

Terms of reference (ToR) for the procurement of services

Title: Enabling the Implementation of Georgia's Forest Sector Reform (ECO.Georgia)

Project/Activity Number: 20.2275.4-001.00 / 0202

Title of the assignment: Firewood consumption quantitative survey – Three target regions (Kakheti, Mtskheta-Mtianeti and Guria)

1. Brief introduction on the project

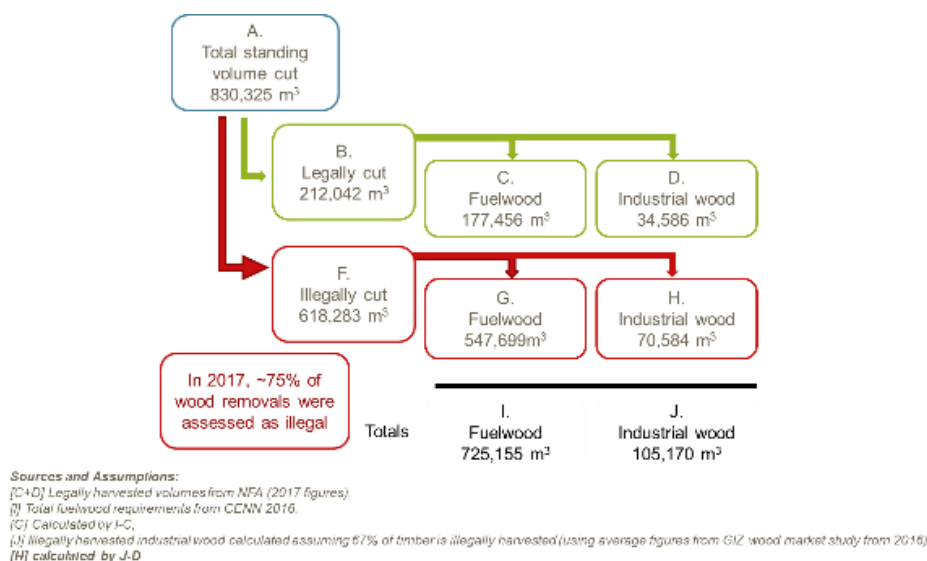


Figure 1: Legal and illegal wood removals in Kakheti, Mtskheta-Mtianeti and Guria in 2017

Climate change impacts and the demand for fuelwood from rural population puts significant pressure on Georgia's forests: up to 90% of rural households (1.43 million people) rely on fuel wood for their energy needs. The problem is exacerbated by the fact that households use obsolete technologies, such as traditional stoves with a lifetime of two years and an efficiency of 35% or less. Fuelwood demand exceeds sustainable harvesting levels, considering reduced productivity of many forests in the country because of extensive forest degradation. This forest degradation leads to a loss of carbon absorption capacity which is projected to decrease by five times between 1990 and 2030. As illustrated in Figure 1, this negative trend is largely caused by massive fuelwood consumption by the local population. The demand for fuelwood greatly exceeded the amount of legally harvested fuelwood (212,042 m³) resulting in the illegal harvesting of an additional 547,699 m³ or around 75% of total wood removals in the three regions Kakheti, Mtskheta-Mtianeti and Guria, as shown in Figure 1.

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To address this negative development, the project “Enabling the Implementation of Georgia's Forest Sector Reform - ECO.Georgia” supports the Government of Georgia to implement its transformational forest sector reform agenda to put the entire nation's forests under the framework for sustainable forest management (SFM). It will do so by supporting the establishment of a nation-wide SFM system (Component 1) and in parallel promoting market development for energy efficient appliances and alternative fuels (Component 2) to address the main driver of forest degradation. The project will safeguard the reform implementation by diversifying livelihood opportunities and strengthening local self-governance in forest adjoining rural communities (Component 3).

