

1. Background/Project description

The global programme Shaping Development-Oriented Migration (MEG), commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and executed by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, is a pivotal initiative in the realm of migration and development. Its primary aim is to empower partner countries to harness the benefits of regular migration while actively engaging diaspora communities to drive sustainable development.

The core objective of the project is to provide support to key actors in partner countries, enabling them to make gender-responsive contributions toward the effective implementation of the Global Compact for Safe, Orderly, and Regular Migration (GCM). This commitment underscores dedication to creating migration policies that align with international standards, emphasizing human rights and gender equality.

Programme approaches

The Programme employs a multifaceted approach to achieve its objectives:

- **Shaping Migration Policy:** We collaborate closely with partner countries as they formulate migration policies that align with the principles of the GCM, ensuring the safe and orderly movement of people and the protection of migrant rights.
- **Gender Equality and Policy Coherence:** We promote policy coherence, emphasizing gender equality through an intersectional lens, and actively collaborate with civil society actors. These aspects are pivotal in achieving a harmonious and inclusive approach to migration and development.
- **Diaspora Engagement:** Project seeks to encourage investment, knowledge exchange, and innovation in partner countries by engaging with the diaspora residing in Germany. This dynamic connection offers a unique avenue for supporting sustainable development in countries of origin.

Fields of Action:

The Programme operates within four core fields of action, each essential to the success of our mission:

1. Regular Migration:

- *Guidance to Political Partners:* Offering guidance to political partners on regular migration, ensuring alignment with international standards.
- *Training for Labour Inspectors:* Conducting training programs for labour inspectors to raise awareness of precarious working conditions.
- *Ethical Recruitment:* Implementing measures to ensure ethical and fair recruitment standards in partner countries.

2. Diaspora Cooperation:

- *Diaspora Experts:* Supporting migrants from selected partner countries residing in Germany to contribute voluntarily to development in their countries of origin. This includes advice on engagement, training in knowledge exchange methods, networking events, expense coverage and on-site support.

- *Diaspora Organizations*: Providing support for projects initiated by diaspora organizations aimed at promoting development in their countries of origin. This support includes subsidies, application guidance, planning assistance, networking events and training.
- *Business Ideas for Development*:¹ Supporting business founders in leveraging their expertise gained in Germany to benefit their countries of origin. This support includes individual coaching on creating and implementing business plans, financing for start-up preparations, and networking opportunities with potential partners, business networks, and start-up centers.

3. Mitigating Precarious Working Conditions - Enhancing the Protection of Migrants:

- *Strengthening the Capacities of State Actors*: Supporting partners in strengthening the capacities of state actors to protect the rights of migrant workers, particularly in the context of global care chains, such as women in precarious working conditions and children affected by care gaps.
- *Supporting CSOs*: Offering financial and technical support to Civil Society Organizations (CSOs) that work to protect the rights of migrant workers and their families.
- *Regional Exchange*: Organizing regional exchanges to promote peer learning and enhance the protection and agency of migrants in vulnerable situations.

4. Multilateral Cooperation:² Strengthening International Cooperation for Safe, Orderly, and Regular Migration:

- *Supporting International Organizations*: Collaborating with international organizations, such as the IOM (International Organization for Migration), to set up the Global Data Institute.
- *Funding Support*: Contributing to the Migration Multi-Partner Trust Fund to aid in international migration efforts.
- *Good Practice Documentation*: Assisting partner countries in documenting and sharing good practices to promote safe, orderly, and regular migration at the international level.

2. Context

Migration is a global phenomenon contributing remarkably to the development of socio economy in both the countries of origin and destination. The United Nations (UN) and the International Labour Organization (ILO) estimated in 2019 that globally 169 million people were international migrant workers, in which women account for nearly 41,5%³.

Labour migration often brings a wide range of benefits, namely provision of skilled labour in destination countries and diaspora's support through volunteer activities, business engagement, remittances and investment. On the other hand, there are some risks associated with migration

¹ Note: This component is not being implemented in Georgia.

² Note: This entire field of action is also not being implemented in Georgia.

³ https://www.ilo.org/wcmsp5/groups/public/---dgreports/---dcomm/---publ/documents/publication/wcms_808935.pdf

such as social isolation, precarious work, discrimination, forced labour and exploitation, sexual abuse and violence.

