been supporting and accompanying the implementation

process of dual as well short-term programs for professions the tourism industry. Currently, more than 38 companies, 6 vocational colleges and up to 190 students are involved in this process in the hospitality sector.

PSD TVET SC has always consequently given platform to interested parties to discuss the main challenges of the sector, including those caused by the pandemic but with a special focus on the need for professions required in adventure tourism to meet the increased demands for quality of products and services and the heightened requirements for safety, as several professional qualifications are urgently sought in the current labor market that are not (any longer) available in the existing vocational training system.

Within the scope of the programme Eu co-financed Clusters4Development project supported 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 formally established in October 2021, and await legal registration. 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.

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.

To serve the purpose outlined above the programme seeks an experienced Digital Marketing Agency to improve the digital presence and market positioning of both tourism clusters and their individual members. The assignment is to improve the digital presence of both clusters and individual cluster members.

The purpose of improving each cluster member’s digital presence is to a, improve their sales; b, align them with the cluster identity; and c, showcase each member’s products and offerings by telling their unique business story.

3. Conditions of the assignment

3.1 Objective and tasks

Objective:

Improve each core cluster member’s digital marketing/social media presence. Review each cluster member’s existing digital presence (using data supplied by the C4D team) and enhance existing social media presence, create appropriate presence where needed, and improve existing online points of sales. Additionally, gathering of each cluster member’s unique business “story”, for showcasing on their own social media, as well in a cluster website (see below).

Tasks:

- a) Manage, update & provide, create content and maintenance and upkeep of all existing social media channels of up to 60 SMEs cluster members, as well as social media channels of regional clusters in both regions up until the end of the contract.
- b) Manage, update & provide, create content and maintenance and upkeep of clusters’ web-page to develop/improve each member’s digital presence & representation as appropriate, to match the “authentic” theme of the clusters up until the end of the contract
- c) Provide coaching on use of social media tools to the cluster members as appropriate (up to 60 SMEs in total)
- d) Provide high quality photo stories with descriptions for the Natural Wine Association web page and any news and updates related to any of the cluster representatives that are also Associations members (up to 6 stories)
- e) Boosting social media of clusters and its members for the summer season

All provided materials will need to be in Georgian and English languages.

The contractor is required to take under consideration accomplishment of following tasks with comprehensive reporting:

Tasks	Reporting
Workplan for support	GIZ Team
Briefing report on technical boosting support provided for Social Media channels	Cluster members, GIZ Team

The contractor is expected to allocate qualified technical staff and resources for the tasks throughout the entire period of assignment.

1.1. Intellectual Property

Content developed for individual businesses will be owned by each business, cluster Social Media channels developed and associated development materials will be owned by each cluster as legal entities (once they are registered). GIZ shall be entitled to keep backup files of all software created in the framework of this assignment.

3.2 Deliverables and resources

Phase/Tasks	Deliverables	Expert Days	Due Date
1. Preparatory work			
1.1. Review social media pages and make improvements - focusing on visual as well as text content (“storytelling”) and options of purchase and booking through social media (up to 60 SMEs in total) 1.2. Develop workplan for upgrading Natural Wine Association social Media page	<ul style="list-style-type: none"> Individual social media activity analysis Workplan with dates Provide high quality photo stories with descriptions for the Natural Wine Association web page and any news and updates related to any of the cluster representatives that are also Associations members 	5	Sep 15
2. Improving digital presence of cluster members			

Phase/Tasks	Deliverables	Expert Days	Due Date
2.1 Manage, update & provide the maintenance and upkeep for clusters' & members Social Media (up to 60 SMEs in total) 2.2 Manage, update & provide the maintenance and upkeep of both clusters social media pages 2.3. Provide in person / at-distance coaching on managing and updating of cluster member's social media channels	<ul style="list-style-type: none"> • Create/upgrade actual social media channels as needed • upgrade actual social media channels as needed • Small recommendations manual for coached cluster members and Natural Wine Association 	45	Ongoing
3. Web-page Upkeep			
3.1 Manage, update & provide, create content and maintenance and upkeep of clusters' web-page	<ul style="list-style-type: none"> • Develop/improve each member's digital presence & representation as appropriate, to match the "authentic" theme of the clusters • Prepare content on their individual business stories, values & ideas • Create individual business stories of each cluster member together with GIZ team for content and posting purposes on their social media channels & web-page 	44	Ongoing
4. Boosting			
4.1 Boosting of social media of clusters and its members for the tourism seasons (up to 60 SMEs in total)	<ul style="list-style-type: none"> • Work on Boosting social media of regional clusters and its members for the winter season 	10	Nov 10