The project is funded by the Green Climate Fund (GCF), the German Federal Ministry for Economic Cooperation and Development (BMZ), and the Swiss Development Cooperation (SDC), with GIZ serving as the accredited entity. The German contribution is part of a broader German initiative in the priority area of “Environmental policy, conservation, and sustainable use of natural resources in the South Caucasus.” This initiative aims to promote the sustainable use of natural resources, biodiversity conservation, and climate protection, particularly benefiting the rural population. Additionally, it seeks to increase the share of renewables in the energy mix and enhance energy efficiency levels.

Rural households that rely on firewood for heating will benefit from improved air quality and reduced fuelwood demand through better access to energy-efficient stoves. Forest-related small and medium-sized enterprises (SMEs) and their employees will receive support to enhance the economic efficiency and environmental sustainability of their business activities. Furthermore, staff members of relevant public institutions, including the National Forestry Agency (NFA), Department of Environmental Supervision (DES), Environmental Information and Education Centre (EIEC), Rural Development Agency (RDA), and municipalities, will receive direct support through human capacity development measures and grant financing.

ECO.Georgia primarily contributes to achieving the SDG 15 (Protect, restore and promote sustainable use of terrestrial ecosystems) of the 2030 Agenda of the UN, but also to achieving SDG 7 (Ensure access to affordable, reliable, sustainable and modern energy for all), SDG 13 (Take urgent action to combat climate change and its impacts), SDG 1 (End poverty in all its forms everywhere), and SDG 5 (Achieve gender equality and empower all women and girls).

Component 2 of the ECO.Georgia project on “Market development for energy efficiency and alternative fuels” will tackle the main driver of forest degradation, unsustainable fuelwood consumption, by promoting the development of a market for energy efficient (EE) technologies and alternative low-carbon fuels (AFs). The primary focus will be on the population of the target regions to be first affected by the Forest Sector reform and therefore the first to demand EE-AF products. At the same time, to ensure sustainability and scaling-up EE-AF market, the project will at the national level support policy, regulatory, and investment framework for EE-AF sector in partnership with EE-AF suppliers, financial sector and the Government. The objective of the activities is to stimulate demand for more than 30,000 stoves cumulatively until project end and that additionally about 28,000 households will switch to AF. To do so the project will, in partnership with national financial organizations, local banks and MFIs, provide a package of consumer financing options focusing initially on EE stoves and USB, but gradually expanding to other more sophisticated EE-AF technologies.

The duration of ECO.Georgia is from April 2021 until March 2029.

2. Description of the Assignment

2.1. Context

The current fuelwood consumption exceeds the sustainable supply level. It's necessary to reduce fuelwood demand by consuming less and using more efficient woodburning stoves. For this reason, it's necessary to have a reliable data on firewood consumption in the three target regions (Kakheti, Mtskheta-Mtianeti and Guria). Therefore, the aim of this assignment is to provide ECO.Georgia project staff with this information, in order to compare and measure success of different activities of the project.

2.2. Objectives of the assignment and work packages/tasks

The main objectives of the assignment are to quantify the firewood consumption Firewood consumption quantitative survey in the three target regions (Kakheti, Mtskheta-Mtianeti and Guria), through quantitative survey, analysis of the patterns and determinants of energy consumption among households (HH) that use firewood as their primary energy source for heating. Final results should include:

- To quantify the amount and frequency of fuelwood consumption among different household types,
- To identify the sources of fuelwood and other biofuel (e.g. residues from agricultural activities, twigs and branches, etc.).
- To identify awareness level about BSYs' in the target municipalities,
- Determine what is the price range that HHs are paying for firewood
- To identify the socio-economic factors influencing fuelwood consumption.

The second objective of the assignment is to conduct desk research to estimate firewood consumption and create a database of the local businesses that use firewood as their primary energy source for business operations.

To achieve mentioned objectives of the assignment, the contractor must execute the following work packages and create corresponding deliverables.

- **Work packages**

The quantitative survey on firewood consumption contains the following work packages (WPs). Each package will focus on different aspects of the research to ensure a thorough and methodologically tailored survey. All WPs should be created in close cooperation with ECO.Georgia's team and other stakeholders.

