

# Terms of reference (ToR) for the procurement of services below the EU threshold

CONFIDENTIAL

<b>Analysis and enhancement of existing information tools of public or private local support structures in Georgian agriculture sector</b>	<b>Project number/ cost centre: 21.9025.4-003.00</b>
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## **0. List of abbreviations**

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
PROGRESS	The regional programme “Promoting Green Deal Readiness in the Eastern Partnership Countries”
ToRs	Terms of reference

## 1. Context

The regional programme “Promoting Green Deal Readiness in the Eastern Partnership Countries” (PROGRESS) is funded by the International Climate Initiative (IKI) of the German Federal Government, commissioned by the Federal Ministry for the Environment, Natural Conservation, Nuclear Safety and Consumer Protection (BMUV) and is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, in partnership with the Organisation for Economic Co-operation and Development (OECD), the Regional Environmental Centre for the Caucasus (REC), the European Business Association (EBA) Moldova and the Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine (IEF).

The project supports the countries of the Eastern Partnership in their transition to climate-oriented, resilient, and green economic development. More concretely, PROGRESS supports the introduction of more sustainable production patterns in various agricultural value chains in the partner countries through the improvement of institutional framework conditions as well as measures in the related agro industrial and financial sectors. The value chain of fruits, berries (including processed products, such as dried fruit, canned fruit, juice, and others), and nuts in agriculture and resource-efficiency of the respective agro-industrial value chain (such as input industry (e.g., fertilizers, saplings), transport, logistics, processing, packaging, storage, cooling), have been selected based on the missions and recommendations of partners in EaP countries.

A significant challenge in Georgia's agriculture sector is the dominance of small-scale family farms and agricultural holdings, resulting in inefficient farm structures and substantial land fragmentation. As per the 2014 agricultural census, 97% of farms are smaller than 3 hectares, with over three-quarters (77.1%) operating on less than 1 hectare. The average agricultural landholding size is 1.4 hectares, with households averaging 1.2 hectares and legal entities averaging 49.2 hectares. Agricultural development presents substantial investment opportunities and is vital for the overall development of the country, particularly in terms of employment, economic growth, poverty reduction, and food security

The project conducted an assessment considering various economic, environmental, and social criteria, aligning with Georgia's strategies for green and climate-resilient agriculture, which identified the blueberry and almond value chains as most suitable for climate-oriented, resilient, and green economic development. These industries have experienced significant growth in recent years, but the cultivation of both commodities requires active involvement of public and private support structures and service providers, constant flow of the recent information and awareness raising.

The information and the tools with which this information is shared are quite limited. Information tools refer to any formal medium or platform used by public/private support structures to deliver information or guidance to farmers or businesses, including both digital and offline material.

The project will screen existing information tools of local support structures (**such as farmers associations, business associations, trade associations, local authorities, extension services, laboratories, inspectors, certification bodies, educational institutes, etc.**) in Eastern Partnership countries for replicable and scalable features and develop recommendations for improvement. Local support structures will be supported through peer-learning and will receive support to enhance their tools to better serve farmers and businesses. The effectiveness of these tools will be evaluated to determine their acceptance by the target groups.

## **2. Tasks to be performed by the contractor**

The contractor will assess the existing information tools of public or private local support structures in Georgia, provide recommendations and support the enhancement of the tools, particularly in the *blueberry and almond* sub-sectors in Georgia. This will be achieved by providing the following services:

### **Task 1. Analysis of enhancement of existing information tools of public or private local support structures in Georgia**

- Map landscape of existing public or private local support structures and their service portfolios to farmers and businesses along the almond and blueberry value chains in Georgia
- Screen existing information tools of the selected five public and private local support structures, identify replicable/scalable features
- Develop recommendations for enhancement of each tool and present the recommendations to public or private local support structures
- Discuss requirements and feasibility of tool enhancement (e.g. IT) and initiate peer-learning for those public or private local support structures wanting to implement changes

### **Task 2. Support for enhancement of existing tools**

- Support at least three identified public or private local support structures in Georgia to enhance information or functionality features for the target groups via:
  - elaborating at least one support package per support structure (may include a tailored mix of documented recommendations, content templates, tool enhancements, training materials, coaching support, and implementation guidelines)
  - elaborating capacity development plan and implementing selected capacity development measures.
- Outreach to targeted farmers and businesses about enhanced information tools via the respective public or private local support structures.
- Evaluate acceptance by targeted farmers and businesses as an indication for better serving of their needs.