According to the Global Compact for Safe, Orderly and Regular Migration (GCM), regular migration can have significant effects if migrants are provided with sufficient and accurate information on international and national standards, ensuring the protection of human rights and the provision of effective linkage to national employment policies are available. In line with the objectives of the GCM, German Development Cooperation focuses on supporting development-oriented migration, ensuring opportunity creation for both - migrants in countries of origin and destination. A specific focus is on the empowerment of migrant women, their children left behind and families.

3. Scope of Work:

The service in this ToR (Terms of reference) refers to the field of action 3 (mitigating precarious situations and enhancing the protection of migrants).

Context of the field of action 3 “Mitigating precarious situations and enhancing the protection and empowerment of migrants, particularly in the context of global care chains, such as women in precarious working conditions and children affected by care gaps”:

Migrants can be exposed to various types of risks. Those are unregulated employment, precarious working conditions without access to social security, occupational health, safety and labour rights. This is particularly true of the care sector, especially for women who migrate from low and middle-income countries to do paid care work and domestic work in countries with higher socio-economic status.

Even regular migrant workers who work in the domestic or care sector might be vulnerable to exploitation and abuse, as they are highly dependent on recruiters and employers, work in isolation and lack social networks. The resulting global care chains (GCC) often lead to care gaps in the families left behind, affecting children and youth as well as the elderly in need of care.

The phenomenon of left-behind children (LBC), resulting from the migration of parents for work, is a complex yet often overlooked aspect of global migration patterns. In Georgia, where nearly 40% of children reside in families with at least one member laboring abroad⁴, the implications of this trend are profound and multifaceted. Despite its prevalence, our understanding of the experiences and needs of these children remains limited.

Existing studies and limited evidence shed light on the challenges faced by LBC in Georgia⁵. They endure a myriad of socio-economic consequences, from unmet basic needs such as nutrition and healthcare to profound emotional and psychological distress. The absence of parental guidance and support can exacerbate feelings of loneliness and vulnerability, contributing to elevated risks of depression, anxiety, and even suicidal ideation among these children.

Moreover, the circumstances surrounding the migration—whether it is legal, the duration of separation, and the quality of communication with the absent parent—significantly shape the well-being of LBC. Factors such as the identity and competence of caregivers, as well as the suitability of the living environment, further influence their experiences.

⁴ Cebotari, V., Siegel, M., & Mazzucato, V. (2018). Migration and child health in Moldova and Georgia. Comparative migration studies, 6(1), 3. <https://doi.org/10.1186/s40878-017-0068-9>

⁵ Topuria M., Chanishvili Kh., Young Pedagogues' Union" (2022). „The impact of labor migration of parents on the upbringing and development factors of their minor children“ (88-91).

Despite these stark realities, our knowledge of the exact number, demographics, geographical distribution and specific needs of LBC in Georgia remains fragmented. Limited surveys provide only glimpses into their lives, leaving critical gaps in our understanding of this vulnerable population. Without comprehensive data, efforts to address their rights and well-being are hampered, perpetuating their marginalization and risking long-term harm.

From April 2024 to May 2025, with the support of GIZ, the partner NGO implemented the project “Survey and Targeted Capacity Development Initiative on Left-Behind Children (LBC) of Migrants in Georgia.” The findings from this project highlighted the critical relevance of the issue and the need for sustained attention. As part of the project, a comprehensive survey was conducted in 1,031 out of 1,708 kindergartens, achieving a response rate of 60.8%. The survey aimed to assess the scale, demographic characteristics, psycho-social conditions, and geographical distribution of the target group.

Given the significance of the results, GIZ recognizes the importance of continued efforts in this area.

Based on above illustrated circumstances, this assignment has one concrete goal:

to produce a high-quality, impactful, and ethically sound up to 10-minute awareness-raising video on the phenomenon of Left-Behind Children (LBC) in Georgia based on the above-mentioned study supported by GIZ.

The video will go beyond presenting facts. It should capture both the human stories and the systemic challenges, combining emotional resonance with evidence-based insights. It should serve as a bridge between study and action, giving a voice to children and families whose experiences are often invisible in public discourse.

