

Terms of reference (ToRs) for the procurement of services above the EU threshold

[CONFIDENTIALITY]

Project title: Enabling the implementation of Georgia`s Forest Sector Reform - ECO.Georgia	Processing number/cost centre: G-011655-002
Country: Georgia	Internal order: 11655020000
Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising Campaign for EE Stoves and AF and various forest related topics.	Tender number: 7000016897

0. List of abbreviations	2
1. Context.....	3
2. Tasks to be performed by the contractor	7
2.1. Term	7
2.2. Objectives, Work packages and milestones	7
2.3. Project and knowledge management requirements	25
2.4. Data protection and information security	25
2.5. Other requirements	26
3. Technical-methodological concept.....	27
3.1. Interpretation of objectives (section 1.1 of the assessment grid).....	27
3.2. Processes and actors in the partner system (section 1.2 of the assessment grid)	27
3.3. Strategy (section 1.3 of the assessment grid).....	28
3.4. Project management (section 1.4 of the assessment grid)	30
3.5. Further requirements (section 1.5 of the assessment grid).....	31
4. Personnel.....	31
5. Costing requirements	38
5.1 Assignment of experts.....	38
5.2 National administrative staff	38
5.3 Travel expenses.....	39
5.4 Materials and equipment	39
5.5 Operating costs in the country of assignment	39
5.6 Workshops, education and training	39
5.7 Local contributions	40
5.8 Other costs.....	40
5.9 Flexible remuneration item	40
6. Requirements on the format of the tender	40
7. Annexes	41

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

0. List of abbreviations

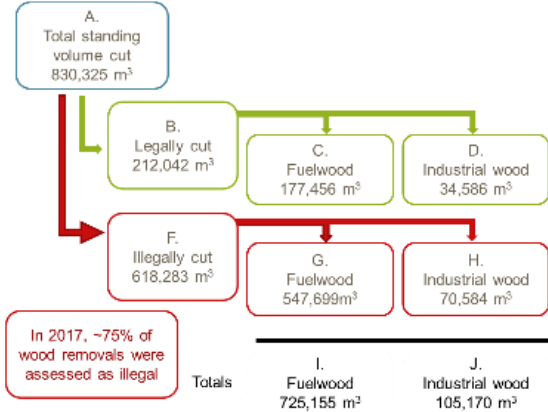
AF	Alternative fuels
BMZ	Federal Ministry for Economic Cooperation and Development
BSY	Business Service Yards
CBOs	Community-Based Organizations
CTR	Click-through rate
DES	Department of Environmental Supervision
EE-AF	Energy efficiency and alternative fuels
EIEC	Environmental Information and Education Centre
GCF	Green Climate Fund
GEL	Georgian Lari
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GoG	Government of Georgia
GSM	Green Space Management
HHs	Households
KOMP	Cost-output monitoring and forecast
LAC	Local Advisory Council
LULUCF	Land use, land use change, and forestry
MEPA	Ministry of Environmental Protection and Agriculture
MFM	Municipal Forest Management
MoESD	Ministry of Economy and Sustainable Development
MFIs	Micro-Finance Institutions
NDC	Nationally Determined Contribution
NFA	National Forestry Agency
Q1	Quarter 1
SEO	Search Engine Optimisation
SFM	Sustainable forest management
ToR	Terms of Reference
YoY	Year Over Year
VP	Voucher Program
WP	Work Package

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

1. Context

Climate change impacts and the demand for fuelwood from rural population puts significant pressure on Georgia’s forests: up to 90% of rural households (1.43 million people) rely on fuel wood for their energy needs. The problem is exacerbated by the fact that households use obsolete technologies, such as traditional stoves with a lifetime of two years and an efficiency of 35% or less. Fuelwood demand exceeds sustainable harvesting levels, considering reduced productivity of many forests in the country because of extensive forest degradation. This forest degradation leads to a loss of carbon absorption capacity which is projected to decrease by five times between 1990 and 2030. As illustrated in Figure 1, this negative trend is largely caused by massive fuelwood consumption by the local population. The demand for fuelwood greatly exceeded the amount of legally harvested fuelwood (212,042 m3) resulting in the illegal harvesting of an additional 547,699 m3 or around 75% of total wood removals in the three



Sources and Assumptions:
 [C+D] Legally harvested volumes from NFA (2017 figures)
 [E] Total fuelwood requirements from CCNN 2016.
 [F] Calculated by F-C.
 [G] Illegally harvested industrial wood calculated assuming 67% of timber is illegally harvested (using average figures from GIZ wood market study from 2016)
 [H] Calculated by J-D

Figure 1: Legal and illegal wood removals in Kakheti, Mtskheta-Mtianeti and Guria, as shown in Figure 1.

regions Kakheti, Mtskheta-Mtianeti and Guria, as shown in Figure 1.

In order to address this negative development, the project “Enabling the Implementation of Georgia’s Forest Sector Reform - ECO.Georgia” will enable the Government of Georgia to implement its transformational forest sector reform agenda to put the entire nation’s forests under the framework for sustainable forest management (SFM). It will do so by supporting establishment of a nation-wide SFM system and in parallel promoting market development for energy efficient appliances and alternative fuels to address main driver of Georgia’s forest degradation, the unsustainable fuelwood consumption by rural population. The project will safeguard the reform implementation by diversifying livelihood opportunities and strengthening local self-governance in forest adjoining rural communities.

In particular, the project’s component 2 “Market Development for Energy-Efficiency stoves and Alternative Fuels” focuses on reducing fuelwood consumption by supporting the adoption of energy-efficient (EE) stoves and alternative fuels (AFs). The primary target group is the population of 3 regions (**Kakheti, Guria and Mtskheta-Mtianeti**) with 8 target municipalities (**Telavi, Kvareli, Akhmeta, Dedoplistskaro, Ozurgeti, Lanchkhuti, Chokhatauri, Tianeti** pictured in Figure 2 below).

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

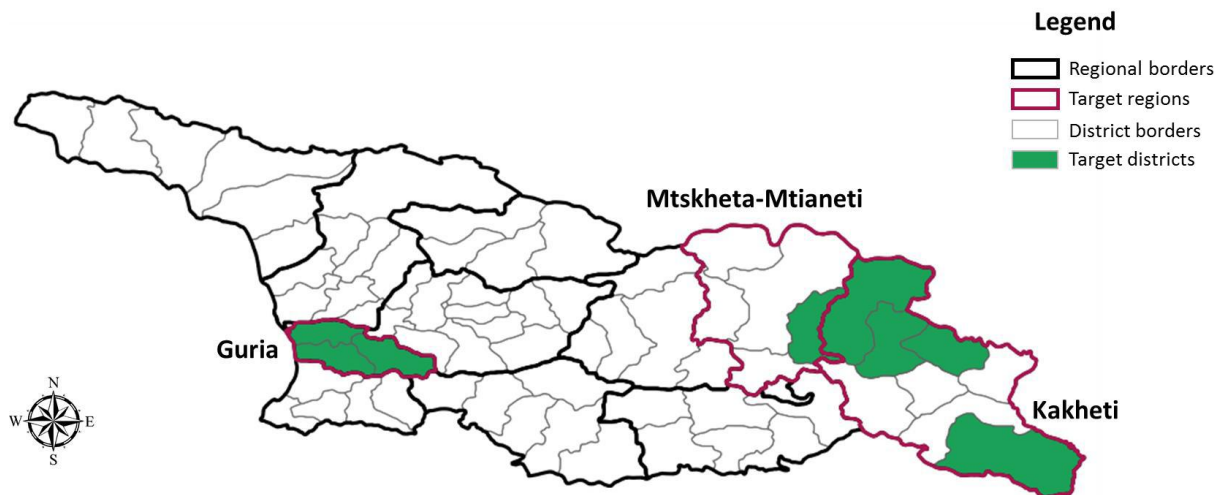


Figure 2: Map of target regions and districts

By the end of the project, 82,000 households—including 27,000 women-headed households—are expected to receive information and hands-on support to help them identify and adopt EE-AF solutions. To ensure continuity and growth of the EE-AF market, the project will also support the national policy and regulatory framework, work with EE-AF suppliers and engage with financial sector partners.

