

TERMS OF REFERENCE (TORS) FOR THE PROCUREMENT OF SERVICES BELOW THE EU THRESHOLD

**Project title: EU4ITD - Catalysing Economic and Social Life in
PIRDP Regions**

Project number/cost centre:
19.2204.6-013.00/3900

Country: Georgia

Transaction number:
83486967

Services specified in the tender: Design and production/delivery of
C&V materials for CESL

1 BACKGROUND

Georgia's [Pilot Integrated Regional Development Programme \(PIRDP\)](#) is a national initiative that addresses the social and economic territorial imbalance between the capital, Tbilisi, (and to a lesser extent Batumi), and the rest of the country. Targeting the 4 regions of Guria, Imereti, Kakheti, and Racha, Lechkhumi and Kvemo Svaneti, it is supported by the EU under its 2019 programme "[EU4 Integrated Territorial Development](#)" (**EU4ITD**) to the tune of 54 MEUR. Of this amount, 40 MEUR in budget support, together with 10 MEUR from the national budget, was channelled to **1**) municipal investment projects via the [Ministry for Regional Development and Infrastructure \(MRDI\)](#) and, to a lesser extent, **2**) individual entrepreneurs and micro-/small-enterprises via [Enterprise Georgia](#) and the [Georgian Innovation and Technology Agency](#) (GITA), both under the Ministry of Economy and Sustainable Development), as well as the [Rural Development Agency](#) (RDA) under the Ministry of Environmental Protection and Agriculture. In addition to this budget support initiative, which has already been completed, EU4ITD is also funding a number of complementary measures, including a grant scheme for municipalities (2.5 MEUR in grant funding to the municipalities of Chokhatauri, Kutaisi, and Khoni), technical assistance (2.25 MEUR), and 2 Contribution Agreements,¹ the first with UNDP (2 MEUR, "EU4ITD: Advancing decentralized, effective, and inclusive governance in Georgia"), and the second with GIZ (outlined in the next paragraph).

"**EU4ITD - Catalysing Economic and Social Life in PIRDP Regions**" ([CESL](#)) is implemented under the wider GIZ regional programme "Good Governance for Local Development South Caucasus" and has a total budget of 7.5 MEUR (6.5 from the EU and 1 from the German government); it runs from 28 January 2022 to 27 September 2025. It addresses on one hand municipalities to improve the quality of life locally,² and on the other individual entrepreneurs and micro-enterprises to stimulate income generation and economically activate "hard-to-reach" target groups.³ Interventions are limited to the 4 PIRDP regions, while they should, in principle, also be "integrated" in nature;⁴ an overview of what has been financed is presented in a [map](#) developed for internal purposes. Given the project's scope, stakeholders are varied and numerous at both central, regional, and local level; of particular note are MRDI (the ministry responsible for the PIRDP and therefore the project team's prime interlocutor), the Governor's Offices in each of the 4 regions, and the 27 constituent municipalities. The implementing team's front office

¹ Under Contribution Agreements, the EU entrusts project implementation to international or Member State organisations which it has assessed as fulfilling criteria related to managing of public finances.

² Financing 21 projects, with budgets ranging from 65,000 to 800,000+ GEL on urban renewal (e.g. youth centre in Zestaphoni), tourism development (e.g. Bakhtioni forest park in Akhmeta), and economic activation/income generation (e.g. Agro market in Lentekhi)

³ 5 schemes have been or are being implemented to support rural women and youth to start up or expand business ideas – 2 implemented by municipalities and 3 by CSOs (in total there will be 120+ beneficiaries). Additionally, support is given to target gaps identified in regional or location specific value chains (e.g. the wine sector in Kakheti, use of Oda houses for economic activity in Western Georgia).

⁴ An "integrated" project should at least be "place-based" (i.e. sensitive to the needs of a particular location), multi-sectoral, and involve different stakeholder groups (e.g. local administration, CSOs, businesses); in addition, it should, ideally, combine hard and soft measures, and bring together different levels of government.

comprises 5 staff based in Tbilisi, 2 in Kutaisi (covering Guria, Imereti, and Racha) and 1 in Telavi (for Kakheti).

Communication and visibility activities are very important to CESL implementation. Firstly, communication is necessary to involve as many stakeholders as possible and to transmit key messages. And secondly, visibility is crucial not only to honour the funding received from donors, but also in the wider political context (e.g. promoting a positive attitude towards the EU). The overall objective of these activities is “to support the implementation of the Action by highlighting its results and impacts, while ensuring a high participation of partners and target groups”.