- **WP1: Research Design and Methodology Development**

Tasks:

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- Define research objectives and key research questions.
- Identify and describe the target population (households, industries, etc.).
- Develop sampling technique with appropriate stratification and differentiating: (1) municipal centers (towns), (2) villages with gas supply, (3) villages without gas supply with the purpose to cover the municipalities/regions more representatively.
- Design a survey instruments (questionnaires, interviews, etc.).
- Design a triangulation method concept and implement it (e.g. comparing gasification data, sample counts of smoking chimneys in villages, etc.). More ideas for triangulation method should be provided.
- Execute pilot study to validate the research tools.
- Develop an ethical framework for data collection, including obtaining necessary permissions.
- Agreement on methodology with ECO.Georgia's team and MoEPA.

- **WP2: Data Collection**

Tasks:

- Train data collectors/enumerators on the survey instruments and data collection techniques.
- Conduct pilot testing and refine the survey tools if necessary.
- Execute the gender sensitive data collection process (household surveys (min. 1300 HH)).
- Ensure data quality control during fieldwork through supervision and periodic audits.
- Log and store collected data in an organized and secure database.

- **WP3: Data Analysis and Interpretation**

Tasks:

- Perform descriptive and inferential statistical analyses.
- Conduct cross-tabulations to explore relationships between different variables (e.g., household size, income, region).
- Identify key trends, consumption patterns, and outliers.
- Estimate the firewood demand across the population and per capita consumption.
- Assess the socio-economic and environmental impacts related to firewood consumption.
- Draft a preliminary report.

- **WP4: Validation and Stakeholder Consultation**

Tasks:

- Present initial findings to key stakeholders.
- Gather feedback and refine the interpretation of the results.
- Incorporate stakeholder insights into the final analysis.

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- **WP5: Final Reporting and Dissemination:**

Tasks:

- Prepare a final report, analysis, findings, and recommendations.
- Design and produce visual aids (charts, graphs, infographics) to present the results.
- Conduct presentation for ECO.Georgia team members and other stakeholders.

- **WP6: B2B survey of local businesses dependent on firewood for commercial activities** (e.g. greenhouses, HORECA businesses, guesthouses, etc.).

Due to complexity, WP6 is optional. This means that the contractor first should analyze and develop methodology for B2B interviews in the three target regions (Kakheti, Mtskheta-Mtianeti and Guria). The final execution of the WP will be decided once finalized feasibility and reliability study.

Tasks WP6.1: create methodology and determine the feasibility of executing the B2B survey

- Develop a methodology and analyze and determine if it is viable to execute B2B survey.

Tasks **WP6.2 optional (will be decided after accomplishment of WP6.1): Conduct B2B survey**

- B2B interviews
- Research through focus groups (min. 3 focus group discussions)
- Final research report with estimated firewood consumption data.
- Presentation to ECO.Georgia team on the PIU (Project Implementation Unit).

2.3. Outputs/deliverables

Desired outputs are:

- **Output-1:** vigorous gender sensitive research methodology that will ensure reliable and valid quantitative data on firewood consumption.

Deliverables:

- Detailed research methodology report.
- Survey instruments (questionnaires and interview guides).
Presentation to ECO.Georgia, including representatives from NFA, RDA, EIEC, BFD, DES, MoESD and Geostat.
- **Output-2:** accurate and representative, gender sensitive data on firewood consumption across different segments of the target population in three target municipalities – Kakheti, Mtskheta-Mtianeti and Guria

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Deliverables:

- Clean, quality-controlled, gender sensitive datasets.
- Fieldwork completion report.
- **Output-3:** collect data and derive meaningful insights into firewood consumption patterns.

Deliverables:

- Statistical analysis report.
- Preliminary findings and trend analysis.
- **Output-4:** To validate the research findings through consultations with stakeholders and ECO.Georgia project team.

Deliverables:

- Validation workshop reports.
- Final report revisions based on stakeholder feedback.
- **Output-5:** To compile, publish, and disseminate the research findings to relevant audiences.