In order to achieve the project's objectives, a lack of awareness of the local population in the target regions for a number of decisive topics needs to be addressed:

- **Forest sector reform:** The above-mentioned forest sector reform foresees intensive stakeholder engagement when planning and implementing SFM. However, existing mechanisms or instruments are insufficient to materialize this approach nor is an awareness or capacities available in local communities to participate in potential mechanisms. In stakeholder consultations, low levels of awareness, as well as concerns among households about the implications of forest sector reform on fuelwood supply and availability of alternatives have been identified as the key barrier to both the adoption and the scaling-up of SFM and EE-AF market development. This barrier needs to be addressed in particular through groundwork and direct engagement with communities to be first affected by the forest sector reform.
- **Options to reduce fuelwood consumption:** Awareness about energy efficiency and sustainable/low-carbon alternative fuels is very low among rural Georgian households: Only 20% of the local population are aware about energy efficiency while the rest of rural residents are either not sure or not aware at all. The population is also concerned about availability and potential disruption and instability of AF supply to rural areas. A particular focus on the project will be on EE stoves. A range of more energy efficient heating solutions is available in Georgia: opportunities vary between relatively simple and affordable locally produced energy efficient wood stoves or imported analogous product with a higher price and quality to more sophisticated and much pricier boiler-powered central heating systems. The most affordable options are locally manufactured, but non-certified EE stoves, which

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

are produced in small workshops in small towns and villages throughout Georgia. Improved woodstoves have three common features: they have combustion chambers, air inlet control, and smoke chambers. These stoves are made one-by-one by hand without patterns or modern manufacturing techniques. They are usually priced at GEL 400 – 800, depending on the season and producer. These stoves consume 25 to 50% less wood and their thermal efficiency, according to the producer, is up to 75%. A range of even more energy efficient and durable imported wood stoves can also be found on the markets in urban centres. However, due to the high price (between GEL 1,000 to 1,500), demand for such products is mainly concentrated in more affluent urban areas. Among available alternatives, an EE stove can be considered as the most optimal solution because it has relatively large fuelwood saving potential at the lowest price. In addition, Georgia possesses significant volumes of solid woody biomass residue, currently not utilized, that can be used for heating through production of upgraded solid biofuels (briquettes, pellets and wood chips) and considerably satisfy heating needs in the regions thus reducing demand for fuelwood. This knowledge gap needs to be addressed through provision of information and hands-on technical advice on solutions for individual households. Financial support: In order to support the market introduction of the new technologies mentioned above, financial support will be made available in the form of a voucher scheme (subsidizing up to 30% of price of a certified energy efficient stove) and micro-credits. These support options need to be publicized so that the local population can know about them and make use of them. In addition, financial literacy needs to be improved so that community members are not only informed about financial support options but can also competently and efficiently make use of them.

- New educational and livelihood opportunities: Through the project activities, new opportunities in value chains and vocational education will be created. The communities of the target regions will be enabled to benefit from diversified income opportunities by improved forest related value chains and better access to forest-related knowledge and skills. In order to make use of these opportunities, the local population needs to be made aware of their existence, as they currently have little or no access to information. Awareness is essential to address this barrier, through groundwork and direct engagement with communities to be first affected by the forest sector reform.

It should also be noted that a first phase of awareness-raising activities was implemented by the national NGO **Ecovision** between **November 2022 and March 2026**. The activity, *“Creating consumer awareness and providing technical advisory services for fuelwood users,”* aimed to raise awareness, deliver tailored information, and provided hands-on technical guidance to households in the target regions.

An Outreach Network (ON) was established, bringing together more than 20 local NGOs and CBOs, which actively cooperated during field implementation, door-to-door outreach, community meetings, stove demonstrations, and express energy audits.

A series of integrated communication campaigns was designed and rolled out, combining regional mass media, digital platforms, local events, and direct community engagement like mobile demonstration truck. These campaigns included radio and TV spots, social-media content, printed materials, field demonstrations, and community-level promotional activities, all delivering a consistent narrative on the economic, health, and environmental benefits of energy-efficient stoves. The campaigns were coordinated across channels to reinforce key messages, build trust in the technology, and move households from awareness to consideration and ultimately to purchase and adoption.

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

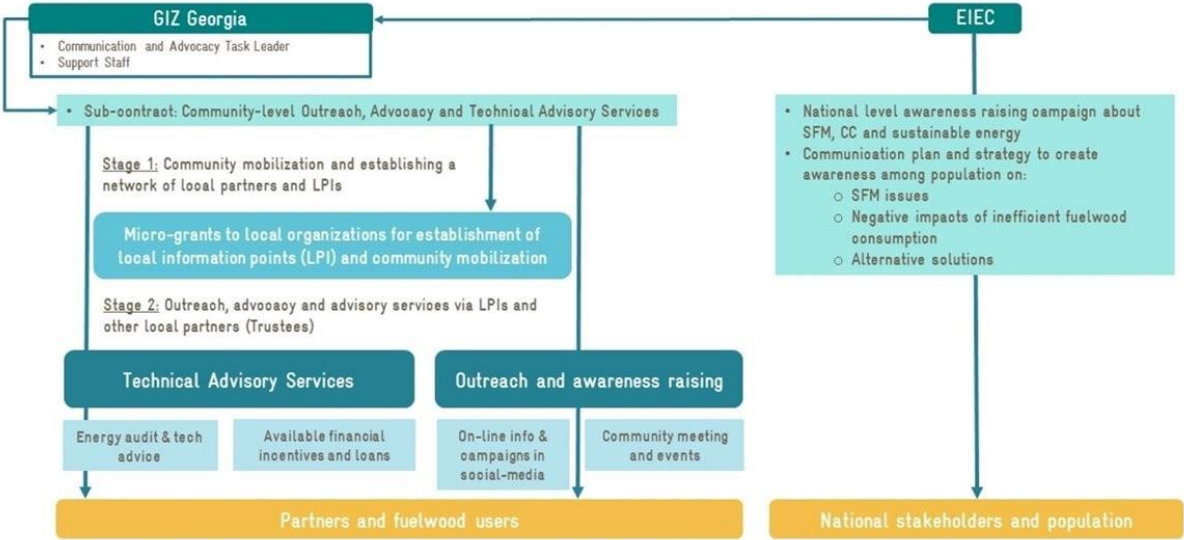
In parallel, a dedicated promotional platform (www.dazoge.org) was established to serve as an information hub, providing product information, guidance on stove use and maintenance, and access to campaign materials and support resources.

All relevant documents, datasets, and communication assets developed during this phase will be handed over to the new contractor, who will decide to what extent these resources will be reused, adapted, or further developed.

The future communication approach must go beyond simple information-sharing; it should actively support the adoption and sales of EE stoves, stimulate demand, and promote lasting behaviour change among fuelwood-using households.

The ECO.Georgia project is funded by the GoG, GCF, BMZ and SDC. It will be implemented jointly by the Ministry of Environmental Protection and Agriculture (MEPA), National Forestry Agency (NFA), Department of Environmental Supervision (DES), Environmental Information and Education Centre (EIEC), Rural Development Agency (RDA) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. In the context of the overall project, several partners will be working on awareness raising for various issues. In particular, the cooperation with the EIEC must be harmonized on a regular basis. As shown in Figure 3, EIEC will conduct awareness raising campaigns on the national level.

The project along with all its activities is being implemented based on Decree N1542 of the Government of Georgia of August 31, 2021, on approval of the Implementation Agreement signed between the Government of Georgia and the German International Cooperation (GIZ) on ECO.Georgia project, as well as its amendment from April 08, 2026 (Decree of the Government of Georgia N743).



2. Tasks to be performed by the contractor

2.1. Term

The expected term of the contract for services must be specified in the 'Special terms and conditions of contract'. The definitive term and service delivery period are set out in the contract award notification.

2.2. Objectives, Work packages and milestones

Objectives of the tendered assignment aims to accelerate stove sales, expand market penetration, create awareness and build a long-term, commercially viable market for verified energy-efficient stoves in rural Georgia. The contractor's role goes beyond awareness raising—it is fundamentally sales-driven, conversion-oriented, and focused on measurable sales growth.

The contractor is responsible for achieving the objectives and indicators described in this document.

It is expected that the activity will stimulate demand for up to 30,000 stoves cumulatively until project end and additionally, about 28,000 households will switch to AF. To do so the project will, in partnership with national financial organizations, local banks and MFIs, provide a package of consumer financing options focusing initially on EE stoves.

The contractor is responsible for providing the following work packages and for achieving the corresponding milestones:

- **Work package 1** – Research and Analysis
- **Work package 2** – Sales-oriented Marketing Strategy, awareness raising strategy and Action Plan
- **Work package 3** – Development of Communication Assets
- **Work package 4** – Implementation of Sales-Oriented Marketing Campaigns and awareness raising of EE stoves and AF.
- **Work Package 4.1** – Transportation and Logistics for Exhibitions and other Live Demonstrations Activities
- **Work package 5** -- Awareness Creation and Community Engagement for AFs and Various Forest Related Topics

Work package 1: – Research and Analysis

To achieve the required objectives, the contractor must complete a comprehensive research and analysis process. This research will serve as the backbone of all sales, communication and market-development activities during the assignment.

