

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

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

Country: Georgia

Services specified in the tender: Conceptual, technical, and logistical support for CESL closing event in Western Georgia

**Project
number/cost
centre:**

19.2204.6-013/3900

**Transaction
number:**

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, 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

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).

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.

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 approaches its conclusion in September 2025, the focus is on promoting the project and its outcomes to a wider audience, showcasing its success and impact. To achieve this, CESL is, inter alia, disseminating information through various media channels, and has also established partnerships with companies to design and produce promotional materials. Further, **two closing events** will be organised in **1)** Western Georgia (indicatively in Tskaltubo) on 10 July from 12:00 to 16:00 with an estimated 150 attendees and **2)** Kakheti in early September; invitees will include high level representatives from international partners (including embassies), technical level staff from central and local government, CESL private sector beneficiaries (mostly individual micro-entrepreneurs), civil society actors who have worked over the past three years with the CESL team, and other CESL stakeholders/interested parties.

2 RATIONALE

Since GIZ Georgia does not possess the capacity to fully organise the closing event in Western Georgia indicated above, it is necessary to hire external contractors to ensure **1)** premises/catering, and **2)** support for the event concept and for its technical/logistical aspects. These terms of reference concerns only the second point – i.e. conceptual, technical, and logistical support.

3 OBJECTIVES OF THE ASSIGNMENT

CESL organises an effective closing event in Western Georgia.

4 ACTIVITIES, PAYMENT

4.1 Activities

The contractor is charged with ensuring the activities indicated below. They are divided into those which relate to conceptual, technical or logistical support. Note that a number of tasks related to the event will be ensured either by CESL directly (e.g. moderation, keeping the attendance list) or by other CESL contractors (e.g. lighting, projector, taking photographs). The contractor charged with performing these terms of reference will therefore need to coordinate closely with other entities, notably the hotel hired to ensure the premises.

Conceptual support

- Develop a concept for the event, including **1)** ideas to make the event as engaging and visible as possible, **2)** a timed agenda (taking into account travel times of participants, including for those coming from Tbilisi); the contractor should anticipate 3 iterations of the concept (i.e. after receipt of comments from CESL), and **3)** communication and visibility materials to be produced for use at the event.

Technical support for the closing event in Western Georgia

- Supply, install, and operate 3 screens (≈ 30 inch diagonal) suitable for both outdoor and indoor use
- Supply, install, and operate 1 LED monitor (≈ 6 m², pixel pitch ≈ 2.6 mm) for internal use

- Supply, install, and operate a sound system (for internal use): 6 microphones, a mixer, 3 speakers and necessary ancillary equipment (e.g., microphone stands, power cables, speaker cables, [XLR](#) cables)
- Supply and install 1 GIF photo booth, including custom branding (e.g. options to add logos, overlays, and branded frames) with social media integration and online galleries (to share content instantly via email, SMS, or social platforms)
- Supply, install, and operate an interpretation booth, as well as accompanying headsets for 150 guests
- Ensure a backup power supply (including generators if needed for audiovisual equipment)
- Supply and set-up 30 tables ($\approx 1 \times 0.7$ metres) for CESL private sector beneficiaries to display their goods
- Supply and set-up 30 booths/tents to cover the tables (1 booth/tent per table); the booths/tents need to allow for easy viewing/access by event participants but should also ensure protection from bad weather (e.g. rain, wind), and need to be safe and stable (e.g. fixed with guy ropes). Booth/tent dimensions should be suit the size of the tables
- Production of communication and visibility materials for use at the event (as per the version of the concept for the event finally agreed with CESL)
- Ensure that an event manager is on-site before, during, and after the event (to coordinate all technical and logistical support)
- Ensure technical support personnel for the audio-visual and power supply equipment
- Ensure technical support personnel for setting up and taking down the tents and tables
- Ensure English-Georgian and Georgian-English interpretation for the whole duration of the event

Logistical support

- Ensure return travel to/from the event for approximately 100 CESL stakeholders/beneficiaries from municipalities in Guria, Imereti, and Racha, as well as the goods to be exhibited (and sold) by 30 beneficiaries (e.g., honey, strawberries, jams, spruce, box plants). Beneficiaries/stakeholders will gather in municipal towns independently and be picked up there by cars or sprinters⁵ (depending on the number of people and goods to transport) organised by the contractor. Indicatively, 10 separate return journeys are foreseen with an average length of ≈ 200 kilometres. Beneficiaries/stakeholders will be grouped per vehicle according to route (e.g. those to be picked up and returned to Oni will be grouped with those from Ambrolauri).

4.2 Payment

Indicatively, the contractor will be remunerated on the basis of costs already incurred in a single final payment (i.e. after the assignment has been completed).

Invoices for costs already incurred shall be accompanied by monthly timesheets.

5 DURATION AND LOCATION OF THE ASSIGNMENT

The anticipated duration of the assignment is 9 June 2025 to 17 July 2025, though the final start/end dates will be set in the contract itself. Work on developing the concept for the event should start immediately, and a kick-off meeting with CESL is foreseen immediately after contract signature.