Phase/Tasks	Deliverables	Expert Days	Due Date
	<ul style="list-style-type: none"> Briefing report on technical boosting support provided for Social Media channels 		
			Total: 104 Days

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
Review the findings and results of work done previously	September 15, 2023
Improving digital presence of cluster members	Ongoing
Web-page Upkeep	November 15, 2023
Boosting	November 10, 2023
Final Reporting	November 25, 2023

5. Coordination and Communication

The Contractor works in close cooperation with Programme Expert, and other companies contracted by the project. The contractor will maintain an active communication with cluster members. Reporting to Programme Expert.

5.1 Additional means of support

Items to be provided for by the Project in case of trainings, workshops etc. shall include:

- a) Venue(s), facilities, interpretation, refreshments and meals for workshops;
- b) Hotel accommodation to implement visits to regions of Georgia, for workshops;
- c) Transportation to implement visits to region of Georgia, for workshops;

6. Visibility

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

7. Submission Requirements

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

7.1. Technical proposal

Information about the company demonstrating its strong record in the area of web, social media, content development in Georgian and English languages and management, branding and marketing.

- a. 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.
- b. A work plan to include proposed implementation schedule and activities to be performed by Contractor and suggested professionals for completion of this assignment.
- c. A list of proposed professionals to be involved in implementation of this assignment (please include their CVs and relevant works). Implementation team shall include the experts listed below:

Expert 1: Team Leader / Social Media Manager (40 days)

Responsibility for the management of the assignment and key contact point between GIZ and the contracted company

- Education/training: Bachelor's degree in business, PR/marketing, journalism, public relations or related field
- Language: Excellent business language skills in English and Georgian
- General professional experience: 3-5 years of social media management experience & Strong understanding of marketing strategy and how to effortlessly utilize these concepts throughout various forms of outreach
- Specific professional experience: 2 years of working experience in tourism sector with the main focus on experience in implementation of digital tools, assessment of existing trends, requirements and needs of tourism market, Marketing, PR in tourism
- Experience in working with SMEs on social media product development in Tourism sector in the regions of Georgia
- Leadership/management experience: Ability to manage and supervise a diverse group of people and simultaneously work toward many company initiatives at once
- Development Cooperation (DC) experience: will be an asset

Expert 2: Content Creator (copywriter) (40 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
- Experience in working with SMEs on content development in Tourism sector in the regions of Georgia
- Preferable experience in promotion of the tourism / cultural heritage sector
- Development Cooperation (DC) experience: will be an asset

Expert 3: Photographer / visual Content Creator (10 days)

- At least 3 years' experience as a photo and/or videographer in a competitive industry
- At least 3 years' experience of social media promotion for businesses
- Preferable experience in promotion of the tourism sector

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- Experience in working closely with tourism sector clients to produce high-quality photographic/videographic images
 - Experience in working with SMEs on visual product development in Tourism sector in the targeted regions of Georgia
 - Experience in using different techniques to enhance the photographs/videos as required and use manipulation software to get desired results
 - Portfolio

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** as per attached price schedule. The attached price schedule is to be used for the preparation of the financial offer. Please calculate your price bid based exactly on the costing requirements. The specifications for pricing are defined in the attached price schedule which is required to be used for the preparation of the financial offer.
- Financial proposal shall not include the budget for boosting / advertisement (social media, web page, google Ads.). This is a subject of an agreement between GIZ and service provider. The cost determined by the budget will be covered separately based on the provided invoice and evidence of expenditure.
- Fee rate of experts assigned that shall cover all personnel costs, including ancillary personnel costs, backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc.

* Please review the assessment grid attached to this document.

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;

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

9. 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:

Final payment will be made upon the completion of all Phases and final report regarding the completion of assignment.

*The budget for social media, and google ads boosting campaign is determined up to 5.000 GEL.
The contractor is required to submit a report that illustrates the expenses (Facebook / Meta Invoice) and the result of campaign (likes, visits, reaches, etc.)