The contractor shall carry out a multi-dimensional market study covering the following municipalities:

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- **Guria Region:** Ozurgeti, Lanchkhuti, Chokhatauri
- **Kakheti Region:** Telavi, Kvareli, Akhmeta, Dedoplistskaro
- **Mtskheta-Mtianeti Region:** Tianeti

The research must reflect:

- Regional market dynamics
- Consumer behaviour trends
- Firewood usage patterns
- Stove purchasing behaviour
- Cultural and seasonal drivers
- Household perception barriers
- Manufacturer readiness and internal gaps
- Distribution potential per municipality
- Sales forecast for a three-year period

The purpose of the research is to establish a solid evidence base for planning, prioritization, and execution across all subsequent work packages. WP1 will:

- Provide real insights into consumer behaviour and decision-making
- Identify target segments, sub-segments and micro-segments
- Clarify barriers that prevent households from purchasing EE stoves
- Identify motivators that drive adoption and conversion
- Map the local supply chain across regions
- Assess manufacturer readiness and gaps
- Identify the most effective sales channels in each municipality
- Provide a multi-season activation model
- Support annual sales targets and scaling decisions

The findings of this research will directly inform WP 2, 3, 4 and 5.

Research Scope.

The research must cover the following five interconnected topics:

A. Market Landscape Analysis

The contractor must assess regional consumption patterns, current heating practices and local market dynamics, including:

- **Firewood Consumption Patterns:**
 - Quantity of wood used per household
 - Seasonal variation in consumption
 - Storage behaviour
 - Types of wood used and sourcing practices

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- **Stove Usage**
 - Types of traditional stoves in use
 - Age and replacement cycles
 - Key challenges (smoke, ash, overheating, low efficiency)

- **Regional Stove and AF Market**
 - Existing retailers and sales points
 - Informal stove sellers
 - Repair workshops
 - Competing heating technologies

- **Price Sensitivity**
 - Acceptable price ranges for households
 - Influence of the voucher amount
 - Decision-making thresholds

- **Population Segmentation**
 - Low-, medium- and high-income households
 - Socially vulnerable groups
 - Multi-generational households
 - Households with high heating needs

B. Manufacturer Assessment (Per Manufacturer)

For each participating manufacturer, the contractor must assess:

- Production capacity trends
- Sales volumes over the past three years
- Brand visibility and recognition
- Marketing approach and level of sophistication
- Digital readiness and online presence
- Skills of sales and customer-facing staff
- Distribution and logistics capabilities
- Suitability of product portfolio for regional needs
- Quality of warranty and after-sales service

A **full SWOT** analysis must be prepared for each manufacturer.

C. Consumer Behaviour Analysis

The research must provide clear answers to the following questions:

- Why do rural households hesitate or refuse to switch to EE stoves and AF?
- What fears, misconceptions or myths influence their decisions?
- What motivates early adopters?
- What prevents late adopters from switching?

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

The analysis must cover:

- Perceived value and benefits
- Social influence factors
- Appeal and perceived fairness of the voucher
- Trust in manufacturers
- Influence of local authorities and community leaders
- Loyalty tendencies and brand preferences
- Preferred information sources

This component must produce detailed consumer persona profiles.

D. Sales Channel Mapping

The contractor must identify all active and potential sales pathways, including:

- Retail partners
- Village shops, hardware stores and agricultural stores
- Demonstration locations
- Community centres
- Local influencers (municipal workers, service providers)
- Key online platforms and groups

The objective is to map the full regional sales ecosystem for all three years of the assignment.

E. Three-Year Forecasting and Scaling Model

The contractor must develop a structured projection that includes:

- Seasonal demand forecasts
- Expected annual sales increases per municipality
- Market saturation indicators
- Micro-targeting recommendations
- Suggested activation cycles per region

This forecasting model will support annual planning and continuous strategy refinement.

The contractor shall consider following additional research components:

• Qualitative Component

The qualitative research must include:

- Focus Group Discussions (FGDs)
- In-depth interviews with stakeholders: retailers, manufacturers, authorities, community leaders, households
- Observations documenting behavioural patterns

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- **Market Observation, Field Visits and desk research**

The contractor must conduct:

- Household visits
- Retail and sales point observations
- Manufacturer and workshop visits
- Must analyse all relevant studies and research related to EE stoves and firewood consumption (In coordination with ECO.Georgia project)

- **Digital System Audit**

The audit must cover:

- Manufacturer websites and social media
- Consumer online search patterns
- Mapping relevant online groups and forums

- **Regional Media Channel Audit**

The contractor must analyse:

- Local TV and radio
- Facebook groups and online communities
- Municipal information channels

Milestones for work package 1	Delivery period
Research Methodology is developed	One month after the start of the contract.
Fieldwork Completion Report is developed	Two months after the start of the contract
Research result and report are delivered	Three months after the start of the contract

Final report must include:

- All analysis
- Segmentation
- Manufacturer SWOTs
- Recommendations
- Three-year forecast
- Implications for WP2, WP3, WP4 and WP5

Work package 2: Sales-Oriented Marketing Strategy and Action Plan

The contractor must prepare a complete, multi-year, sales-oriented marketing strategy and action plan tailored to the EE stove and AF market across the eight municipalities. Work Package 2 (WP2) must fully align with the findings of WP1 and must be executable, scalable and driven by structured logic for the entire assignment period.

Under the working package2 contractor shall:

A. Develop a unified three-year sales strategy

The strategy must create stable stove demand, strengthen manufacturer sales capacity and address adoption barriers identified in WP1.

B. Create clear and actionable sales funnels

Funnels must be tailored to rural household decision-making behaviour and to each manufacturer's operational capacity.

C. Build a multi-channel marketing ecosystem

This ecosystem must maximize lead generation, inquiries, conversions and voucher uptake in all target municipalities.

D. Ensure strong alignment with the Voucher Program

Sales activation and voucher communication must reinforce each other.

E. Provide manufacturers with a long-term roadmap

This roadmap must address regional sales expansion, retail development, pricing strategy, consumer education and brand visibility.

The strategy must include, at least, the following components:

1) Comprehensive Target Audience Framework:

The contractor must define key household groups that influence EE stove and AF adoption.

• **Primary Target Groups:**

- Households using traditional stoves
- Households with high firewood consumption
- Socially vulnerable households eligible for vouchers
- Middle-income rural households
- Households planning home renovation or stove replacement

• **Secondary Target Groups:**

- Retail store owners
- Local craftsmen (installers, repair technicians)
- Firewood sellers
- Municipal officials
- Community leaders
- Local entrepreneurs

Transaction number:

- **Buyer Persona Profiles:**

For each municipality, at least two (man and woman) “buyers’ **personas**” must be developed. Each persona must include:

- Background
- Heating behaviour
- Motivations
- Pain points
- Income level
- Seasonal patterns
- Trust factors
- Preferred communication channels

2) Messaging Framework (Message Box):

The framework must include:

- Core program messages
- Benefit-oriented messages
- Barrier-reduction messages
- Seasonal messages
- Urgency and call to action messages
- Manufacturer-specific messages

- **Messages must be:**

- Clear and easy to understand
- Sales-focused
- Behaviour-change oriented
- Adapted to rural norms

- **Sales Funnel Architecture:**

For each manufacturer, the contractor must create:

- **Step 1 — Awareness**
 - Regional TV, social media, offline visibility, community channels
- **Step 2 — Interest**
 - Village-level visibility, flyers, community events
- **Step 3 — Lead Generation**
 - Hotlines, Facebook Lead Ads, QR codes, shop inquiries
- **Step 4 — Consideration**
 - Demonstration corners, exhibitions, testimonials
- **Step 5 — Conversion**
 - Retail partners, events, direct sales
- **Step 6 — Retention**
 - After-sales calls, usage instructions, warranty support

3) Required Components of the Action Plans:

- ***Marketing Action Plan***

The plan must include:

- Seasonal ad calendars
- Retargeting strategy
- Regional segmentation
- Lead generation campaigns
- Optimization tactics
- Landing page structures
- Coordination with manufacturer social pages
- KPIs for each campaign

- ***Minimum Requirements for marketing action plan:***

- Minimum two campaigns per year per manufacturer
- Seasonal acceleration each September–December
- Off-season sales promotion

4) Retail Development Plan

The contractor must prepare a plan that includes:

- Retail partner identification
- Onboarding strategy
- Demonstration corners
- In-store visibility
- Seasonal promotions
- Retail tracking system

- ***Minimum Requirements for retail development Plan:***

- 3 retail partners in Guria
- 4 retail partners in Kakheti
- 1 retail partner in Tianeti
- 1 demo corner per manufacturer per region

5) E-Commerce Integration Plan

Each manufacturer must:

- Have a functional online presence
- Be listed on two Georgian digital marketplaces

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- Have updated product photos and descriptions
- Use seasonal online offers

- **DAZOGЕ.ORG webpage administration:**

- Search engine optimization (SEO)
- Google adds
- Digital marketing plan

6) Print and Outdoor Visibility Plan

The plan must include:

- Activation plan
- Seasonal outdoor visibility plan

7) Exhibition-Sales Plan

The contractor must:

- Organize (or participate in) one exhibition per year
- Ensure participation of all manufacturers
- Provide logistics for stoves
- Run live demonstrations jointly with the producers
- Conduct on-site sales and voucher support

8) National and Regional TV Plan

The plan must include:

- Cooperation with TV
- Rural-focused narratives
- Testimonial content
- 10–14-day bursts

9) Multi-Year Sequencing

- **Year 1 — Market Entry**
 - Establish retail, digital and demo infrastructure
 - Launch initial campaigns
 - Build sales funnels
 - Promote voucher availability
- **Year 2 — Scaling**
 - Intensify seasonal sales
 - Upscaling off-season sales

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- Expand retail partnerships
- Strengthen village activation
- Adjust tactics based on data
- **Year 3 — Consolidation**
 - Maintain efficient sales pipelines
 - Transfer tools to manufacturers
 - Support a smooth transition

Milestones for work package 2	Delivery period
Heating season 2026-2027 Sales marketing and awareness raising strategy document is created	2 (Two) months after the start of the contract
Heating season 2026-2027 Sales marketing and awareness raising action plan document is created	2 (Two) months after the start of the contract
Dazoge.org web page promotion strategy and action plan is created	3 (Three) months after the start of the contract
Dazoge.org web page administration and promotion (content update, keyword research, social media promotion, Community-driven promotion, SEO, paid advertising, retargeting campaigns, shopping ads, etc) is created	Ongoing activity: Year 1, Year 2 and Year 3 of the contract
Annual Sales marketing and awareness raising Strategy Updates heating season 2027- 2028	Q2 year 2027
Annual Action Plan Updates heating season 2028-2029	Q2 year 2028

Work Package 3 — Development of Sales marketing and Communication Materials/tools

Under this work package, the contractor is responsible for developing all creative materials and communication products required to implement the three-year sales, awareness and market expansion activities.

All materials must be fully aligned with:

- WP1 research findings
- WP2 Sales Marketing Strategy and Action Plan
- The Voucher Program framework
- Manufacturer-specific branding
- Rural audience characteristics

Materials must support:

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- Direct sales
- Voucher awareness
- Consumer education
- Retail activation
- Digital lead generation
- Community-level influence

General Requirements for Communication Materials/tools

The contractor must:

- Deliver high-quality, professionally designed materials adapted to rural audiences
- Use clear, simple and persuasive communication
- Maintain visually consistent branding across all materials
- Provide all materials in editable formats
- Produce separate content packages for each manufacturer
- Optimize materials for TV, print, digital, retail and community channels

It should create following items and consider:

Brochures and Flyers for each manufacturer:

- One flyer (A5 or A4) per year
- One brochure (4–8 pages) per year with:
 - Product specifications
 - Benefits
 - Voucher explanation
 - Price range
 - Contact details
 - “How to choose a stove”
 - “How to use your stove efficiently”

Flyers for Voucher Program per year:

- General info flyer
- Voucher process map (visual)

Social Media Content Package per manufacturer:

- 3 campaign concepts per year
- 3 posts per year
- 3 banners per year

Social Media Content Package per the VP:

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- At least two campaign concepts per year
- 3 static posts per year
- 3 animated/video clip

Digital animated banners and Web Visuals per manufacturer:

- 3 animated banners set each year
- E-commerce visuals (product photos, icons, specs)

Digital animates banners and Web Visuals per VP

- “Apply now”, and “Voucher rules” banners for VP

Video Production for manufacturers and VP

with following technical format: Full HD, 16:9, 1:1, 9:16

- 14 graphic and/or video clips (35–65 sec) for all manufacturers in total
- 3 graphic and/or video clips (35–65 sec) on general awareness and step-by-step guide for VP

Product Photography per manufacturer:

- Studio photos
- Household environment photos
- Photos of key components (firebox, chimney, glass door, branding plate)
- Stove in operation

Instructional and Educational Materials per manufacturer:

- “How to use your EE stove” manual
- “How to save firewood” flyer
- “How to maintain your stove” guide
- Posters for community buildings

Retail Activation Materials per manufacturer:

- Info cards
- QR codes
- Demo corner posters
- Roll-up banners
- Retail sales manual

Print campaign package per manufacturer and VP:

Materials must include:

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- Flyers, brochures posters, info sheets
- Community noticeboard postings
- Market-area materials
- Seasonal call to action visibility packages

All materials must follow a structured approval workflow:

- Draft submission → GIZ, other stakeholders' and manufacturers' technical review → Final approval
- Materials must be delivered in packaged sets (per manufacturer + content wide)

Milestones for work package 3	Delivery period
Flyers and brochures for manufacturers and VP are created	Three months after the start of the contract Update Q3 year 2027, Update Q3 year 2028
Social media content package for manufacturers and VP is created	Three months after the start of the contract Update Q3 year 2027, Update Q3 year 2028
Digital animated banners sets and web visuals for manufacturers and VP are created	Three months after the start of the contract Q3 year 2027, Q3 year 2028
E-commerce visuals	Four months after the start of the contract Q3 year 2027, Q3 year 2028
Motion graphic and/or video clips for manufacturers and VP are created	Three months after the start of the contract (year 1 of the contract) Q3 year 2027, Update Q2-Q3 year 2028
High resolution, household environment photos and studio style photos for manufacturers are created	Four months after the start of the contract Q3 year 2027, Q3 year 2028
Instructional and Educational Materials fir manufacturers are created	Four months after the start of the contract Q3 year 2027, Q3 year 2028
Retail sales materials for manufacturers are created	Four months after the start of the contract Q3 year 2027, Q3 year 2028
Print campaign package is created for the manufacturers and VP	Three months after the start of the contract Q3 year 2027, Q3 year 2028

Work Package 4 — Implementation of Sales-Oriented Marketing Campaigns and awareness raising of EE stoves and AF.

Under this work package, the contractor will implement continuous and seasonal sales activation campaigns to support manufacturers in increasing the uptake of certified EE stoves across the eight target municipalities.

WP4 is the operational core of the assignment, including:

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- Multi-channel advertising
- Sales exhibitions
- Retail activation
- Digital lead generation
- B2C outreach
- B2B outreach
- Manufacturer coaching
- Community-based sales activities

Under the WP4 the contractor shall:

A. Increase sales volumes of EE stoves and AF

Support households throughout the sales journey: awareness → interest → leads → conversion → after-sales.

B. Increase visibility of each manufacturer

Ensure consistent exposure across digital, physical and community-based channels.

C. Increase VP awareness and adoption

Ensure consistent exposure across digital, physical and community-based channels.

D. Generate high-quality leads

Create steady, year-round lead flow through online and offline methods.

E. Strengthen regional distribution networks

Expand through new retail partnerships and local intermediaries.

F. Expand consumer trust

Strengthen confidence in stoves, AF, manufacturers and the Voucher Program.

G. Achieve annual sales target ranges

- **Year 1:** 4,000–6,000 units
- **Year 2:** 7,000–8,000 units
- **Year 3:** 8,000–9,000 units

H. Build sustainable sales systems

Ensure sales processes remain operational beyond project completion.