Deliverables:

- Final research report.
- Presentations for ECO.Georgia team and in Project Implementation Unit (PIU), with participation of broader group of stakeholders.
- **Output-6: estimated firewood consumption of local businesses through B2B research.**
- **Output-6.1 Methodology and feasibility**

Deliverables:

- Methodology and feasibility and reliability study
- **Output-6.2 optional: (optional and will be decided after executing WP 6.1) – estimated firwood consumption by local business.**

Deliverables:

- estimate consumption of firewood of local businesses in three target regions.
- Focus group discussion evaluation and results (min. 3 focus groups).

2.4. Schedule and timeframe

The tenderer should provide own concept of the timeline, prioritizing by needs of ECO.Georgia project. Please see below a rough outline. The survey and its analysis will be conducted over a period of approximately four months, with the following milestones after signing the contract:

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WP, Deliverables and deadlines	Deadline	Number of days per expert
WP1/Output 1/Deliverable 1	15 days after Contract Signing (CS)	Ca. 20 working days
WP2/Output 2/Deliverable 2	Two months after CS	Ca. 40 working days
WP3/Output 3/Deliverable 3	Three months after CS	Ca. 25 working days
WP4/Output 4/Deliverable 4	Four months after CS	Ca. 10 working days
WP5/Output 5/Deliverable 5	Four months after CS	Ca. 5 working days
WP6/Output 6.1/Deliverable 6.1	One month after CS	Ca. 10 working days
WP6/Output 6.2/Deliverable 6.2	Five months after CS	Ca. 15 working days

3. Company and Experts' profile

Company

The tendering company will be responsible for conducting comprehensive quantitative research as per the scope and objectives outlined in this document. The followings are the essential requirements that must be met by any company submitting a proposal:

Organizational Profile and Experience (1.1)

- **Proven Track Record:** The company must have a minimum of 3 (three) years of experience in quantitative research, particularly in the relevant sector or subject matter (e.g., healthcare, education, market analysis, etc.).
- **Portfolio:** Provide examples of previous quantitative research projects completed within the last 3 (three) years, emphasizing those similar in scale, scope, and methodology.
- **References:** Include at least 2 (two) references from organizations or clients where similar research has been undertaken. Each reference should provide contact information for verification purposes.
- **Industry Expertise:** Demonstrate a deep understanding of the sector in which the research will be carried out, including relevant market trends, socioeconomic factors, and regulatory requirements.

Experts

Expert 1- Quantitative Survey Team Leader: (5.1)

Team leader is responsible for overseeing the quantitative research team, managing the research project, and ensuring the integrity and quality of quantitative data collection and analysis. This role will lead team efforts in designing and executing the survey, analyzing data, and presenting findings.

Key Responsibilities:

- Lead and manage the quantitative survey team, providing guidance and support throughout the research process.

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- Develop and implement research methodologies for the project.
- Oversee survey design, data collection, and analysis, ensuring quality and adherence to timelines.
- Collaborate with other departments to align research objectives with business strategies.
- Present research findings to stakeholders and recommend actionable insights.
- Ensure compliance with ethical research standards and practices.

Qualifications:

- General qualification (5.1.1): Master's degree in Statistics, Data Science, Social Sciences, or a related field
- General professional experience (5.1.1): 7+ years of experience in quantitative research, with at least 5 years in a leadership role and Strong knowledge of statistical analysis techniques and survey methodologies.
- Specific professional experience (5.1.2): 5 years of professional experience in project management in Georgia's rural regions
- Leadership/management experience (5.1.2): 3 years of management/leadership experience as project team leader or manager in a company
- Linguistic skills (5.1.4): Knowledge of English, B2 level and Georgian in the Common European Framework of Reference for Languages

Expert 2- Environmental Division Lead (5.2):

Environmental lead is responsible for facilitating interdisciplinary collaboration between environmental sciences and statistics for effective problem-solving during the survey.

