

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

INTERNAL

ELEVATOR SAFETY COMMUNICATION CAMPAIGN	Project number/ cost centre: 23.2227.9-001.00
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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
ToRs	Terms of reference

1. Context

The multi-donor project “QUIS - Better Goods and Services” on 'Enhancing Company's Competitiveness through Quality Infrastructure' in Georgia (hereafter - QUIS) is jointly co-financed by the European Union, the Federal Ministry Economic Development BMZ and Czech Development Cooperation (CDC) and implemented by GIZ and CzDA. The project timeline is scheduled till January 31, 2027.

Overall objective of QUIS is to ensure safety and promote inclusive and sustainable economic growth in Georgia through improved competitiveness of the private sector and implementation of the DCFTA and its EU related commitments, with a particular focus on business, trade, environment, and better skills matching.

Elevator use is a daily reality for thousands of citizens in Georgia, particularly in urban areas and bigger cities. However, public awareness of elevator safety remains low, resulting in frequent misuse, preventable accidents, and heightened risks to both adults and children.

To address this issue, QUIS project seeks to launch a comprehensive Elevator Safety Campaign. The campaign will raise awareness of safe elevator behavior, inform users of elevator inspection importance, raise knowledge of responsible institutions of elevator safety and understand more about the standards that are crucial when it comes to elevator safety.

The primary objective of this assignment is to contract a qualified communications agency to design, produce, and implement a coherent, multi-channel campaign that delivers impactful messages and visuals in an engaging and accessible manner. The campaign will use creative communication tools, digital engagement, and media outreach to promote safe practices, foster behavioral change, and highlight the importance of preventive action in ensuring elevator safety.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following deliverables:

Visual Identity & Communication Direction

- Develop a campaign identity.
- Design a consistent color palette, fonts, and graphic elements.
- Development of tagline of the campaign/key messages and areas to communicate

Design Materials

- Design stickers/posters for elevators and lobbies.
- Develop flyers/brochures for distribution about elevator safety
- Produce graphic poster with “do's and don'ts. In the elevator”

Landing Page development

- Develop and maintain a simple, mobile-friendly landing page, including domain registration and hosting setup, ensuring full alignment with the campaign's visual identity. The contractor shall cover all design, technical development, and integration costs, including embedding videos, posters, and downloadable materials.
- Integrate QR codes for tracking page visits.
- **Produce 3 short (up to 30-40 sec) videos/graphical** for Instagram and Facebook about illustrating correct vs. unsafe behavior in the elevator, 1 video about the safety of the elevator, 1 video about responsible parties for elevator standard compliance.
- **Develop interactive digital content** in partnership with popular media outlet (e.g., quizzes, reels) on "What to do if the elevator gets stuck?" "tips for compliance measures for elevator safety"
- **Articles in media**, up to 3 articles with different focuses around elevator safety, content created and published in the media.
- **Develop a campaign wrap-up success video** showcasing activities, events, and success stories.
- Propose and implement campaign hashtags (for instance - #ElevatorSafety, #SafeRide).
Media Engagement - Organize 1 TV media appearances in Afternoon or relevant business shows.

Final report as a deliverable that all activities have been completed.

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

Milestones/process steps/partial services	Deadline/place/person responsible
Kick off Meeting	February 5, 2026
Communication plan revision	February 19, 2026
Timeline development for communication materials	February 19, 2026
Visual Identity development	March 10, 2026
Landing page and hosting development	March 20, 2026
Producing graphic materials – Poster, stickers, QR,	April 15, 2026
Article development and placement in media	April 20, 2026
Develop interactive digital content	April 30, 2026
Produce 3 short (up to 30-40 sec) videos/graphical	May 30, 2026
Media Engagement in TV	June 5, 2026
Development of Final success video	September 30, 2026
Final report	October 25, 2026

Period of assignment: from 1 February 2026 until 1 November 2026.

The service provider is required to work closely and proactively with the designated stakeholders and independently coordinate with them to obtain all necessary information on elevator safety.