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

The contractor shall implement:

Digital Sales Activation plan. Plan should include:

1. Digital advertising campaigns
 - Facebook, dazoge.org, Google Display, YouTube
2. Lead generation ads
 - Call-now buttons
 - Messenger forms
 - WhatsApp/Viber integration
 - Lead capture forms
3. Retargeting campaigns
 - Website visitors
 - Video-view audiences
 - Engagers
4. Village-level targeting
 - Custom geo-locations
 - Rural behaviour-based audiences
5. Seasonal accelerators
 - Major push: September–December
 - Mid-season: January–March
 - Early bird (Off-season): April–August

Social Media Support for Manufacturers. The contractor must provide:

- Content plans
- Publishing schedules
- Captions
- Optimization
- Page audits

KPIs for the digital sales activation plan and social media support shall be:

- 150,000–250,000 impressions/year
- 3,000+ leads/year
- CTR growth YoY

Regional TV Activation, Contractor responsibilities:

- Produce TV clips
- Place manufacturer-specific content
- Run 10–14-day bursts campaigns/ 1 (one) burst campaign per year (**Goal:** create rapid awareness, visibility, and sales)

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

Milestones for work package 4	Delivery period
Digital sales activated	Q3 year 2026, ongoing until contract finalization
Retail sales activated	Q3 year 2026, ongoing until contract finalization
Social media support for manufacturers established	Q3 year 2026, ongoing until contract finalization
Social media campaign launched	Q3 2026, Q3 2027, Q3 2028
Regional TV and radio campaign launched	Q3 2026, Q3 2027, Q3 2028
Community-level activities launched	Q3 2026, Q3 2027, Q3 2028
1 (one) exhibition and/or 1 (one) live demonstration events conducted	Q3 2026, Q3 2027, Q3 2028
Sales calendar for heating season created	Two months after the start of the contract, Q2 2027, Q2 2028
Sales calendar for mid-season created	Two months after the start of the contract, Q2 2027, Q2 2028
Sales calendar for off-season (early bird) created	Two months after the start of the contract, Q2 2027, Q2 2028
Sales campaign for the heating season launched	Three months after the start of the contract, renewed Q3 2027, renewed Q3 2028
Sales campaign for mid-season launched	Q1 2027, Q1 2028
Sales campaign for off-season (early bird) launched	Q2- Q3 2027, Q2-Q3 2028
150,000–250,000 impressions per year reached through social media campaigns	End of the heating season 2026-2027 End of the heating season 2027-2028 End of the heating season 2028-2029
Annual sales activation plan delivered	Three months after the start of the contract renewed Q3 2027, renewed Q3 2028
Quarterly progress updates delivered	Year 1, Year 2, Year 3 of the contract
heating season -end performance report delivered	Year 1, Year 2, Year 3 of the contract

**The exact campaign launch dates will be specified in the action plan. All related details will be consulted and agreed upon with GIZ, manufacturers, and other relevant stakeholders.*

WP 4.1 — Transportation and Logistics for Exhibitions and other live demonstrations activities

Contractor responsibilities:

- Safe transport of stoves, loading/unloading
- Infrastructure setup
- firewood for demonstrations

Transaction number:

Milestones for work package 4.1	Delivery period
Transported stoves for the exhibition and live demonstration events	Q3 2026, Q3 2027, Q3 2028
Infrastructure for the exhibition and live demonstration events setup concluded	Q3 2026, Q3 2027, Q3 2028

Work Package 5 – Awareness creation and community engagement for AFs and various forest related topics

Work Package 5 (WP5) complements the sales-oriented activities of WP4 by addressing social acceptance, trust-building and long-term understanding related to:

- Sustainable Forest Management (SFM)
- Alternative fuels (AF) – Optional and will depend on market situation and product availability.
- Business Service Yards (BSY) and changes in fuelwood provision systems. Popularization of the Grievance Mechanism (GRM).

This work package recognizes that stove adoption alone is not sufficient if households do not understand:

- Why forest use rules are changing
- How fuelwood provision will work in practice
- What alternatives are reliable and fair
- How reforms affect their daily lives and future livelihoods

Under WP5 contractor shall:

- A. Increase public understanding of forest sector reform**
Help rural households understand the reasons, goals and practical implications of SFM reforms
- B. Build trust in new fuelwood provision systems**
Support acceptance of BSY operations and regulated fuelwood access mechanisms and phasing out of social wood cutting.
- C. Improve acceptance of alternative fuels**
Address scepticism regarding AF availability, pricing, quality and reliability.
- D. Reduce misinformation and social resistance**
Counter rumours, fears and misconceptions that may undermine reform implementation.
- E. Popularize the Grievance Mechanism and Support long-term behavioural change**
Encourage responsible fuelwood use and gradual transition toward efficient and sustainable heating solutions.

The contractor will organize structured community engagement activities focused on dialogue rather than sales, including:

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- Community meetings facilitated jointly with local authorities and project partners
- Open discussions on forest sector reform impacts and household concerns, particularly phasing out of social wood cutting
- Q&A sessions on fuelwood regulations, BSY operations, AF availability, community participation and LACs, GRM and/or wider SFM/MFM/GSM
- Small-group discussions targeting women, elderly representatives of households, ethnic minorities and/or other vulnerable groups

Minimum requirement:

- At least 3 structured community dialogue events per year

The contractor will develop simple, practical communication materials explaining:

- What Sustainable Forest Management means in everyday terms
- What does abolition of social woodcutting system imply for fuelwood users, BSYs function and how households can access fuelwood
- What AFs are available locally and how they are supplied
- Importance of community participation in forest management and GRM

To humanize reform processes, the contractor will:

- Document real household experiences with EE stoves, BSYs and AF
- Produce short stories and testimonials
- Highlight local success cases and peer examples
- Use narratives focused on comfort, fairness, cost savings and reliability

All WP 5 activities must be:

- Closely coordinated with ECO.Georgia partners (MoEPA, NFA, EIEC, RDA, GIZ)
- Consistent with national communication efforts
- Aligned with WP4 timing to avoid confusion or message overload
- Clearly separated from direct sales messaging

WP 5 messaging must remain informational, explanatory and trust-oriented, not promotional.

Milestones for work package 5	Delivery period
Awareness and engagement strategy and plan created	Q3 2026, Q3 2027, Q3 2028
1 (one) Flyer on GRM, SFM printed	Q4 2026
1 (one) Flyer on BSY and AF printed	Q3 2026
Workshop held	Q4 2026, Q4 2027, Q4 2028
Awareness and engagement campaign conducted	Q4 2026, Q4 2027 Q4 2028

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

Community Engagement Report	End of the heating season 2026-2027 End of the heating season 2027-2028 End of the heating season 2028-2029
-----------------------------	---

2.3. Project and knowledge management requirements

Requirements on the assignment of experts:

- The contractor is responsible for selecting, preparing, training and steering the experts assigned to carry out the advisory services.

Requirements on expenditure management and cost control:

- The contractor manages costs and expenditures, accounting processes and invoicing in line with GIZ requirements.

Monitoring and reporting requirements:

- The contractor plays an active role in the results-based monitoring of the project. Regular monitoring activities must cover at least the following areas Degree to which activities are implemented
 - Degree to which the objectives, indicators and milestones listed in section 2.10 of these ToR's have been achieved
 - Results that have occurred in the contractor's sphere of responsibility
 - Results that have occurred outside the contractor's direct sphere of responsibility
- The contractor reports to GIZ as follows:

The contractor provides reports in English language:

- Interim report(s) on by the end of years: 2026; 2027; 2028
- Final report on 31.05.2029

The interim report(s) and the final report should provide information about the progress made towards objectives in each of the monitoring areas specified above.

2.4. Data protection and information security

The provisions on data protection and information security of the current version of GIZ's General Terms and Conditions of Contract (section 1.8 Data protection) apply.

Personal data will be processed on behalf of the client. Therefore, an agreement on "Outsourcing of data processing (AuV)" (Annex (G)) will be concluded with the contractor in accordance with Art. 28 GDPR. For this purpose, the technical and organisational measures (TOM) Appendix III for compliance with the data protection requirements must be outlined and filled prior by the contractor to conclude the contract. If the contractor has already been audited by GIZ in the past, an update in accordance with GDPR must nevertheless be sent. After a positive check, the contract is concluded with the AuV attachment.

Transaction number:

2.5. Other requirements

Safeguards and gender measures with specific reference to services:

In order to promote gender equality and avoid or mitigate possible unintended negative impacts in its area of responsibility, the contractor should implement the following measures:

- Gender equality:

Gender equality should be ensured via strictly following the requirements of the Gender Action Plan (GAP) of ECO.Georgia project. GAP requires gender mainstreaming while implementation of activities on creating consumer awareness and provision of technical advisory services for fuelwood users the GAP through:

- advocacy and information campaigns organized and led by women's organization, to increase women's visibility and generate knowledge within the community on the key role women play for the successful implementation of EE-AF solutions
 - Gender-mainstreamed knowledge and information materials
 - Specific focus on women-headed and vulnerable households
 - Ensure flow of information and reaching out women.
- Environmental protection and climate action (climate change mitigation/adaptation):

The Environmental and Social Safeguards (ESS) of ECO.Georgia project ensure environmental protection and climate action through effective and equitable management of environmental and climate related risks. The ESS consists of the Environmental and Social Impact Assessment (ESIA) and the Environmental and Social Management Plan (the ESMP), the least being a system of processes for achieving improvements in environmental outcomes while addressing any unintended adverse impacts of the project. The project activity on creating consumer awareness and provision of technical advisory services for fuelwood users has been assessed in ESIA as no-risk activity and respectively, no mitigations are required.

