
Programme:	Private Sector Development and Technical Vocational Education and Training Programme South Caucasus (PSDTVET SC)
PN:	16.2179.6-001.00
AV/DV:	Anne-Valerie Peters / Christian Kaufhold
Activity:	Video & Visual Digital materials production for Authentic Imereti & Kakheti Tourism Clusters and their member SMEs
Period:	October 6, 2023 – November 30, 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:

The aim of the assignment is to **improve each core cluster member’s digital marketing/social media presence and** to hire a production company for the production of up to 30 short videos clips, up to 60 – short reels, up to 40 Gifs and up to 300 photo stills, using the existing raw footage belonging to GIZ, as well as additional new materials, highlighting tourism clusters in both regions and their individual cluster member SMEs, as well as to produce 3 short videos for Natural Wine Association. The objective of the video clips is to demonstrate the support received from the project, 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. Video will be originally in Georgian language and will have English subtitles. The contractor will work in close cooperation with the GIZ team of experts.

Tasks:

- The contractor is responsible for providing the following services:
- Video production services including transportation and accommodation service required for the shooting locations;
- Translation services to provide the subtitles.

Quantity of videos: up to 30 videos

- Length of video clips: Up to 30 second to 1 min each
- Length of reels: Up to 20 second to 1 min each
- Use of the video: Video will be highlighted on cluster channels and on events

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.

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

4 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.

5 Deliverables and resources

Phase/Tasks	Deliverables	Estimated Expert Days	Due Date
1. Preparatory work			
1.1. Coordination Meeting	<ul style="list-style-type: none"> • Meeting between programme expert and Contractor, as well as NWA representative to set the objectives and create a timeline for production 	4	Oct 6
2. Video shooting			
2.1 Video shooting of clusters in Imereti and Kakheti	<ul style="list-style-type: none"> • Up to 8 days of shooting, Kakheti & Imereti Locations: <ul style="list-style-type: none"> • Up to 10 locations in each region 	8	Oct 15
3. Videos for National Wine Association			
3.1 Production of 3 videos for Natural Wine Association	<ul style="list-style-type: none"> • First version of videos' rough cut should be presented to NWA for comments • Revisions introduced • English subtitles developed and integrated to the video • Additional comments and edit request by the NWA • Approval by the NWA 	20	Nov 10
4. Post production			

Phase/Tasks	Deliverables	Estimated Expert Days	Due Date
4.1 Post production up to 30 short videos clips, up to 60 – short reels, up to 40 Gifs and up to 300 photo stills for GIZ	<ul style="list-style-type: none"> • First version of videos’ & reels rough cut should be presented to GIZ for comments • Revisions introduced • English subtitles developed and integrated to the video • Additional comments and edit request by the GIZ • Approval by the GIZ 	60	Nov 10
5. Contract close out			
5.1 Contract close out	<ul style="list-style-type: none"> • Finalizing videos, reels, gifs, photos • Submitting deliveries to GIZ • Final invoice submitted to GIZ 	25	Nov. 30
			Total: 117 Days

6 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	October 6, 2023
Video shooting	October 15, 2023
Post production	November 10, 2023
Submission of final produced digital materials	November 30, 2023

7 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.

- The Contractor reports to the GIZ Team Leader and Programme Expert.
- The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ.
- 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.

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- 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.

6. Payment terms and conditions

A single final payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

7. Submission requirements

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

7.1. Technical proposal

The technical proposal shall contain:

- **Assignment relevant work** – list of similar past work that demonstrates applicant's qualification/expertise. Minimum three examples of similar videos or feature stories, produced within the last 2 years, Prior experience in working with international donor organizations on similar assignments is an asset.
- Technical proposal should include the description of staff involved (number of technical staff) and **dissemination on the assigned roles should be clearly described.**
- **Proposed Key experts** to be involved in implementation of this assignment (please include CVs). Please specify in which capacity they will be involved.

Qualifications of the key expert 1: Team leader:

- 5 years of experience working with international donor organizations or IFIs
- 3 years of experience in PR, professionalized in creation of video visibility materials
- 3 years of experience in creating video stories, feature stories, etc.

Qualifications of the key expert 2: Video production manager:

- Experience working with international donor organizations or IFIs, minimum 4 projects
- 5 years of experience working in video production
- 5 years of experience in creating and editing video stories, feature stories, etc.

7.2. Financial proposal

The financial proposal shall clearly state the all-inclusive price for delivering the video. (including production costs, honorarium for experts and technical team, translation cost, per diems and overnight costs for the shooting days in the regions of Kakheti and Imereti), excluding VAT.

Please calculate your price bid in line with costing requirements specified in the attached price schedule. The attached price schedule is required to be used for the preparation of the financial offer.