At least one existing information tool (e.g. websites, apps) for public or private local support structures for farmers and one for businesses needs to be enhanced by information or functionality features to better serve the targeted farmers' and businesses' needs.

The contractor reports regularly to GIZ in accordance with the current AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

All the documents shall be delivered electronically in Georgian and English languages to GIZ, using the official reporting format, which will be provided by GIZ. Materials produced for end-users (e.g. farmers, businesses) must be in Georgian, with English translations provided upon request.

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

Milestones/process steps/partial services	Deadline/place	Deliverable/format
Kick-off meeting with GIZ	Upon signature	Minutes of the meeting including agreements
Inception report	30.06.2025, Tbilisi	Report in word and pdf
Consultation workshop	30.07.2025	Participant list Agenda Invitation Discussion points Moderation
Overview document with screening results	10.09.2025	Report in word and pdf
Presentation	30.09.2025	Slides in ppt/online event
Support packages for respective public or private local support structures	30.11.2025	Documented support packages (at least one per support structure) in word, pdf, ppt, etc. as needed Capacity development plan (incl. at least three measures per support structure, target groups, goals, timelines, monitoring plans, etc.)
Training/coaching/peer-learning	20.03.2026	<u>per each measure:</u> Participant list with consent form Agenda Invitation Moderator/trainer/coach Summary report
Acceptance evaluation report template	30.03.2026	Report template in word
Support respective public or private local support structures to organize outreach campaigns	20.04.2026	Outreach campaign strategy in word and pdf (including campaign format, outline, design and agenda)
Acceptance evaluation report with first results	30.05.2026	Report in word and pdf
Final report with lessons learned and recommendations	30.05.2026	Report in word and pdf

**Period of assignment:** from 25.06.2025 until 15.06.2026.

Total expert days: 75

### 3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (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 required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them (1.2.1).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided.

## Project management of the contractor (1.6)

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule (1.6.2).

The tenderer is required to describe its backstopping concept (1.6.3). The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the tender in accordance with Section 3.3.1 of the GIZ AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between the tenderer and GIZ
- Assuming personnel responsibility for the contractor's experts
- Process-oriented steering for implementation of the commission
- Securing the administrative conclusion of the project

## 4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (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.

### Team leader

#### Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular, identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Regular reporting in accordance with deadlines

- Evaluating potential economic and social benefits for farmers and rural communities
- Organizing events, workshops, presentations on the progress of tasks and findings of the assignment

#### Qualifications of the team leader

- Education/training (2.1.1): Master's degree in business administration, economics, financial management, information technologies or similar
- Language (2.1.2): C1-level language proficiency in English
- General professional experience (2.1.3): 10 years of professional experience in business administration, economic development, market assessment in agriculture and related field, and project coordination
- Specific professional experience (2.1.4): 7 years in project management
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader or manager in a company
- Development cooperation (DC) experience (2.1.7): 5 years of experience in DC projects

#### **Key expert 1 – agriculture expert**

##### Tasks of key expert 1

- Technical professional guidance and consultancy related to public and private support structures
- Stakeholder mapping and assessing
- Identifying information gaps and barriers and farmer support needs (training, infrastructure, advice)
- Preparation and presentation of recommendations
- Elaborating support packages

##### Qualifications of key expert 1

- Education/training (2.2.1): Master's degree in agriculture, agronomy, plant protection or related fields
- Language (2.2.2): C1 -level language proficiency in English
- General professional experience (2.2.3): 10 years of professional experience in agriculture
- Specific professional experience (2.2.4): 5 years of professional experience in consulting public and/or private support structures
- Development cooperation (DC) experience (2.2.7): 5 years of experience in DC projects

#### **Key expert 2 – communication expert**

##### Tasks of key expert 2

- Technical professional guidance and consultancy related to public and private support structures
- Stakeholder mapping and assessing
- Identifying information gaps and barriers and farmer support needs (training, infrastructure, advice)
- Preparation and presentation of recommendations

- Elaborating support packages

#### Qualifications of key expert 2

- Education/training (2.3.1): Master's degree in marketing, communication, digitalization, social studies or similar
- Language (2.3.2): C1 -level language proficiency in English
- General professional experience (2.3.3): 10 years in communications
- Specific professional experience (2.3.4): 5 years in supporting the improvement of information or functionality features
- Development cooperation (DC) experience (2.3.7): 5 years of experience in DC projects

#### **Short-term expert pool with a minimum of 1, maximum 3 members**

For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV for each pool member (see below Chapter 7 Requirements on the format of the bid) for the assessment.