- Conflict and context sensitivity:

Next to the mitigating environmental risks, ESS of ECO.Georgia project ensure effective and equitable management of social risks. As mentioned above, the project activity on creating consumer awareness and provision of technical advisory services for fuelwood users has been assessed in ESIA as no-risk activity, meaning that the activity will cause no social conflict or any other sensitive context. However, here GAP requirement on inclusion of women and vulnerable households shall be considered.

- Human rights

The project will monitor the observance of human rights while implementation of activity. The monitoring will review the interactions between the project activity and its context and the

Transaction number:

alignment with human rights standards. To protect human rights, the LNOB principle shall apply, specifically the above requirement on inclusion of women and vulnerable households.

The contractor's staffing profile should be balanced in terms of gender and age.

3. Technical-methodological concept

In this section, the tenderer is required to reflect on the objectives and terms of reference of the tender at hand, describe the partner system and its processes in the area of responsibility and present the technical-methodological concept for completing the tasks listed in section 2 and achieving the set objectives. In addition, the tenderer must describe the design of the project management process.

3.1. Interpretation of objectives (section 1.1 of the assessment grid)

The tenderer is required to interpret the objectives for which it is responsible. Simple repetition of the objectives formulated in section 2 of the ToR is not desired. Rather, the contractor is to describe and interpret the changes in the that are to be directly achieved by the object of the tender procedure. The resulting positive impact (section 1.1.1 of the assessment grid) should also be presented.

The contractor must undertake a critical examination of the ToR (section 1.1.2 of the assessment grid) by:

- undertaking an assessment of the appropriateness of the personnel concept for implementing the scheduled tasks;
- providing an assessment of the results from the WP for achieving the objectives and possible risks in implementation;
- making an assessment of the technical concept

3.2. Processes and actors in the partner system (section 1.2 of the assessment grid)

Processes describe actions or sets of tasks that are necessary in order to render specific services in a sector or in the cooperation/partner system. Specific actors are given responsibility for determining and implementing these actions and sets of tasks in line with the regulations. Actors are usually institutions such as ministries, local governments, associations and chambers, non-governmental organisations, companies in a sector or individual businesses, universities or banks, but may also be individuals (e.g. a person with higher decision-making authority).

The tenderer is required to describe, using existing documents where possible (see annexes), the processes in the sector or partner system that are relevant to the services put out to tender (section 1.2.1 of the assessment grid).

The tenderer is required to present the actors (partners and others) who are relevant for the tender in the form of a map of actors. As far as possible, it should list the actors by name. Their mandates as well as strengths, weaknesses and interests with respect to the services put out to tender are also to be briefly presented (section 1.2.2 of the assessment grid).

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

In addition, the tenderer is required to describe the interaction between the actors mentioned above. This can consist of a description of the specific collaboration between individual actors in the processes listed above, of the dependencies or conflicts between the actors and their consequences or of existing dialogue and communication formats (section 1.2.3 of the assessment grid).

In the context of the overall project, a number of partners are working on awareness raising for various issues, including but not limited to the Environmental Information and Education Center, Rural Development Agency, National Forest Agency, Department of Environmental Supervision and local banks. An awareness raising task team with representatives from these institutions will be set up, in which the contractor will be obliged to participate. In particular, the cooperation with the EIEC must be harmonized on a regular basis, since EIEC will be conducting awareness raising activities on a national level as is explained in the context section. Therefore, the contractor must liaise closely with GIZ as well as the EIEC in order to develop a harmonized approach to awareness-raising on national and regional level.

3.3. Strategy (section 1.3 of the assessment grid)

The strategy for delivering the services in the tender is the core element of the technical-methodological concept. It is composed of the following elements:

- Procedure for achieving the objectives stated in section 2.2 of these ToR
- Development of partnerships with the relevant actors
- Approaches for leverage effects and measures for scaling-up
- Consideration of environmental and social compatibility requirements (including gender equality)
- Appropriate consideration of further requirements

3.3.1 Strategic approach to achieving the objectives mentioned in the ToRs (section 1.3.1 of the assessment grid)

The tenderer is required to describe and justify the strategic approach it plans to adopt in order to achieve the milestones, objectives and results (see section 2) for which it is responsible.

The tenderer is expected to describe the strategic approach to the tasks formulated in section 2 (i.e. not a description of activities).

3.3.2 Building partnerships with the relevant actors (section 1.3.2 of the assessment grid)

The tenderer is required to develop and describe a strategy for developing the cooperation with the actors in the partner system who are relevant for the implementation of the services in the tender. The project partnerships already mentioned in section 1 must also be taken into account.

3.3.3 Approaches for leverage effects and measures for scaling-up (section 1.3.3 of the assessment grid)

-Not Applicable-

Transaction number:

3.3.4 Consideration of environmental and social compatibility requirements
(section 1.3.4 of the assessment grid)

Gender equality

The tenderer is required to outline in the tender how it can prevent negative impacts on gender equality in its area of responsibility and how it can contribute to improving gender equality through corresponding measures (see also relevant requirements in section 2.5).

In addition, the contractor is required to take the following key measures to avoid or reduce possible unintended negative results and to support gender equality in its area of responsibility:

- The contractor should establish working relations with women’s groups, municipal gender focal points etc. to ensure flow of information and to reach women.
- Advocacy and information campaigns should be organized and led in cooperation with women’s organizations, to increase women’s visibility and generate knowledge within the community on the key role women play for the successful implementation of EE-AF solutions.
- All knowledge and information materials are gender mainstreamed.

In the proposal, the tenderer shall explain how these measures will be integrated in the overall implementation approach.

Environmental protection and climate action (climate change mitigation/adaptation)

The tenderer is required to outline in the tender how it can prevent negative impacts on the environment and the climate in its area of responsibility and, in addition, how it can contribute to improving the environmental and climate situation through corresponding measures (see also relevant requirements in section 2.5).

Conflict and context sensitivity

The tenderer is required to outline in the tender how it is planning its activities in the context of conflicts or violence and what specific measures it has adopted for conflict- and context-sensitive implementation (see also relevant requirements in section 2.5).

Human rights

The tenderer is required to outline in the tender how it can prevent negative impacts on the human rights situation in its area of responsibility and how it can contribute to improving the human rights situation through corresponding measures (see also relevant requirements in section 2.5).

Requirement: ‘Gender equality’:	5 points out of 10 (maximum)
Requirement: ‘Environmental protection and climate action	5 points out of 10 (maximum)

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

(climate change mitigation/adaptation)'	
---	--

3.4 Project management (section 1.4 of the assessment grid)

In this section, the tenderer presents the operational plan for implementing the services in the tender, describes the procedure for coordination with GIZ or the project and the project partners, and explains its monitoring procedure.

- The contractor is responsible for selecting, preparing, training and steering the experts assigned to perform the consultancy tasks.
- The contractor provides equipment and supplies/non-durable items and assumes the associated operating and administrative costs.
- The contractor will manage expenditures and costs, accounting processes and invoicing in accordance with GIZ's requirements.
- The contractor will report regularly in written reports as specified below, as well as in regular (at least monthly) meetings with the GIZ personnel responsible for the sales marketing and awareness raising activities.

The contractor is obliged to submit the following written reports:

- Quarterly updates on the implementation status of the project, reporting qualitative and quantitative advancement of the project in a format to be approved by GIZ
- Annual reports on information provision and technical advisory support to fuelwood users
- Final report. In the last year of the contract duration, the annual report may be integrated in the final report.

3.4.1 Operational plan (section 1.4.1 of the assessment grid)

The tenderer is required to draw up and explain an operational plan for implementing the strategy described in section 3.3, including a plan for the assignment of all the experts included in the tender. The operational plan must include the assignment times (periods and expert days) and assignment locations of the individual experts, the milestones as presented in section 2 and, in particular, describe all the necessary work stages in detail and in chronological order. The tenderer can define further milestones beyond those prescribed in section 2 and map them out in the plan of operations.