2 RATIONALE

As indicated above, communication with CESL stakeholders/partners is important to “get the message out”, while visibility is deemed crucial by its donors (EU and German government). It is therefore necessary to ensure CESL outreach and visibility. It is therefore highly desirable that CESL secures additional targeted support for the communication and visibility portfolio.

3 OBJECTIVES OF THE ASSIGNMENT

To ensure effective and efficient visibility activities of CESL

4 ACTIVITIES, OUTPUTS, PAYMENT, INDICATIVE TIMELINE

4.1 Activities

The contractor is responsible for designing, ensuring production of, and delivering the outputs indicated below in the sub-section 4.2. All such outputs will relate directly to CESL’s C&V measures, and, as such, will need to respect EU and GIZ regulations for communication and visibility, and also take into account, as appropriate, input from CESL’s political partner (MRDI) and beneficiaries (e.g. municipalities).

4.2 Outputs

Outputs are divided into **1)** those directly related to design services, and **2)** those directly related to production and delivery of physical items

1) Outputs directly related to design services

The contractor shall provide services for the initial development and finalisation (after receiving comments from CESL in a “correction loop”) of designs relating to CESL’s work. Such designs are divided into three types:

- **Design type 1:** Individual “**Design Concepts**” for initiatives that CESL finances (see the on-line map referred to in Section 1 above). Each such concept shall comprise a unique visual design for the initiative in question (similar to a logo); for an example, see the Design Concept developed for CESL itself in Annex. The specific initiatives for which Design Concepts are to be developed for will be communicated to the contractor after contract signature.
- **Design type 2: Applicant of an already agreed design concept to a selected physical items or items.** In other words, the Design Concept developed for a particular initiative needs to be, for example, printed on a T-shirt; however, prior to doing this, the contractor shall provide a mock-

up of how the T-shirt will look with this design printed on it. Development/finalisation of this mock-up is the design work in this second case.

- **Design type 3:** The third type of design comprising developing/finalising **mock-ups of materials to be produced with only pre-existing logos** (e.g. those of the EU) and without reference to any Design Concept. Such pre-existing logos will be transferred to the contractor by CESL.

The 51 designs required, grouped by their type, are listed in the table below, together with the number of designs and correction loops per item. All designs are to be delivered electronically to CESL in pdf format.

Design type	Item	# designs	# corrections
1	Design Concept for individual CESL initiatives	23	3
2	Notebook (thin)	1	1
2	Tote shopping bag	3	1
2	T-shirt	3	1
2	Hooded sweatshirt (hoodie)	2	1
2	Raincoat	3	1
2	Laptop backpack	4	1
2	Blanket	1	1
2	Indoor wall-mounted clock	3	1
2	Outdoor panel with clock and temperature	1	1
2	Additional materials ⁵	1	1
3	Plaque (to be affixed to buildings after completion)	1	1
3	Banner	1	1
3	Hard hat (helmet work on construction sites)	1	1
3	Lifebuoy (floating emergency life ring)	1	1
3	Soccer ball	1	1
3	Basketball ball	1	1

⁵ During the implementation of the contract, CESL may decide to request the contractor to produce a design for materials additional to the ones indicated in these terms of reference. However, work here will be limited to a single design only.

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2) Outputs directly related to production and delivery of physical items

Following on from the services related to design, the contractor shall produce and deliver (to the CESL project office) the physical items indicated in the table below; details are included on the number of items to be produced/delivered, their size, the material they should be made of, and other requirements. Please note that:

- Items are only to be produced after the related designs (e.g. to be printed on the items in question) have been approved by CESL.
- The contractor shall be directly responsible for applying designs to the items in question, including printing; such work is not to be sub-contracted by the contractor.
- Colour requirements are not indicated for any of the items; this will be determined in the context of performing services directly related to design work (see above).

Item	#	Size	Material	Other requirements
Plaque	5	A3	Glass (orgmina (ᄁᄁᄁᄁᄁᄁ)), 5mm thick)	
Plaque	10	A3	Metal (aluminium composite - "dibond"; 3mm thick)	
Banner	5	A3	PVC foam (3mm thick)	
Banner	10	A4		
Banner	10	A5		
Notebook (thick) ⁶	50	A5, 100 pages	Cover from recyclable material; pages from paper	Unlined, no page numbers
Notebook (thin)	150	A5, 50 pages	Cover cardboard, pages paper, spiral binding	Unlined, no page numbers
Tote shopping bag	100	380x420mm	Cotton (280g/m2)	Handles 65cm
T-shirt	50	S	Cotton (150g/m2)	Unisex
T-shirt	50	M		
T-shirt	50	L		
T-shirt	50	XL		
Hooded sweatshirt (hoodie)	50	S	50% cotton 50% polyester (320g/2)	Unisex, with marsupial pocket, drawstring on the hood
Hooded sweatshirt (hoodie)	50	M		

⁶ This will be produced using the existing Design Concept created previously for CESL (and no design work on this item will be necessary).

