

## TOR for STE-Assignments / Advisory / Services Contract

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**Programme:** Enhancing Company's Competitiveness through Quality Infrastructure (QUIS - Better Goods and Services).

**PN:** 23.2227.9-001.00

**Activity:** Local Expert supporting Private Sector on research, Needs Assessment & conformity requirements

**Period:** January 20, 2025 – May 1, 2025

### 1. Brief information about the project

The multi-donor project "QUIS - Better Goods and Services" on enhancement quality infrastructure in Georgia (hereafter - QUIS) is jointly co-financed by the European Union, the Federal Ministry Economic Development BMZ and Czech Development Cooperation (CDC) and implemented by GIZ and CzDA. The project timeline is scheduled till January 31, 2027.

Overall objective of QUIS is to ensure safety and promote inclusive and sustainable economic growth in Georgia through improved competitiveness of the private sector and implementation of the DCFTA and its EU related commitments, with a particular focus on business, trade, environment, and better skills matching.

Notably, QUIS targets the following outputs:

Output 1: Optimized regulatory and policy framework for quality infrastructure in line with EU and international requirements that promotes competitiveness of the Georgian products (goods and services).

Output 2: Improved compliance with European and international standards of conformity assessment bodies (incl. laboratories).

Output 3: Improved compliance with European and international standards of local producers.

Output 4: Raised awareness for Georgian companies regarding the potential of private standards or state regulation, including the services offered by public and private organizations within the system of notified bodies.

Output 5: Intensified cooperation between quality infrastructure institutions and private sector actors.

The partner of the project at the political level is Georgian Ministry of Economy and Sustainable Development (MoESD). Narrower portfolio of partners encompasses public bodies supervised by MoESD, such as Georgian National Agency for Standards and Metrology (GeoSTM), Georgian Accreditation Center (GAC), Market Surveillance Agency (MSA), Georgian Competition and Consumer Agency (GCCA) and Enterprise Georgia (EG).

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### 2. Context and objective of the assignment

Scope of QUIS covers Conformity Assessment Bodies (CABs) development program, including building capacity of testing and calibration laboratory services, which is capital-intensive activity per se, requiring investment in fixed assets and marginal operational expenses. Thus, the project is determined to support this area of market failure and introduce financial mechanism(s) bundled with technical assistance (TA) to strengthen conformity assessment services and generally quality infrastructure in the country. Consequently, financial support will be granted to testing and calibration laboratories, aiming to meet the demand and contribute to overall quality infrastructure.

For this reason, GIZ will contract an expert to do research with the private sector on aspects related to the conformity of industrial or consumer products.

The objective of this action is to have small-scale research on existing situation on aspects related to the conformity of industrial or consumer products and services (driven by regulatory requirements or intrinsically) provide comprehensive analysis of existing situation regarding the conformity with requirements for businesses in woodwork/furniture/toys sectors.

The focus of the research is to visit some of the local Georgian small and medium size enterprises active in woodwork/furniture/toys sectors, gather the information regarding the production and services offered, identify their needs, challenges and opportunities regarding the conformity with requirements for these business sectors and support them in their further sustainable development through networking, promotion and access to knowledge and expertise.

The mission is to support Georgian SMEs in woodwork/furniture/toys sectors while increasing their competitiveness in the local and international market as well as providing producers with tools and skills which allow them to be more competitive in terms of sustainability, product/service development, marketing, and international exposure/outreach.

### 3. Scope of work

Therefore, the objective of the assignment for the individual local expert is expected:

- a) Together with the GIZ advisor develop a preliminary data base of potential SMEs to be visited for the research in targeted sectors;
- b) Review the findings and results of work done previously in regard to conformity with requirements for businesses aspects in the sectors;
- c) Together with the GIZ advisor develop a questionnaire based on the information needed

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to be gathered for the SME data base in the sectors as well as the needs assessment of SMEs in the sectors.

- d) Review the findings and results of the research conducted;
- e) Develop a set of recommendations and potential implementation plan for the SMEs;
- f) Assess individual SMEs and their individual needs in terms of certification, and conformity assessment services for the selected products with existing local and international requirements in the sectors, potential new product development, service development & market positioning locally and internationally;
- g) Identify the jewelry sector's needs in Georgia regarding quality improvement and export activities and provide actionable recommendations for potential project interventions.

Phase/Tasks	Deliverables	Due Date	
<b>1. Preparatory work</b>			
1.1. Getting familiar with the QUIS project 1.2. Kick off meeting	<ul style="list-style-type: none"> <li>Short introduction of the project</li> <li>Discussing the workplan and setting timelines</li> </ul>	Jan 30, 2025	5 Days
<b>2. Scope of Work</b>			
2.1. Technical Regulations in Georgia or EU Countries  2.2. Evaluation of the sectors;	<ul style="list-style-type: none"> <li>Identify the technical regulations applicable to the selected sectors/products in Georgia and in EU;</li> <li>Review the findings and results of work done previously, regard to conformity with requirements for businesses aspects in the sectors;</li> </ul>	Feb 28, 2025	10 Days
2.3. Develop a preliminary data base of potential SMEs	<ul style="list-style-type: none"> <li>Together with the GIZ advisor develop a preliminary data base of potential SMEs to be visited for the research in targeted sectors</li> </ul>	Jan 30, 2025	7 Days
2.4. Develop research tools	<ul style="list-style-type: none"> <li>Together with the GIZ advisor develop a questionnaire based on the information needed to be gathered for the SME data base &amp; needs assessment of SMEs in the sectors</li> </ul>	Feb 8, 2025	7 Days