The production will serve as both an advocacy instrument and an educational tool, designed to:

- Raise awareness among the targeted audience and general public about the scale, complexity, and hidden costs of labour migration on children left behind, helping to transform an abstract issue into something tangible and relatable.
- Inform and sensitize policymakers, practitioners, and community leaders to the psychosocial and developmental challenges faced by LBC, showing that behind every statistic lies a real child with real needs.
- Highlight key findings and recommendations from the recent GIZ-supported survey, using compelling storytelling, visuals, and accessible language to translate data into lived realities.
- Encourage dialogue and action toward systemic solutions that prioritize children’s rights and well-being and inspire audiences to see themselves as part of the solution—whether as parents, teachers, decision-makers, or community members.

4. Specific tasks and deliverables

The contracted service provider will be responsible for the following tasks:

4.1 Concept Development & Scriptwriting - [To be reached by 30th of November 2025](#)

- Develop and propose a creative concept note/implementation plan for the up to 10-minute video, outlining target audience, storyline, style, and suggested approaches (interviews, visuals, animation, narration, etc.).
- Identify and prepare potential filming locations (e.g., schools, communities, households).

- Select and liaise with participants (e.g., experts, educators, parents, caregivers) in coordination with GIZ staff.
- Ensure the concept reflects the LBC survey results and its recommendations along with both the emotional and factual dimensions of the LBC phenomenon in Georgia.
- Draft a full script and storyboard based on the approved concept.
- Submit for review and incorporate feedback from the GIZ staff.

4.2 Video Production - [To be reached by 30th of January 2026](#)

- Produce and edit a professional-quality up to 10-minute awareness-raising/educational video.
- Include voiceover, subtitles (Georgian + English), background music, infographics, and animations where relevant.
- Ensure the final cut is aligned with agreed messaging and ethical guidelines.

4.3 Delivery & Handover - [To be reached by 20th of February 2026](#)

- Deliver the final video in broadcast-quality and web-optimized formats.
- Provide raw footage and project files to GIZ for archiving and potential future use.
- Ensure all rights and licenses for footage, music, and graphics are cleared and transferred.

4.4 Dissemination & Social Media Promotion - [To be reached by 28th of February 2026](#)

- Develop a brief dissemination and promotion plan for the video.
- Publish the video across agreed social media platforms (e.g., Facebook, LinkedIn, Youtube etc.).
- Manage paid boosting campaigns to maximize reach and engagement, targeting key audiences.

5. Special provisions

In the **technical offer/implementation plan**, the bidder shall present in a detailed and descriptive manner the approach which will be used for reaching deliverables described under **Section 4** - Clear timeline and deadline for each task shall be determined and described. Personnel and experts involved, their respective CVs illustrating relevant professional experience and knowledge should be submitted together with the offer.

The technical offer/implementation plan of the project, coupled with prior experience of the organisation and involved experts, will be the major assessment criteria for identifying successful bidder.

6. Coordination format among GIZ MEG Programme and contractor

Under this assignment, contractor is obliged to closely coordinate and agree in advance all the activities and measures related to the achievement of under point 4 listed tasks and deliverables.

7. Timeline

GIZ shall hire the contractor from **20th of October 2025 until 28th of February 2026.**

8. Proposal Structure and Assessment Criteria

The bidder shall provide the proposal in response to the subject ToR to include the following components provided below:

1. Short narrative on the bidder and its relevant work;
2. Technical proposal of the bidder, explaining in detail (in form of a work-plan / milestone schedule) how the contractor will ensure timely provision of deliverables (with suggestion of quantitative and qualitative indicators), which are listed in the ToR. **Technical proposal of successful bidder will become integral part of the contract as an addition of this ToR – Corresponding to assessment criterion 1.4.1 and various other criteria from Section One (Assessment of Technical-Methodological Design), namely subsections 1.1, 1.3, 1.5, and 1.6**
3. The bidder should have 3 years of experience in producing awareness-raising audiovisual materials, combined with experience of working on migration-related projects (distinct advantage) or direct work with migrant communities, left-behind children, or other vulnerable populations. **– corresponding to the assessment criteria 3.1 and subsections from the Section two, namely subsections 2.1., 2.2., and 2.6.**
4. Demonstrated experience of cooperation with relevant actors (International organisations, donors, other CSOs or grassroot organizations, municipalities, preschool caregivers, etc.) - **corresponding to the assessment criteria 1.2.1., 1.2.2.**
5. The Bidder shall be a CSO/NGO (non-entrepreneurial non-commercial legal entity) registered and operating in Georgia for at least five years.