Item	#	Size	Material	Other requirements
Hooded sweatshirt (hoodie)	50	L		
Hooded sweatshirt (hoodie)	50	XL		
Raincoat	40	M	Material guaranteeing waterproofing of 10,000g/m2/24 hours	With zipper
Raincoat	100	L		
Raincoat	30	XL		
Raincoat	30	XXL		
Laptop backpack	100	For computers with 15 inch display	Polyester and/or polyurethane leather; item certified to the EU's REACH standard	With 2 compartments, padded straps, 3 or more interior pockets, and a padded divider to protect the laptop
Hard hat (helmet work on construction sites)	20	Standard size (for head circumference from 52 to 64cms)	Item certified to the EN 397 standard (thus guaranteeing materials used and its quality)	With adjustable chinstrap
Lifebuoy (floating emergency life ring)	3	Inner diameter 40-50 cms, outer diameter 70-80 cms	Covering high density polyethelin plastic, inside materialpolyurethane foam, buoyancy rating 100N	
Soccer ball	30	Size 5	Item with a minimum FIFA basic certification	
Basketball ball	20	Size 6	Covering of rubber or synthetic composite	
Basketball ball	10	Size 7		
Blanket	30	127x152 cms	Sherpa fleece (280g/m2)	
Indoor wall-mounted clock	5	Diameter 30-50 cms	Bamboo, min 3mm thick	Powered by AA battery
Outdoor panel with clock and temperature	5	Height 180 cms, width 65 cms (includes both panel and display)	Panel from metal ((aluminium composite - "dibond"; 20 cm thick)	1) solar- or mains electricity-powered; 2) operates in temperatures from -20 to +50; 3) waterproof rating min. IP64
Additional materials	N/A	During the implementation of the contract, CESL may decide to request the contractor to produce and deliver materials additional to the ones indicated above in this table.		

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4.3 Indicative timeline

Indicative timing for the majority of the work – both the services related to design work and the production/delivery of physical items – is foreseen to be completed by late June/early July 2025. A detailed timetable will be agreed between the contractor and CESL after contract signature.

4.4 Payment

The contractor will be remunerated for work on the basis of outputs delivered to CESL and accepted by the same. The payment schedule will comprise two payments for costs incurred by the contractor during the following periods: 1) contract signature until 30 June 2025 (this would be an interim payment); 2) 1 July to end of contract (this would be the final payment). Costs incurred by the contractor will be calculated by multiplying the unit rates indicated in the contractor's financial offer per output by the quantity delivered in the relevant period. In the case of costs under the output "additional materials", unit rates will be agreed between CESL and the contractor by e-mail for each type of material commissioned by CESL (prior to their production) and then used for calculating associated amounts in invoices submitted.

5 DURATION AND LOCATION OF THE ASSIGNMENT

The anticipated duration of the assignment is 5 May 2025 to 26 September 2025, though the final start/end dates will be set in the contract itself.

6 REQUIRED INPUTS

No inputs from the side of contractor are defined, since remuneration will solely be based on outputs delivered and accepted by CESL. It is therefore up to the contractor to define internally what inputs it needs to mobilise to ensure delivery of the outputs in these terms of reference.

7 LIAISON WITH CESL

The company contracted for the performance of this ToR shall ensure regular liaison with the CESL team as necessary/appropriate.

8 FORMAT OF TENDERERS' BIDS

Tenderers' bids shall comprise **1)** a technical offer, and **2)** a financial offer (submitted in separate envelopes).

The **technical offer** (no more than 20 pages, in English, minimum font size 11) shall cover the issues indicated in the table below; they will be assessed during the evaluation of bids against the positively weighted criteria included in the assessment grid (these criteria are included in the table below for ease of reference).

