

TERMS OF REFERENCE (TOR) FOR THE PROCUREMENT OF SERVICE BELOW THE EU THRESHOLD

Project title: EU4ITD - Catalysing Economic and Social Life in PIRDP Regions	Project number/cost centre:
Country: Georgia	19.2204.6-013/3900
Services specified in the tender: Production of brochure on CESL financed projects	Transaction number: 83487399

1. BACKGROUND

Georgia's [Pilot Integrated Regional Development Programme](#) (PIRDP) was a national initiative that addressed 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 was 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 (already completed) budget support initiative, 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,

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 22 projects, with budgets ranging from 65,000 to 800,000+ GEL on urban renewal (e.g youth centre in Zestaphoni), tourism development (e.g Bakhtrioni 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).

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

As the CESL project is set to conclude in September 2025, the focus is on promoting the project and its outcomes to a broader audience, showcasing its success and impact. To achieve this, the CESL is actively circulating information through various channels, including television, online platforms, and social media. Furthermore, the project has established partnerships with several companies to design and implement promotional materials, such as banners, boards, and items including road clocks and models, aimed at enhancing overall visibility and recognition. Opening events are scheduled to take place as the project ends.

2. RATIONALE

CESL is contractually obliged towards its 2 donors (the EU and the German government) to ensure visibility of what is financed, and it also needs to respect GIZ corporate design requirements. This brochure will serve as a tool for sharing insights, strategies and experiences that could benefit others. Therefore, to acknowledge our limitations, it is desirable to hire an independent organisation. A brochure will be created as a comprehensive record of the initiatives, detailing the process, challenges and achievements.

3. OBJECTIVES OF THE ASSIGNMENT

To provide 1) a thorough overview of all projects executed by CESL; 2) a detailed documentation of their outcomes.

4. ACTIVITIES, OUTPUTS, PAYMENT INDICATIVE TIMELINE

4.1 Activities, outputs

Activities foreseen under (or related to the contract) are presented in the table below, together with an indicative timeline (specifying months not particular dates) and outputs.

Activities foreseen	Indicative timeline	Outputs
Initial coordination meeting Conducting a meeting between CESL team leader and communication advisor to agree specific modalities (e.g. timing, target dates for submission of outputs, length of brochure).	June 2025	Agreed minutes (in Georgian or English)
Brochure production planning <ul style="list-style-type: none"> Developing a concept setting out modalities for brochure production, including a detailed plan 	June 2025	<ul style="list-style-type: none"> Concept setting out modalities for brochure production

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.

Activities foreseen	Indicative timeline	Outputs
<p>for visiting each project, whom to interview, and scenarios concerning how the articles will be written.</p> <ul style="list-style-type: none"> Creating a brochure design in accordance with EU and BMZ⁵ guidelines and GIZ corporate design requirement (Note that the design may have to be revised multiple times on the basis of CESL comments). 		<ul style="list-style-type: none"> Design of the brochure in pdf format
<p>Interviews and composition of articles</p> <ul style="list-style-type: none"> Conducting interviews (3 or more interviews per project, of which maximum only 1 online), with CSOs, municipalities, local producers, tourism experts and local citizens and developing the “stories” to be covered in articles for 33 projects. Drafting articles about all 33 projects in English (interviews may be conducted in Georgian and information fed back to people drafting in English who were not involved in the interviews). 	July – August 2025	Draft articles in English about CESL projects in MS Word format
<p>Composing an introduction and summery</p> <ul style="list-style-type: none"> Conducting interviews with relevant staff in the GIZ Georgia office, including the CESL team as a whole, the CESL team leader, the GGLD Programme Director, and the Country Director Composing the introduction, which includes interviews and a brief description of team members, as well as the summary. 	July – August 2025	Draft introduction and summary of the brochure in MS Word format
<p>Post-production</p> <ul style="list-style-type: none"> Incorporation of comments on pre-final English versions of the articles (each article should not exceed 1000 words). Incorporation of comments on pre-final English versions of the introduction and summary Subsequent translation of articles, introduction, and summary into Georgian and checking/approval by CESL Incorporation of finalized English and Georgian versions of articles, as well as photographs (supplied by CESL), into the brochure design previously agreed, and issuing in PDF format. 	September - October 2025	<ul style="list-style-type: none"> Final versions of articles, introduction, and summary pdf format Final version of the brochure in English in pdf format Final version of the brochure in Georgian in pdf format
<p>Finalizing the brochure</p> <ul style="list-style-type: none"> Printing 200 copies of the brochure in A4 format, printed in colour on cast-coated paper⁶. 	October 2025	200 copies of the brochure

4.2 Payment

⁵ BMZ is the German ministry through which co-financing of CESL from the German government is channelled.

⁶ [Coated paper - Wikipedia](#)

The contractor will be remunerated based on costs already incurred, with payments made three times- i.e., **1)** a first interim payment will be made for an invoice covering the period 1 June to 31 July inclusive; **2)** a second interim payment will be made for an invoice covering the period 1 August to 27 September inclusive; and **3)** a final payment will be made for an invoice covering the period 28 September to 31 October.⁷ All invoices shall be accompanied by monthly timesheets for each expert.

In addition, an advance payment can be arranged to cover travel expenses.

4 DURATION AND LOCATION OF THE ASSIGNMENT

The anticipated duration of the assignment is 1 June 2025 to 31 October 2025, though the final start/end dates will be set in the contract itself.

5 REQUIRED INPUTS

The following inputs are indicatively foreseen as necessary for contract implementation. Presented under the 3 main budget headings of “fees”, “travel expenses”, and “other costs” (see the format to be completed for the contract budget).