Qualifications:

- Education (5.2.1): University degree (master's) in Environmental Studies
- Professional experience (5.2.1): at least 7 years of professional experience in the Environmental sector.
- Specific professional experience (5.2.2): 5 years of professional experience in project management in Georgia's rural regions
- Languages (5.2.4): Knowledge of English B1 in the Common European Framework of Reference for Languages.

Expert 3- Gender and Social Inclusion division Lead (5.3):

Gender expert is responsible for gender mainstreaming in the process of the study and ensuring that the methodology, field surveys and the report are gender sensitive.

Qualifications:

- Education (5.3.1): University degree (bachelor) degree in Gender Studies, Human Rights, Psychology, or other related disciplines is required (5.3.1).
- Professional experience (5.3.1): Gender, Gender Mainstreaming, social inclusion at least 5 years' experience.
- Specific professional experience (5.3.2): quantitative research projects as gender mainstream team member.

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- Languages (5.3.4): Knowledge of English B1 in the Common European Framework of Reference for Languages.

4. Timing and duration

From December 2024 to June 2025

5. Place of assignment

Georgia

6. Reporting

- Reports are to be prepared according to the GIZ template to be provided by the project.
- All documents shall be delivered electronically (text files) in English and in Georgian.
- The consultant shall report to (Team Leader Component 2).
- The consultant is expected to coordinate very closely with GIZ and partner organizations as well as with (Advisor on Technology Marketing and Awareness Raising) of GIZ.

7. Other provisions**7.1. Budget and payment**

Travel expenses should be included in the contract.

Interim payment can be effected after provision of and acceptance of the milestones 1 and 6.1.

Final payment will be made after provision of and acceptance of the milestones 2,3,4,5 (if applicable 6.2) and submission of all reports mentioned above.

7.2. Tender procedure (2)

In the tender, the tenderer is required to submit a technical proposal showing how the objectives defined in Chapter 2 are to be achieved and if applicable under consideration of further method-related requirements (technical-methodological concept).

The technical proposal will be evaluated in accordance with the assessment grid which consists of followings:

(2.1) Concept

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- a. interpretation of the objective /assignment (2.1)
- b. strategy (*description of methodological approach see below) for the implementation reflecting other alternatives (2.1)*
- c. cooperation during the implementation (stakeholders in the implementation, reference projects etc.) (2.1)
- d. a work plan in a visual form (2.1) Timing and duration

Methodological Approach (2.1)*

It should encompass the following aspects:

- **Quantitative Methodology Expertise:** The company should demonstrate expertise in gender sensitive quantitative research methodologies, including survey design, sampling techniques, data collection, and statistical analysis. Highlight the methods most appropriate for the study's objectives.
- **Survey Design:** Propose a detailed, gender sensitive survey design, including sample size, sampling methods (e.g., random sampling, stratified sampling), and the reasoning behind the choice of each method.
- **Data Collection Methods:** Provide a clear description of the tools and platforms to be used for data collection (e.g., online surveys, face-to-face interviews, telephone surveys) and explain why these are suitable for the target audience.
- **Data Quality Assurance:** Outline strategies for ensuring data quality and integrity, including procedures for minimizing bias, handling missing data, and ensuring that the data is reliable and valid.
- **Tailored Approach:** The proposal must detail the suggested approach for addressing the survey objectives, including proposed methodology(s) and justification for method's suitability.

The contactor should obtain comprehensive understanding of the timber distribution chain particularities. One of the major challenges in this chain is the quantification of the procured firewood by HH. In lots of cases, delivered quantity differs and it's less than the purchased one. This is due to the logistic and transportation challenges still existing in the distribution chain. So, the contracted company should develop creative and practical solution for converting different transport measures (e.g. truck, half-truck, etc.), in evaluable and measurable units and/or metrics. The approach to develop this solution shall be laid out in the offer.

Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs, the range of tasks involved and the required qualifications.

The CVs of the personnel proposed meeting the requirements below must be submitted using the format specified in the terms and conditions for application. The CVs shall not

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exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long.

Financial bid should be calculated in line with with the price schedule which you can find as an attachment