Issues to be covered in the technical offer	Assessment criteria
The tenderer's understanding of the services required , including any comments on context (including, for example, the current environment), general purpose, etc. Here, the technical offer will be positively assessed when information included in the technical offer shows that the tenderer in question	1.1.1 - Interpretation of the objectives in the ToRs, critical examination of tasks

Issues to be covered in the technical offer	Assessment criteria
has good and relevant background knowledge and understands what role the contract will play in CESL's implementation.	
The tenderer's proposals concerning how it plans to implement the project – i.e. design, produce, and deliver the outputs indicated. Here, offers will be positively assessed when it is clear that tenderers have given some thought as to how contract implementation will proceed - e.g. what to be taken into consideration when developing design, the dimensions of outputs or the material to be used (if not indicated in this terms of reference).	1.1.2 - Description and justification of the contractor's strategy for delivering the services put out to tender
<p>An outline of the personnel who will be involved in contract implementation from the side of the contractor, including:</p> <ul style="list-style-type: none"> • A designer with the following qualifications and experience: 1) 4 years' experience developing visual designs for public or private sector clients; 2) 2 years' experience working with international partners; 3) Proficient user of Georgian (level C2 as per the Common European Framework of Reference for Languages (CEFR)). This assessment sub-criterion represents a maximum of 4 out of the maximum 10 points for the assessment criteria 2.8.2. • A printer with the following qualifications and experience: 1) 4 years' experience printing (or otherwise transferring) visual designs onto physical items; 2) Proficient user of Georgian (level C2 as per the CEFR. This assessment sub-criterion represents a maximum of 3 out of the maximum 10 points for the assessment criteria 2.8.2. • A Team Leader (to be the main contact point for CESL during contracting implementation) with the following qualifications and experience: 1) Bachelor's degree (or equivalent) in any field; 2) experience of managing/overseeing 10 similar assignments for and liaising with international partners; 3) Independent user of English (level B2 as per the CEFR); 4) Proficient user of Georgian (level C2 as per the CEFR. This assessment sub-criterion represents a maximum of 2 out of the maximum 10 points for the assessment criteria 2.8.2. Note that the Team Leader role may be performed by a dedicated member of the contractor's staff or, alternatively, by the designer or the printer (provided they have the relevant qualifications and experience). • Staff who can be mobilized by the contractor for backstopping – for example, in order to cater for incoming workload which cannot be managed in timely fashion by the specified designer and/or printer. In aggregate, such staff should have 1 year experience of design and 1 year experience of printing; they should also be proficient users of Georgian (level C2 as per the CEFR). This assessment sub-criterion represents a maximum of 1 out of the maximum 10 points for the assessment criteria 2.8.2. <p>Evidencing qualifications, experience, and linguistic abilities: 1) For the designer, printer, and Team Leader this is to be done by including their CVs in the bid; however, no certificates are required to evidence linguistic proficiency. 2) Information on the backstopping staff (including on their experience and languages) should be included in the bid only (e.g. in the form of a table). Their CVs are not to be attached.</p>	2.8.2 - Qualifications and sufficient assignment duration of the team (professional experience and other specific experience) in order to process theme 1

Issues to be covered in the technical offer	Assessment criteria
<p>Information on the experience and capacity of the bidder. The contractor should have:</p> <ul style="list-style-type: none"> • 10 years' experience performing similar assignments • Performed 20 similar assignments over the last 10 years for international partners • Developed 10 "Design Concepts" (as defined in 4.2 above) in the last five years • Have in its possession the following equipment necessary for printing (or otherwise transferring) designs onto physical objects: a digital printer, a printer for transferring designs onto any hard surface, a printer for banners and stickers (160 cm), a printer for textiles, a machine for cutting and shaping vinyl or other materials used for stickers, a machine for cutting and shaping hard materials. <p>The above is to be evidenced by including in the technical bid a description:</p> <ol style="list-style-type: none"> 1. Of the bidding company's history, 2. A description of its portfolio over the last 5 years, including a list of assignments performed and "Design Concept" produced (the images of five Design Concepts are to be included), 3. A description of the equipment that the company possesses relevant to the performance of these terms of reference. 	<p>3.1 – Qualifications and experience of the company</p>

The **financial offer** is to be drawn up using the format included in the tender dossier circulated to tenderers. Items and quantities are to be inserted identical with those given in sub-section 4.2 above, and then the unit costs offered by the tenderer per item included; totals are calculated automatically. **As an exception, the quantity to be indicated for the output "additional materials" is "1", and the unit cost to be included is up to 25,000 GEL.**

9 OTHER PROVISIONS

VAT: The contract amount doesn't include VAT. According to the article 71 of Order N 996 of the Ministry of Finance on "Tax Administration" and in compliance with international agreements on Technical Cooperation between the government of The Federal Republic of Germany and the government of Georgia dated December 19 2008, (which is previously based on international agreement dated May 11, 1998) GIZ enjoys tax exemption and will procure goods/services exclusive of VAT (issuing "0" VAT rate), using off-setting right. The relevant status may be found at the webpage www.rs.ge - [საგადასახადო შეღავათით მოსარგებლეთა რეესტრი](#).

10 ANNEX

The picture below is an example of the “Design Concept” developed for CESL itself as printed on a tote shopping bag.