Budget heading/item	Comments
Fees	
Team Leader	Experts for management and implementation of the contract: These experts comprise the team indicated by the contractor in its bid as responsible for the management and implementation of the contract as a whole. The number of person days for such experts is estimated at 120. The individual designated as Team Leader should possess appropriate skills and experience necessary for the role. It's important to note that one of the experts involved in writing or design may potentially be appointed as the Team Leader, although this is not specified; it is up to bidders' discretion how many days to assign to the position. For expertise required, see 8.1 below
Experts	
Travel expenses	
Total travel expense budget	N/A
Transportation	The contractor is responsible for arranging transportation and accommodation in the target municipalities to visit projects for writing and interviewing respondents as necessary (see the on-line map referred to above). The cumulative distance to be travelled is estimated at 5,000 kilometres.
Per-diem allowance	This budget line relates to the daily subsistence allowance (e.g. for food) for which the contractor's experts will be eligible while on the road (to visit projects and conduct interviews). The number of days these experts will be travelling is estimated at 65.
Overnight accommodation allowance	The contractor's experts will be eligible for an allowance for accommodation when staying overnight (i.e. away from home base, assumed to be Tbilisi). The number of nights is estimated at 65.
Flights	N/A

⁷ though it could be submitted earlier if the assignment is performed ahead of schedule.

Budget heading/item	Comments
Other travel expenses	N/A
Other costs	
Subcontracts	N/A
Equipment	N/A – no equipment purchase is foreseen as necessary. It is assumed that the contractor and the experts working on their assignment will possess the necessary equipment (e.g. laptops).
Workshops	N/A
Other expenses	Costs related to printing 200 copies of the brochure
Flexible remuneration item	N/A

6 LIAISON WITH CESL

The company contracted for the performance of this ToR shall ensure regular liaison with the CESL team as necessary/appropriate; the relevant contact person will be the team member responsible for the communication and visibility portfolio.

7 FORMAT OF TENDERERS' BIDS

Tenderers' bids shall comprise **1)** a technical offer, and **2)** a financial offer.

8.1 Technical offer

There is no prescribed format for the **technical offer**, and it is therefore up to bidders' discretion how to structure these documents. However, they should:

- Be no more than 10 pages (excluding CVs and any other attachments) in English, with a minimum font size 11.
- Cover the issues indicated in the table below.

Technical offers will be evaluated against the positively weighted criteria in the assessment grid (indicated in the table below for ease of reference), with marks awarded for completeness, accuracy, argumentation, imagination, critical thinking, and presentation.

Issues to be covered in the technical offer	Assessment criteria
An indicative plan for implementation outlining the specific steps to be taken, including the assignment of personnel, the timing of each task, and the allocation of days dedicated to expert involvement. See sections 4.1 and 4.3 above; in the case of proposed deviations from the information included there (e.g. due to critical thinking or imagination), explanations should be provided.	1.4.1 - Presentation and explanation of the implementation plan: work steps, milestones, schedule
An outline of the personnel who will be involved in contract implementation from the side of the contractor, including: <ul style="list-style-type: none"> • An English Copywriter with the following qualifications and experience: 1) bachelor's degree (or equivalent) in any field; 2) Number of articles composed in English by copywriter; 3) C2 in writing according to CEFR (this assessment sub-criterion represents a maximum of 3 out of the maximum 10 points for the assessment criteria 2.8.2.). 	2.8.2 - Qualifications and sufficient assignment duration of the team (professional experience and other specific experience)

Issues to be covered in the technical offer	Assessment criteria
<ul style="list-style-type: none"> • A Georgian Copywriter with the following qualifications and experience: 1) bachelor's degree (or equivalent) in Georgian Philology or Journalism. 2) 5 years of experience in content creation and writing articles (this assessment sub-criterion represents a maximum of 3 out of the maximum 10 points for the assessment criteria 2.8.2.). • A designer with the following qualifications and experience: 1) 5 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 2 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 copywriter (provided they have the relevant qualifications and experience). <p>CVs for each expert proposed are to be attached at the end of the technical offer.</p>	
<p>Qualifications and experience of the bidder shall be evidenced in the bid by the inclusion of a company profile showing that the bidder:</p> <ul style="list-style-type: none"> • Has 7 years of experience in producing and designing brochures, flyers, or similar materials using recognized design, typesetting, and printing software (e.g., Adobe InDesign, Illustrator, Photoshop). • Has worked with or for international donor organizations on 5 similar assignments during the last 7 years; details are to be included on what these assignments concerned, where they were performed, when they were conducted, and how much they cost. 	<p>3.1 – See ToR for requirements</p>

8.2 Financial offer

The financial offer is to be drawn up using the format included in the tender dossier circulated to tenderers. Costs should be either:

1. Based on the related “**required inputs**” indicated in Section 6 above, or
2. Based on the bidder's own estimation of the inputs necessary for the performance of contract activities; in this case, since there is **deviation** from the “required inputs” in Section 6 above, appropriate information should be included in the column for “explanations” in the financial offer

format. Note that any such deviations will be seen in a positive light provided that they are supported by solid reasoning (outlined in the technical offer with an explanation of, for example, the difference between the number of expert days proposed in the offer and the number indicated in these ToR); indeed, such reasoning will be understood as a sign of appropriate critical thinking by a tenderer.

8 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](#).

Personal data collected by GIZ may be entrusted to the contractor in order to fulfil the contract. The contractor is obliged to protect this data under the standards of the [GDPR](#), in particular the Art. 44-50 GDPR. The contractor shall act as an independent data controller for the personal data that he processes in connection with the contract and shall comply with the applicable obligations under data protection legislation.