

Conduction of two Energy Efficiency Fairs in Georgian municipalities	<b>Project number/ cost centre:</b> <b>21.2140.8-001.00</b>
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## List of Abbreviations

AG	Commissioning party
AN	Contractor
EMS	Energy Efficiency Management
FK	Expert
FKT	Expert days
EE	Energy efficiency
MRDI	Ministry for Regional Development and Infrastructure
ToR	Terms of reference
EEF	Energy efficiency fair
RE	Renewable energy

## 1. Context

### Background on the project:

The “Sustainable Urban Development in Georgia” project (SUD) is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in cooperation with several Georgian partners led by the Ministry for Regional Development and Infrastructure (MRDI). The project was launched in February 2023 and will continue until January 2027. The project works in the urban areas of Batumi, Zugdidi, Gori, Samtredia and Oni.

The project brings integrated urban projects to readiness for financing in the fields of energy efficiency, mobility, waste management, sustainable tourism and public spaces. For this, the project works closely with selected cities in Georgia, in cooperation with national and sub-national actors, as well as a professional network of experts and the local communities. The project applies the “Urban laboratory” method, which strengthens urban integration and citizen participation and supports the development of Neighbourhood Concepts (NCs). Additionally, as part of enhancing municipalities' capacity in energy efficiency, the project develops and pilots a municipal energy management system. To summarize, the project's goal is to contribute to participatory, climate-friendly, gender-sensitive and integrated sustainable urban development in Georgian cities in line with the New Urban Agenda by increasing capacities at local level, in cooperation with private and civil society actors, to better implement climate-relevant strategies

Additionally, the experience generated through the Urban Labs is shared with local urban practitioners through an exchange of urban practitioners. The focus is to support knowledge exchange among urban professionals through a series of events as well as knowledge products (e.g., trainings, guidelines, publications, etc.)

### Background on Energy Efficiency Management:

Energy management plays a crucial role in optimizing energy consumption and promoting sustainability across various sectors, such as energy or water. It is a systematic process that enables organizations, municipalities, and households to plan, measure, and optimize energy use. By adopting energy management practices, entities can identify inefficiencies, set energy-saving targets, and implement action plans to achieve energy and cost savings. This not only reduces operational costs but also contributes to the reduction of greenhouse gas emissions, supporting Georgia's climate goals.

One of the key components of energy management is the establishment of energy monitoring systems that help users gather and analyse energy data. This data-driven approach allows for informed decision-making and prioritization of energy efficiency measures. However, many municipalities, business, organizations and households in Georgia do not use any, or rely on basic tools, which are not sufficient to effectively track and visualize energy performance.

SUD works in different sectoral thematic areas related to urban development. One of these thematic areas is energy efficiency (EE). In this context, SUD is currently implementing an

Energy Management System (EMS) project for Georgian municipalities - their municipal buildings and facilities. To further promote the use of energy management systems and energy efficiency practices beyond the public sector, SUD is planning to implement Energy Urban Labs (EUL) in Samtredia and Oni focused on residents and SMEs. There are two intended pillars of the EULs: Energy Efficiency Fairs and grants competitions for SMEs

Raising awareness about energy management among the wider population is essential, as it can foster a culture of energy efficiency and responsible energy consumption. Public understanding of energy management benefits can encourage individual actions, such as adopting energy-saving practices at home or supporting businesses that prioritize energy efficiency. Additionally, informed citizens – seeing the cost saving potential of such measures – can drive demand for energy-efficient products and services, creating a positive ripple effect across the economy. Educational campaigns, community initiatives, and accessible information on energy management can empower individuals to contribute to Georgia's broader energy efficiency and sustainability goals.

By promoting energy management, Georgia can enhance its overall energy efficiency, reduce energy costs, and mitigate the environmental impact of energy consumption. Widespread adoption of energy management practices will not only support the country's climate commitments but also contribute to building a more energy-efficient and resilient society.

During the fairs, SUD will announce an energy grant competition for SMEs. However, the present contract does not include any activities related to the administration or execution of this competition.

#### Assignment overview:

The objective of this assignment is to conduct Energy Efficiency Fairs in Samtredia and Oni. The Energy Efficiency Fairs will be one-day events organized in the central areas of the municipalities where attendees will be able to get information about modern, low-cost EE solutions and be able to interact with a selection of EE products. During the Fair, preferably local and regional producers and sellers of energy efficient materials (such as EE insulation, windows or other building materials), home appliances and RE solutions will display their products and showcase the benefits of using their materials. Events will be informative about the topics of EE for interested parties, particularly aimed at citizens, smaller businesses and local youth organizations.

The objectives of the assignment are to:

- Raise awareness about energy efficiency and renewable energies including its benefits for all stakeholders in the municipality.
- Provide information on practical energy-saving measures and technologies.
- Connect local stakeholders with energy service providers and technology suppliers.
- Foster dialogue on energy efficiency challenges and opportunities in the region.
- Encourage behavioral changes towards energy-efficient practices.

## 2. Tasks to be performed by the contractor

The contractor shall be responsible for delivering the following services:

- Stakeholder engagement.
- Event planning and logistics.
- Communication and promotion.

The activities outlined in the subsequent work packages may be subject to a slight modification, not affecting contract value, based on evolving requirements from GIZ's partner institutions. Consequently, the contractor is expected to maintain close coordination with the GIZ project SUD to ensure adaptability and alignment with project needs.