9. Specific qualifications of the experts

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 short-term experts
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- Education/training (2.1.1): University degree (Master's level or equivalent) in communication, PR, film making, production, social sciences or a related field.
- General professional experience (2.1.3): 7 years of professional experience in the field of communication, PR, film making, production, migration related topics or a related field.
- Specific professional experience (2.1.4): 5 years of experience in the conceptualisation, production and communication/spread-out of films, documentaries, video materials or similar.

Key Expert 1 – Qualifications

- Education/Training (2.2.1): University degree in social sciences, education, psychology, public policy, or a related field relevant to child rights or community development.

- General Professional Experience (2.2.3): 5 years of professional experience in social development, education, or child-centred programmes.
- Specific Professional Experience (2.2.4): Proven experience working with or supporting grassroots organizations and/or delivering capacity-building interventions related to migration affected children or youth.

Key Expert 2 – Qualifications

- Education/training (2.3.1): University degree in communication, PR, film making, production, social sciences or a related field.
- General professional experience (2.3.3): 5 years of professional experience in the field of communication, PR, film making, production, migration related topics or a related field.
- Specific professional experience (2.3.4): 3 years of experience in the conceptualisation, production and communication/spread-out of films, documentaries, video materials or similar.

Pool of Experts – Collective Qualifications

- Education/Training (2.6.1): The pool of experts should collectively hold academic qualifications in relevant disciplines such as communication, PR, film making, production, editing, design or a related field.
- General Professional Experience (2.6.3): Demonstrated 3 years of experience (per each expert) in their relevant field of expertise.

Short-term expert pool with minimum 1, maximum 4 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.

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Designation of TL/Team Leader	1	17	17	
Designation of TL/key expert	2	12	24	
<i>Designation of TL/key expert/short-term expert pool</i>	4	5.5	22	
Other costs	Number	Price	Total	Comments
Flexible remuneration				A budget of GEL ---- is foreseen for flexible

				remuneration. Please incorporate this budget into the price schedule. Use of the flexible remuneration item requires prior written approval from GIZ.
Other costs <i>Please explain here in more detail which costs are to be reimbursed, assuming they do not fall under the budget item described above.</i>	1	4000	4000	The budget contains the following costs for video production expenses, including filming, editing, graphics/animations, voice-over, subtitling, and other related logistical or technical costs.

10. Payment schedule:

- **60%** of the contract value will be transferred to the contractor after accomplishment of the sub-sections 4.1, with marked due date – 30 November 2025.
- Final payment of the remaining **40%** after accomplishment of all remaining deliverables listed in chapter 4 of this ToR and after provision of the final invoice anticipated by 28.02.2026

11. Requirements on the format of the tender

Given that the contract to be concluded is a contract for works, your services should be offered at a fixed lump-sum price, accompanied by an itemised breakdown of all relevant costs (e.g., fees, travel expenses, etc.). The specification of inputs should provide guidance in this regard. The financial bid will be evaluated on the basis of the lump-sum price tendered, which must be both realistic and sufficient to cover the services to be delivered.

Accordingly, please complete both spreadsheets in the price schedule: one presenting a detailed breakdown of the offered costs and the other indicating the lump sums per milestone.

12. Data Protection

The performance of the contract may be associated with the processing of personal data by the contractor, such as (but not limited to) names and contact information and who would alone define the nature of such data and how such processing would be carried out. In such cases, the contractor shall act as an independent DATA CONTROLLER and must alone comply with ALL applicable data protection obligations, including those stemming from regional and local laws. The contractor shall process personal data only when a given goal cannot be reasonably attained without such data. The data protection principles such as lawfulness, data minimization, accuracy, purpose limitation, storage limitation, transparency, integrity and confidentiality, and accountability, as well as the numerous rights of the data subject must be paid due attention. The GIZ is NOT in any way responsible for such processing.

Whenever the contractor executes the instructions of a partner to the GIZ with regard to such processing, the partner shall be the data controller, and the data processing shall be carried out in accordance with the partner's instructions as well as laws and standards to which it is subject.

If the contractor is not subject to the GDPR and the applicable laws do not contain any explanation on the data protection principles and rights mentioned here, the definitions and meanings provided by the GDPR (Regulation (EU) 2016/679) should be considered.