⁵ or van equivalent to a sprinter

The assignment will be performed at the premises of the contract (e.g. the conceptual support), at the location of the event (e.g. the technical support), and in 18 municipalities in the three regions concerned (e.g. the logistical support).

6 REQUIRED INPUTS

Budget heading item	Comments
Fees	
Experts	<p>The following expertise is foreseen for the implementation of these terms of reference (estimated days are given in brackets):</p> <ul style="list-style-type: none"> • An event planner/designer to develop the concept so that it is engaging and visibility (10 days) • An event manager to ensure the event is prepared for, implemented, and closed down effectively and efficiently (10 days) • Technical support at the event personnel for the audio-visual and power supply equipment (2 days) • Technical support personnel at the event for setting up and taking down the tents and tables (2 days) • English-Georgian/Georgian-English interpreter (1 day) <p>Either the event planner/designer or the event manager shall also fulfil the role of “Team Leader” for the assignment – i.e. be the first point of contact/liaison with CESL.</p>
Travel expenses	
Transportation	<p>Input is foreseen here for:</p> <ul style="list-style-type: none"> • Transporting the contractor’s staff to and from the event (with a presumed start point from Tbilisi) • Transporting equipment to and from the event (if not ensured by the company from which the equipment is hired) • Transporting CESL stakeholder/beneficiaries and their goods to and from the event (for details, see logistical support under 4.1 above)
Per-diem allowance	<p>This budget line relates to the daily subsistence allowance (e.g. for food) for which the contractor’s experts will be eligible while travelling to/from the event. The number of days the experts will be travelling is estimated at 2 (it is assumed that the contractor may wish to travel to the event location the day before in order to allow for a longer time for preparation)</p>
Overnight accommodation allowance	<p>The contractor’s experts will be eligible for an allowance for accommodation when staying overnight (i.e. away from home base, which is assumed to be Tbilisi). The number of nights per expert is estimated at 1.</p>
Other costs	
Equipment	<p>It is assumed that in order to perform these terms of reference the contractor will have to rent the equipment indicated in 4.1 above (see the sub-heading “technical support...” – i.e. touchscreens for external use, large LED monitor for internal use, sound system, GIF photo booth, interpretation booth and accompanying headsets; backup power supply; tables, booths/tents. For the quantities and dimensions foreseen, see text above.</p>

Budget heading item	Comments
Other expenses	Costs for production of communication and visibility materials to be use at the event. Details are not provided here, since they will be agreed with the contractor in the concept for the event. Bidders are to indicate a the defined lump sum of 6,000 GEL for this budget line in the budgets they submit (see 8.2 below)

7 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.

8 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 20 pages (excluding any attachments – e.g. CVs) 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
The tenderer should briefly outline in its technical offer how it proposes to go about performing the activities indicated in these terms of reference. It should highlight any issues that it believes are worth paying attention to – for instance, actions that could be taken to make the event visible to the general public or promote interaction amongst event participants; ready availability of equipment. It should also indicate which of the event planner/designer or event manager will act as Team Leader.	1.4.1 - Presentation and explanation of the implementation plan: work steps, milestones, schedule
An outline of the main personnel who will be involved in contract implementation from the side of the contractor, i.e.: <ul style="list-style-type: none"> • An event planner/designer with the following qualifications and experience: 1) 10 years' experience planning/designing/realising public events; 2) Worked on 5 public events for international partners in the last 5 years; 3) Worked on 3 public events in Georgian regions (i.e. outside Tbilisi and Batumi) in the last 5 years; 4) 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 6 out of the maximum 10 points for the assessment criteria 2.8.2. • An event manager with the following qualifications and experience: 1) 8 years' experience managing public events; 2) Worked on 5 public events for international partners in the last 5 years; 3) Worked on 3 public events in Georgian regions (i.e. outside Tbilisi and Batumi) in the last 5 years; 4) Proficient user of Georgian (level C2 as per the CEFR). This assessment sub-criterion represents a maximum of 4 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) in order to process theme 1

Issues to be covered in the technical offer	Assessment criteria
Qualifications and experience of the above-mentioned positions are to be evidenced by attaching CVs of the persons proposed to the technical offer; however, no certificates are required to evidence linguistic proficiency. No information should be included in the technical offer on the technical support personnel or the interpreter.	
Information on the experience and capacity of the bidder . The contractor should have: <ul style="list-style-type: none"> • 10 years' experience planning/designing and managing public events in Georgia • Planned/designed and managed 10 public events for international partners over the last 5 years • Planned/designed and managed 5 public events in Georgian regions (i.e. outside Tbilisi and Batumi) in the last 5 years • Managed 5 public events in the last 5 years which involved the mobilisation of audio-visual and exhibition equipment similar to that required in these terms of reference <p>The above points are 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 	3.1 – Qualifications and experience of the company

8.2 Financial offer

The financial offer is to be drawn up using the format included in the tender dossier circulated to tenderers. Items and quantities inserted should correspond to the “required inputs” indicated in Section 6 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 budget line “other expenses” (corresponding to the communication and visibility materials to be produced for the event) is “1”, and the unit cost to be included is up to 6,000 GEL.**

Note that budget heading items which appear in the format circulated but are not listed in the Section 6 above are **to be left blank** in the budget submitted by tenderers.

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.

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.