3.4.2 Coordination with GIZ or the commissioning project
(section 1.4.2 of the assessment grid)

- Not applicable-

3.4.3 Steering or coordination of measures with the relevant implementing partner (section 1.4.3 of the assessment grid)

The tenderer must describe the relevant actors (partners and others) for the service in the tender and their interactions. The tenderer is required to develop a concept that shows how the cooperation with these actors is to be established and put into practice.

In the steering structure, multiple levels should be addressed: the steering of the team that will be carrying out the tasks described about and the steering of the other partners that may be involved in the awareness raising activities of the ECO.Georgia project. The tenderer is required to describe and explain its approach and its method for steering the measures with the partners involved in delivering the services set out in the tender.

As it was already mentioned, high level of coordination is required with all executive entities. The tenderer should establish and present a plan for monthly coordination meetings assuring participation of all relevant stakeholders (MoEPA, RDA, EIEC, BFD, DES) and manufacturers when it's required.

3.4.4 Monitoring (section 1.4.4 of the assessment grid)

In the tender, the tenderer is required to describe how it will regularly capture and document the status of completion of the tasks, the achievement of objectives, the results achieved and the risks in the area for which it is responsible in accordance with the specifications set out in section 2.

The contractor plays an active role in the results-based monitoring of the project. In the tender, the tenderer is required to describe how it can ensure that the requirements resulting from the monitoring system of the project or the partner are met (see section 2). In doing so, the tenderer is required to describe how the information that is relevant for monitoring is collected and in what form and at what intervals monitoring data are updated.

3.5 Further requirements (section 1.5 of the assessment grid)

The tenderer is required to submit a portfolio of communication and advertising or awareness creating campaigns conducted in Georgia's rural areas in the last three years. Portfolio should include Brand book, motion graphic and/or video clips, social media posts, posters, flyers.

Tenderers are encouraged to build consortia; in that case, they should submit declaration of consortium.

4. Personnel

The tenderer is required to provide 'experts' for the positions referred to and described (scope of tasks and qualifications) in this section based on corresponding CVs. **The requirements on the format and content of the CVs are described in section 6.**

The qualifications mentioned below correspond to the requirements for achieving the highest number of points in the technical assessment.

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

Key Expert 1 Team Leader: Communication Expert (section 2.1 of the assessment grid)

This position is a key expert. A statement of availability for this expert must be attached to the tender as an annex.

The Communication Expert serves as the **overall lead** for the assignment, responsible for the strategic direction, monitoring, reporting and quality of all sales, communication, and awareness interventions.

Tasks of Team leader:

- Overall responsibility for the advisory packages of the contractor
- Lead the overall assignment and ensure alignment across all work packages
- Design, implementation, monitoring and evaluation of sales and marketing strategies and action plans
- Responsibility for taking cross-cutting themes into consideration (for example, gender equality)
- Supervise communication materials
- Participate in B2B, retail and community engagement activities
- Staff management, in particular identifying the need for short-term assignments within the available budget, planning and managing the assignments and supporting experts
- Ensuring that monitoring procedures are carried out
- Regular reporting in accordance with deadlines
- Responsibility for checking the use of funds and financial planning in consultation with the component 2 team leader at GIZ

Qualifications of expert 1: (Team Leader)

Education/training (section 2.1.1 of the assessment grid):	Master's degree in communications, Marketing, Business or Social Sciences
Language (section 2.1.2 of the assessment grid):	Knowledge of English C1 and C2 Georgian, in the Common European Framework of Reference for Languages
General professional experience (section 2.1.3 of the assessment grid):	10 years of experience in communication, sales and marketing
Specific professional experience (section 2.1.4 of the assessment grid):	5 years in sales-driven campaigns and retail chain development
Leadership/management experience (section 2.1.5 of the assessment grid):	5 years of management experience in projects, companies or other organisations with disciplinary leadership responsibility
Experience in the field of development cooperation (section 2.1.8 of the assessment grid):	2 years of experience with the implementation of donor-financed projects
Other (section 2.1.9 of the assessment grid):	Experience in five rural or regional projects

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

Key Expert 2: Sales expert (section 2.2 of the assessment grid)

This position is a key expert. A statement of availability for this expert must be attached to the tender as an annex.

The Sales Expert ensures that all sales-related activities are professionally designed and optimized, including funnels, retail development, B2B, digital lead generation, and conversion mechanisms.

Tasks of expert 2

- Lead sales strategy design and action plan implementation
- Develop and refine sales funnels
- Stimulate sales of EE stoves and AF's through sales promotion campaigns
- Identify regional sales opportunities
- Train and work with manufacturers' sales teams
- Support retail and B2B outreach
- Guide pricing strategies and sales promotions

Qualifications of expert 2.

Education/training (section 2.2.1 of the assessment grid):	Bachelor's degree in business administration, Marketing, Economics, Management, or related field
Language (section 2.2.2 of the assessment grid):	Knowledge of English B1 and C2 Georgian, in the Common European Framework of Reference for Languages
General professional experience (section 2.2.3 of the assessment grid):	5 years of sales and business development experience
Specific professional experience (section 2.2.4 of the assessment grid):	3 years of experience in sales, preferably in FMCG, retail, energy, construction materials, or B2C markets
Other (section 2.2.9 of the assessment grid):	Experience in developing and implementing sales strategies at regional or national level

Key Expert 3: Project Coordinator (section 2.3 of the assessment grid)

This position is a key expert. A statement of availability for this expert must be attached to the tender as an annex.

The Project Coordinator supports the Team Leader by managing daily implementation, monitoring timelines, coordinating with ECO.Georgia project and other stakeholders, and ensuring smooth progress across all work packages.

Tasks of expert 3

- Manage day-to-day implementation
- Monitor timelines, KPIs and quality of the deliverables

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

- Coordinate with ECO.Georgia project and other partners
- Coordinate field activities and events
- Create reports and communicate the results to GIZ and across an audience of other relevant stakeholders
- Manage teams in target regions and achieve milestones

Qualifications of expert 3.

Education/training (section 2.3.1 of the assessment grid):	University degree (bachelor's) in Communications, Marketing, Social Science
Language (section 2.3.2 of the assessment grid):	Knowledge of English, C1 and Georgian, C2 in the Common European Framework of Reference for Languages
General professional experience (section 2.3.3 of the assessment grid):	4 years of professional experience in the communication sector
Specific professional experience (section 2.3.4 of the assessment grid):	2 campaigns executed in Georgia's rural regions Participating as an account manager or coordinator
Other (section 2.3.9 of the assessment grid):	1 year of project coordination experience in Georgia's rural regions

Key Expert 4: Creative Director/Art Director (section 2.4 of the assessment grid)

This position is a key expert. A statement of availability for this expert must be attached to the tender as an annex.

Responsible for leading the creative development of all communication and sales materials, ensuring quality, clarity, and alignment with the Strategy.

Tasks of expert 4

- Lead creative projects and teams (graphic designer, copywriter and video production team) from ideation to final delivery
- Set the conceptual and stylistic vision and take a hands-on role in the design for multiple campaigns
- Providing design solutions that stimulate sales and incite awareness creation, participation and engagement
- Collaborate with project coordinator to manage creative deliverables and ensure deadlines are met

Qualifications of expert 4.

Education/training (section 2.4.1 of the assessment grid):	University degree (bachelor's) graphic design, advertising, or related field or equivalent visual design degree
--	---

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

Language (section 2.4.2 of the assessment grid):	Knowledge of English, C1 and Georgian, C2 in the Common European Framework of Reference for Languages
General professional experience (section 2.4.3 of the assessment grid):	6 years' experience working in the design/creative field
Specific professional experience (section 2.4.4 of the assessment grid):	3 years of art direction experience of large-scale projects.
Other (section 2.4.9 of the assessment grid):	3 art direction executed projects for environmental and/or agricultural sectors in rural Georgian regions

Key Expert 5: Energy Expert (section 2.5 of the assessment grid)

This position is a key expert. A statement of availability for this expert must be attached to the tender as an annex.

Ensures all technical information presented to households and stakeholders is correct and credible.

Tasks of expert 5

- Provide EE stove and AFs technical expertise
- Create and review technical content
- Support and create educational materials
- Participate in community outreach
- Support WP1 and WP4 technical accuracy
- Conduct express energy audits when necessary

Qualifications of expert 5.