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Phase/Tasks	Deliverables	Due Date	
<b>1. Preparatory work</b>			
2.5. Conduct the research	<ul style="list-style-type: none"> <li>Develop the agenda for the visits of sectoral SMEs</li> <li>Conduct the research on the field (Tbilisi &amp; in the regions)</li> </ul>	15 April, 2025	40 Days
2.6. Conduct focus groups to assess and identify the jewelry sector's needs :	<ul style="list-style-type: none"> <li>Gaps in quality assurance, standards, and certification.</li> <li>Barriers to export activities, including market access and logistics.</li> <li>Support needed to enhance product quality and competitiveness.</li> <li>Analyze findings and prepare a short report with recommendations.</li> <li>Present results and actionable insights to the project team.</li> </ul>	Feb 15, 2025	4 days
<b>3. Final Reporting</b>			
<ul style="list-style-type: none"> <li>Report on the findings</li> </ul>	<ul style="list-style-type: none"> <li>Review the findings and results of the research conducted</li> <li>Provide Filled in Data base of individual SMEs and their individual needs in terms of certification, and conformity assessment services for the selected products</li> </ul>	May 1, 2025	8 Days
			<b>Total: 81 Days</b>

### 3.1. Intellectual Property

GIZ shall be entitled to all intellectual property and other proprietary rights including, but not limited to documents, files, and other materials, which the contractor will develop under the assignment, and which bear direct relation to fulfilment of the assignment. The contractor shall take all necessary steps in transferring intellectual property to GIZ.

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### 4. Coordination and Communication

Close coordination and reporting to the project Advisor and Team Leader, as well as liaison with private sector relevant actors.

### 5. Visibility

Development of all products under this assignment is funded by the EU, German and Czech Governments and must follow communication and visibility requirements of the donors (i.e. inclusion of logos and disclaimers).

### 6. Submission Requirements

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

**6.1** The **technical proposal** shall contain proposed concept and work plan to implement the assignment, CV with bidder's relevant experience;

**6.2** The financial proposal shall contain all types of costs to be charged to the project for implementation of this assignment, **including income tax and pension.** The financial bid should be calculated in accordance with the attached price schedule.

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

### 7. Evaluation criteria

A technical proposal by a bidder shall be evaluated based on the assessment of: (1) proposed concept and work plan, (2) bidder's qualifications and experience, and (2) recommendations.

#### 7.1 Evaluation criteria for a technical proposal

A technical proposal shall be evaluated based on the relevance of the chapters of the concept and work plan to include:

- a) Interpretation of objectives;
- b) Strategy of implementation;
- c) Work schedule and timelines;

#### 7.2 Evaluation criteria for a bidder

##### 7.2.1. Education

Higher education in Arts, History, Architecture, Design, crafts or a related field.

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### 7.2.2. Knowledge and skills

- a) Strong research, analytical and report writing skills;
- b) Excellent communication, facilitation and moderation skills;
- c) Advanced computer skills including Microsoft Office and web-based applications;
- d) Excellent command of English & Georgian, both written and spoken.

### 7.2.3. Work experience

- a) Experience conceiving and implementing concepts of the product development consultation in woodwork, furniture, toys, crafts sectors
- b) Experience in working with creative Industries on business development and standardization/certification for local markets and export
- c) Experience in conducting the studies and research in the sectors mentioned above
- d) Experience in developing Interactive databases in various sectors
- e) Experience in researching and assessing potentials of competitive and cooperative opportunities and challenges for local producers
- f) Preferably, 5 years of consulting experience in private sector development in the woodwork, furniture, toys, crafts sectors
- g) 5 years of Development Cooperation (DC) experience, working on development cooperation projects funded by international donors.

## 8. Data Protection, Coordination and Visibility

Contractor reports to QUIS Advisor and Team Leader at GIZ. The Contractor shall reach out relevant companies via own channels and ensure successful recruitment.

This activity is funded by the EU and German Government and must follow communication and visibility requirements of the donors (i.e. inclusion of logos and disclaimers).

The performance of the contract may be associated with the processing of personal data by the contractor, such as (but not limited to) names and contact information and who would alone define the nature of such data and how such processing would be carried out. In such cases, the contractor shall act as an independent DATA CONTROLLER and must alone comply with ALL applicable data protection obligations, including those stemming from regional and local laws. The contractor shall process personal data only when a given goal cannot be reasonably attained without such data. The data protection principles such as lawfulness, data minimization, accuracy, purpose limitation, storage limitation, transparency, integrity and confidentiality, and accountability, as well as the numerous rights of the data subject must be paid due attention. The GIZ is NOT in any way responsible for such processing.

Whenever the contractor executes the instructions of a partner to the GIZ regarding such processing, the partner shall be the data controller, and the data processing shall be carried out in accordance with the partner's instructions as well as laws and standards to which it is subject.

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If the contractor is not subject to the GDPR and the applicable laws do not contain any explanation on the data protection principles and rights mentioned here, the definitions and meanings provided by the GDPR (Regulation (EU) 2016/679) should be considered.

### 9. Conditions and Payment Terms

#### Additional means of support

Items to be provided for by the Project separately shall include:

- a) Venue(s), facilities, interpretation and refreshments for workshops;
- b) Hotel accommodation to implement visits to regions of Georgia, as appropriate;

**Payment** will be carried out based on the acceptance of deliverables and provision of the invoices according to the following schedule:

#### 9.1.1. Final payment

The final payment up to 100 % of the contract value will be made upon the completion of the assignment – Final Reporting – and the acceptance of the contract implementation report.