### Stakeholder engagement

Energy Efficiency Fairs (EEFs) will be organized in outdoor locations within the central areas of Samtredia and Oni. The SUD team will collaborate with local municipalities to identify and secure appropriate venues for these events. The contractor shall participate in the site selection process and provide specific requirements necessary for the successful implementation of the fairs.

The EEFs should feature the participation of at least 10 local or regional companies engaged in the production or distribution of energy-efficient building materials (e.g., windows, insulation), energy-efficient home appliances, renewable energy solutions, or similar products. Whenever possible, participating companies should be sourced from Oni and Samtredia. However, if an adequate number of local companies cannot be identified, businesses from neighboring cities, or national companies should be considered. The contractor shall compile a list of potential participants for SUD's review, with SUD retaining the authority to finalize the selection.

### Event planning and logistics

The contractor shall be responsible for setting up the event spaces, ensuring appropriate infrastructure for exhibitors and attendees. Additionally, the contractor will oversee the seamless execution of the fairs, managing event schedules and activities while providing on-site support and addressing any logistical challenges.

As the fairs present an opportunity for participating companies to showcase their products and potentially increase sales, it is expected that they will cover their own transportation costs. However, in cases where this is not feasible, with the approval from SUD the contractor must arrange for the transportation of equipment to and from the event locations. Since it is impossible to determine what these costs will be, maximum costs of transportation of participant equipment are displayed in chapter 5 - costing requirements. Please indicate maximum cost in the offer, but the payments for this purpose should be done against the invoice and with a written approval from SUD.

Given that participating companies will primarily be from the local area or nearby cities, most should not require overnight accommodation. However, if overnight stays become necessary, the contractor may cover accommodation costs. The costs will be covered by

flexible remuneration and are subject to prior approval from a designated SUD representative.

### **Communication and promotion.**

The contractor shall implement targeted communication and promotional activities in collaboration with SUD to raise awareness of the EEFs among local residents and encourage attendance. Given the relatively small size of the host municipalities, promotional strategies should be tailored accordingly.

Milestones, as laid out in the table below, are to be achieved during the contract term:

<b>Milestones/process steps</b>	<b>Delivery deadline period</b>
Start of the contract	May 2025
Location of EEFs confirmed	May 2025
List of participating EE companies approved by SUD	June 2025
Conduction of Energy Efficiency Fairs	July 2025

## **3. Concept**

In the tender, the tenderer is required to show how the work packages defined in the chapter above (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

### Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2). The tenderer is encouraged to state on alternative (or better) ways to implement the work packages deviating from the initial steps as lined out in the ToR.

Section 1.1 must not be longer than 2 pages.

The tenderer is required to describe the key processes for the services for which it is responsible and create an operational plan or schedule (1.2.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.2.2).

## 4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the position described, based on their CV (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

### Qualifications of Event Organizer

- Education/training (2.1.1): University degree (Master or comparable) in a field with a strong link to energy
- Language (2.1.2): C1-level language proficiency in English
- General professional experience (2.1.3): 10 years of experience in energy efficiency sector
- Specific professional experience (2.1.4): Experience of conducting of two similar events in the field of energy in Georgia
- Development Cooperation (DC) experience (2.1.5): 2 years of work experience with development organizations

## 5. Costing Requirements

GIZ would like to reduce greenhouse gas emissions (CO<sub>2</sub> emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, such as selecting the lowest-emission booking class (economy) and using means of transport, airlines and flight routes with a higher CO<sub>2</sub> efficiency. For short distances, travel by train (second class) or e-mobility should be the preferred option.

If they cannot be avoided, CO<sub>2</sub> emissions caused by air travel should be offset. GIZ specifies a budget for this, through which the carbon offsets can be settled against evidence.

There are many different providers in the market for emissions certificates, and they have different climate impact ambitions. The [Development and Climate Alliance \(German only\)](#) has published a [list of standards \(German only\)](#). GIZ recommends using the standards specified there.

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Designation of Event Organizer	1	15	15	

Travel expenses	Quantity	Price	Total	Comments
Cost of travel				
Per-diem allowance in country of assignment	8			Per diem allowance only for the contractor
Overnight allowance in country of assignment	4			Overnight allowance only for the contractor.
Other costs	Number	Price	Total	Comments
Cost of Logistics - Samtredia	1			Cost for renting and transportation of display stands for participants of EEFs, various small costs associated with conduction of the fair.
Cost of transportation of participant equipment to Samtredia	1	2000	2000	Maximum cost. Payments to be done against the invoice and with a written approval from SUD
Cost of Logistics - Oni	1			Cost for renting and transportation of display stands for participants of EEFs, various small costs associated with conduction of the fair.
Cost of transportation of participant equipment to Oni	1	2500	2500	Maximum cost. Payments to be done against the invoice and with a written approval from SUD
Flexible remuneration	1	GEL 4.000	GEL 4.000	<p>The flexible remuneration covers only the agreed contract items. Please incorporate this budget into the price schedule.</p> <p>Use of the flexible remuneration item requires prior written approval from GIZ.</p>

## 6. Inputs of GIZ or other actors

GIZ and/or other actors are expected to make the following available:

- All travel and logistical costs to be covered by the contractor.

## **7. Requirements on the format of the tender**

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English.

The complete tender must not exceed the above mentioned number of 3.5 pages (excluding CV). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CV of the personnel proposed in accordance with Chapter 4 of the ToR must be submitted using the format specified in the terms and conditions for application. The CV shall not exceed 4 pages each. It must clearly show the position and job the proposed person held in the reference project and for how long. The CV has to be submitted in English.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Costing Requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.