#### Tasks of the short-term expert pool

- Preparation and conduction of identified capacity measures.
- Preparation and conduction of training/coaching/peer-learning sessions described above.
- Supporting the expert team in other organizational and thematic aspects.

#### Qualifications of the short-term expert pool

- Education/training (2.6.1): 1-3 experts with university qualifications in social, political, agricultural or environmental studies, communication, digitalization, or similar
- Language (2.6.2): 1-3 experts with B2-level language proficiency in English
- General professional experience (2.6.3): 1-3 experts with 7 years of professional experience in the agricultural sector
- Specific professional experience (2.6.4): 1-3 experts with 5 years of professional experience in capacity development
- Regional experience (2.6.5): 1-3 experts with 3 years of experience in rural Georgia.

The tenderer must provide a clear overview of all proposed short-term experts and their individual qualifications.

## **5. Costing requirements**

### **Assignment of personnel and travel expenses**

All business travel must be agreed in advance by the officer responsible for the project

**NOTE:** GIZ is released from VAT payment in Georgia when purchasing different types of services/goods, therefore, budget should be submitted without VAT. However, potential



service providers should consider that they will not be released from VAT payment when purchasing goods/services within the frames of the given assignment.

**\*\* indicated fees shall include income tax and pension fund costs.**

**NOTE 1:** Please, note that while invoicing, the contractor should provide timesheets along with the invoice, it will be later stated in “General Terms and Conditions of Contract”.

## Sustainability aspects for travel

GIZ has undertaken an obligation 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.

CO<sub>2</sub> emissions caused by air travel must 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 TL	1	15	15	
Designation of key expert 1	1	20	20	
Designation of key expert 2	1	20	20	
Designation of short-term expert pool	1	20	20	
Travel expenses	Quantity	Number per expert	Total	Comments
Per-diem allowance in country of assignment If an on-site assignment takes place over the weekend, per diem allowances for weekends	12			3 days for 4 experts

can be reimbursed between the fee days.				
<b>Overnight allowance in country of assignment</b>  If an on-site assignment takes place over the weekend, overnight allowances for weekends can be reimbursed between the fee days.	12			3 nights for 4 experts  <b>Overnight stays abroad:</b>  <b>Note: Under the BMF travel expense regulations, overnight allowances not exceeding 100% of the lump sum amounts can be submitted for reimbursement against evidence. Up to 75% of the maximum rates specified in the travel expense regulations can be submitted for reimbursement on a lump-sum basis.</b>  <b>Please indicate in the price schedule whether your offer is on a lump-sum basis or against evidence.</b>
<b>Transport</b>	<b>Quantity</b>	<b>Number per expert</b>	<b>Total</b>	<b>Comments</b>
<b>Fixed travel budget</b>			2500	A budget is earmarked for travel to the following countries: Georgia.  A fixed budget of GEL 2500 is earmarked for settling travel expenses against evidence.  You can find further information on the travel expense budget in the 'Price schedule' document. Please use the 'Explanations' column in the price schedule to break down the individual items. Settlement is possible only until the budget is depleted.

## 6. Inputs of GIZ or other actors

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

- Logistics for workshops: organizing venue, catering, translation, transportation of participants as necessary.

## 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 (language).

The complete tender must not exceed 10 pages (excluding CVs). 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 CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in Georgian (language).

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative 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.

**Payment schedule:**

- Advance payment up to 20% of total contract value after kick-off meeting in June 2025.
- Interim payment of 40% of total contract value after support packages are elaborated and delivered in January 2026.
- Final payment of 40% of total contract value after delivering final report with recommendations and lessons learned in May 2026.