Education/training (section 2.5.1 of the assessment grid):	University degree (bachelor's) in Engineering, Energy, Environment or another course of study relevant to the project activities
Language (section 2.5.2 of the assessment grid):	Knowledge of English B1 and Georgian C2 in the Common European Framework of Reference for Languages
General professional experience (section 2.5.3 of the assessment grid):	5 years of professional experience in the energy sector
Specific professional experience (section 2.5.4 of the assessment grid):	3 years of professional experience in energy efficiency, auditing or technical advisory services in Georgia's rural region
Other (section 2.5.9 of the assessment grid):	3 EE projects for environmental and/or agricultural sectors in rural Georgian regions

Expert 6: Pool 1 - Environmental Expert with 1 experts

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

The experts in this pool are not part of the technical assessment, so no CVs need to be submitted with the tender. The qualifications specified for the pool are therefore minimum requirements, the fulfilment of which will be confirmed by GIZ before the experts are assigned.

The actual number of experts assigned from the pool may differ from the number of experts required in section 4 of the Terms of Reference. For experts not named in the tender, GIZ must confirm before the assignment that their qualifications are equivalent to those of the short-term experts proposed in the tender.

Tasks of the expert pool

- Provide technical guidance on environmental sustainability principles
- Ensure alignment with national environmental legislation and international standards
- Advise on climate mitigation and adaptation considerations
- Develop and revise environmental awareness materials

Qualifications of the expert pool

Education/training	University degree (bachelor's) in Environmental Sciences, Environmental Engineering, Forestry, Natural Resource Management, Climate Change, or related field
Language	Knowledge of English B1 and Georgian C2 in the Common European Framework of Reference for Languages
General professional experience	3 years of experience working with national environmental legislation and permitting processes
Specific professional experience	3 Experience in donor-funded or international development projects
Other	1 year of experience in rural or community-based environmental projects

Expert 7: Pool 2 – Gender and Social Inclusion with 1 expert

The experts in this pool are not part of the technical assessment, so no CVs need to be submitted with the tender. The qualifications specified for the pool are therefore minimum requirements, the fulfilment of which will be confirmed by GIZ before the experts are assigned.

Tasks of the expert pool

- Provide technical guidance on gender mainstreaming
- Ensure alignment with Environmental and Social Management Plan
- Advise on gender related issues
- Revise awareness materials

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

Qualifications of the expert pool

Education/training	University degree (bachelor's) in Gender Studies, Human Rights, Psychology, or other related disciplines is required.
Language	Knowledge of English B1 and Georgian C2 in the Common European Framework of Reference for Languages
General professional experience	3 years of experience working with Gender, Gender Mainstreaming social inclusion
Specific professional experience	3 Experience in awareness campaigns
Other	1 year of experience in rural or community-based environmental projects

Expert 8: Pool 3 – Social media and digital marketing with 1 expert

The experts in this pool are not part of the technical assessment, so no CVs need to be submitted with the tender. The qualifications specified for the pool are therefore minimum requirements, the fulfilment of which will be confirmed by GIZ before the experts are assigned.

- Develop and implement a comprehensive digital marketing strategy aligned with ToR objectives
- Define target audiences, segmentation, and digital positioning
- Align digital activities with offline marketing and sales initiatives
- Monitor and report on key performance indicators (reach, engagement, CTR, CPC, conversions)
- Provide strategic recommendations based on insights
- Oversee website *dazoge.org* updates and SEO optimization

Education/training	University degree (bachelor's) in Marketing, Digital Marketing, Communications, Business Administration, Media Studies, or related field
Language	Knowledge of English B1 and Georgian C2 in the Common European Framework of Reference for Languages
General professional experience	5 years of professional experience in digital marketing and social media management
Specific professional experience	3 years of experience in content strategy and multi-platform campaign execution
Other	1 year of experience in lead generation and conversion optimization

The actual number of experts assigned from the pool may differ from the number of experts required in section 4 of the Terms of Reference. For experts not named in the tender, GIZ must confirm before the assignment that their qualifications are equivalent to those of the short-term experts proposed in the tender.

Transaction number:

5. Costing requirements

In your tender, please do not deviate from the specification of inputs required in these ToRs (the number of experts and expert days, the budget specified in the price schedule). This is part of the competitive tender and is used to ensure that the tenders can be compared objectively. Please note only services that were commissioned by GIZ and rendered by the contractor will be remunerated. We would also like to point out that it may not be necessary to make use of the total number of proposed expert days.

5.1 Assignment of experts

Expert	Expert Days
Key expert 1-Team leader: Communication Expert	310
Key Expert 2: Sales Expert	300
Key Expert 3: Project Coordinator	300
Key Expert 4: Art Director/Creative director	300
Key Expert 5: Energy Expert	220
Expert 6, Pool 1: Environmental Expert	30
Expert 7, Pool 2: Gender Expert	30
Expert 8, Pool 3: Social media and digital marketing expert	80

The number of expert days corresponds to full working days.

5.2 National administrative staff

– Not applicable –

Transaction number:

5.3 Travel expenses

5.3.1 Travel – sustainability considerations

GIZ would like to reduce greenhouse gas emissions (CO₂ emissions) caused by travel. When preparing your tender, please incorporate options for reducing emissions, for example by selecting the lowest-emission booking class (economy) or using means of transport, airlines and flight routes that are more CO₂-efficient. For short distances, travel by train (second class) or e-mobility are the preferred options.

CO₂ 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](#) has published a [list of standards](#) (only in German available). GIZ recommends using the standards specified there.

5.3.2 Travel expense requirements

The tenderer should provide through their technical proposal business trip's concept and corresponding budget.

The budget should contain the following travel expenses:

- Per-diem allowances and accommodation allowances
- Transport costs

All business travel must be agreed in advance by the officer responsible for the project. Travel expenses must be kept as low as possible. No air travel is undertaken within Georgia.

5.4 Materials and equipment

– Not applicable –

5.5 Operating costs in the country of assignment

– Not applicable –

5.6 Workshops, education and training

The contractor runs the following workshops/study trips/training courses:

- Workshops for the sales staff of the producers

Workshop total budget: GEL 30,000

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

The fixed, unalterable budget above is earmarked for workshops and entered in the price schedule. The budget includes the following costs relating to the planning and running of workshops:

Please delete where not applicable or add information if necessary:

- Room hire
- Technical systems
- Catering
- Workshop materials
- Other costs relating to the workshops

The budget does not include the fees and travel expenses for the contractor's experts incurred in connection with the planning and running of the workshops. These are covered by the corresponding number of expert days and travel expenses (see sections 5.1 and 5.3 above).

5.7 Local contributions

– Not applicable –

5.8 Other costs

Budget for subcontracting: GEL 542.500

Social media and digital marketing campaigns, Print campaign, Advertisement (placement regional TV and Radio), Video production Social media, digital marketing and print campaign content package

5.9 Flexible remuneration item

Budget for flexible remuneration: GEL 50,000

The fixed, unalterable budget above is earmarked in the price schedule for flexible remuneration. Flexible remuneration is intended to facilitate the flexible management of the contract by the commission manager at GIZ. The contractor can make use of the funds only in accordance with section 3.1.3.2 of the General Terms and Conditions.

6. Requirements on the format of the tender

The structure of the tender must correspond with the structure of the ToRs. It must be legible (for example Arial, font size 11 or larger) and clearly formulated. The technical tender must be written in English language.

The technical-methodological concept of the tender (section 3 of the ToRs) must not exceed 30 pages (not including the cover page, list of abbreviations, table of contents, brief

Subject of the tender procedure: Integrated Sales Marketing and Awareness Raising for EE Stoves and AF

Transaction number:

introduction). Additional annexes not requested will not be assessed. External content (e.g. links to websites) will also be disregarded.

*For technical-methodological concept the tenderer should consider and develop the technical proposal based on strategic framework for the communication and outreach model **Annex (H)**.*

The CVs of the staff proposed in accordance with section 4 of the ToRs must be in the EU format and not more than four pages in length.

The CVs must clearly and unequivocally show what position the proposed person held, which tasks they performed and how long they worked during which period in the specified references. **The references contained in the CVs must therefore include the following information:**

- Name of the company/organisation/reference project in which the expert worked
- Position held and task(s) performed by the expert in the company/organisation/reference project
- Work outcomes or products produced by the expert, or expert's contribution to the completion of these outcomes and projects (if relevant)
- Duration of the expert's assignment in the company/organisation/reference project per calendar year in full-time expert days, weeks or months (for example: 2019: 2 months, 2020: 10 months, 2021: 1 month)
- Leadership experience/management: clear information on the reference projects or fixed positions within the company/organisation in which the requirements specified in section 4 were fulfilled (for example, period, number of persons for whom the expert had disciplinary responsibility, project budget)

7. Annexes

- (A) GCF Funding proposal
- (B) Gender Action Plan
- (C) Environmental and Social Management Plan
- (D) Energy Survey
- (H) Strategic framework for the communication and outreach model