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.

1. 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).

Project management of the contractor (1.2)

The tenderer is required to explain its approach for coordination with the GIZ project and other stakeholders. In particular, the project management requirements specified in Chapter (Tasks to be performed by the contractor) must be explained in detail.

2. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs, 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 (2.1)

- 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
- Regular reporting in accordance with deadlines
- Ensure consistent communication and coordination between the creative team (designers, video producers, copywriters), technical team (web developer), and QUIS project representatives.
- Final report provision

Qualifications of the team leader

- General professional experience (2.1.1): 10 years of professional experience in the project management, communication sector
- Specific professional experience (2.1.2): 5 years in Marketing or communication agency

- Leadership/management experience (2.1.3): 5 years of management/leadership experience as project team leader or manager in a company
- Experience working with international organizations (2.1.4): 2 years of experience for donor projects

Key expert 1 – Creative Designer/Art Director – 2.2

Tasks of key expert 1

- Develop the overall visual identity of the Elevator Safety Campaign
- Provide creative direction for all campaign materials, including posters, stickers, and digital graphics
- Direct the creative concept, mood, storyboard, and visual style for all campaign videos
- Ensure visual and narrative consistency across all offline and digital communication tools

Qualifications of key expert 1

- General professional experience (2.2.1): 6 years of professional experience in graphic design, visual communication, or creative direction.
- Specific professional experience (2.2.2): Demonstrated experience in developing visual identities and branding for public awareness or behavior-change campaigns.
- Experience working with international organizations (2.1.7): 2 years of experience for donor projects

Key expert 2 – Communications and Media Manager 2.3

Tasks of key expert 1

- Coordinate multi-channel communication activities, including social media, landing page updates, interactive digital tools, and media outreach.
- Draft or supervise the preparation of communication materials, including messaging, key texts for the landing page, and content for printed materials.
- Prepare and disseminate media materials, article content, interactive content and ensure the media placement
- Develop, refine, and implement the overall communication plan, key messages for the Elevator Safety Campaign, ensuring alignment with of the campaign with it.

Qualifications of key expert 1

- General professional experience (2.3.1): 8 years of professional experience in communication, public relations, or media management.
- Specific professional experience (2.3.2): 5 years demonstrated experience in social media management, including content planning, publication, audience engagement, and performance monitoring.
- Experience working with international organizations (2.3.3): 4 years of experience for donor projects

The tenderer must provide a clear overview of all proposed pool experts assigned to their tasks and responsibilities. Pool of experts will not be evaluated.

Since the contract to be concluded is a contract for works, we would ask you to offer your services at a lump sum price.

3. Relevance

The tenderer must demonstrate the relevance of their concept by providing an agency portfolio highlighting pertinent experience, 3 examples of public communication campaigns, a list of similar past assignments, and samples of media campaigns implemented within the last five years

- Agency Portfolio mentioning relevant experience of the agency
3.1.1
- 2 Examples of past campaigns within the last 5 years. 3.1.2

Milestones/partial works	Estimated expert days for orientation	Deadline/place/person responsible
Kick off Meeting	1	Team Leader and Communication expert and Art Director
Communication plan revision	4	Team Leader and Communication expert
Timeline development for communication materials	2	Communication expert and Team Leader
Visual Identity development	8	Team Leader and Art Director
Landing page and hosting development	4	Communication expert
Producing graphic materials – Poster, stickers, QR,	4	Communication expert and Art Director

Article development and placement in media	2	Communication expert
Develop interactive digital content	1	Communication expert
Produce 3 short (up to 30-40 sec) videos/graphical	5	Art Director
Media Engagement in TV	1	Communication expert
Development of Final success video	4	Communication expert and Art Director
Final report	3	Team Leader

- **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 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.

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 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 English.

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all relevant costs (fees, expenses etc.). The price bid will be evaluated on the basis of the specified lump sum price. In addition, please also provide the underlying daily rate. A breakdown of days is not required.