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

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

CONFIDENTIAL

Project Title: Enabling the Implementation of Georgia's Forest Sector Reform (ECO.Georgia)	**Project number/ cost centre: G-011655-001/** 11655020000/0204
Title of the assignment: **Awareness Campaign to Promote Sustainable and Energy Efficient Public Procurement**	**Tender number 10063847**

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0. List of abbreviations

AF – Alternative fuel

BMZ – German Federal Ministry for Economic Cooperation and Development

DC – Development cooperation

DES – Department of Environmental Supervision

EE – Energy Efficient

EEPP – Energy Efficient Public Procurement

EIEC – Environmental Information and Education Center

eProcurement – Electronic procurement

GCF – Green Climate Fund

GEL – Georgian Lari

GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit

GDPR – General Data Protection Regulation

GPP – Green Public Procurement

NFA – National Forestry Agency

RDA – Rural Development Agency

SDG – Sustainable Development Goals

SDC – Swiss Development Cooperation

SEEPP – Sustainable and Energy-Efficient Public Procurement

SGEEPP – Sustainable, Green and Energy-Efficient Public Procurement

SFM – Sustainable Forest Management

SPA – State Procurement Agency

TL – Team leader

TOM - Technical and organisational measures

ToRs – Terms of reference

UN – United Nations

WP – Work package

Brief Information on the project

Climate change impacts and the demand for fuelwood from rural population put significant pressure on Georgia's forests: up to 90% of rural households (1.43 million people) rely on fuelwood 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.

In order to address this negative development, the project "Enabling the Implementation of Georgia's Forest Sector Reform - ECO.Georgia" supports 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 the establishment of a nation-wide SFM system (Component 1) and in parallel promoting market development for energy efficient appliances and alternative fuels (Component 2) to address the main driver of forest degradation. The project will safeguard the reform implementation by diversifying livelihood opportunities and strengthening local self-governance in forest adjoining rural communities (Component 3).

The project is funded by the Green Climate Fund (GCF), the German Federal Ministry for Economic Cooperation and Development (BMZ), and the Swiss Development Cooperation (SDC) with GIZ being the project's accredited entity. The German contribution is part of the wider German support in the priority area "Environmental policy, conservation and sustainable use of natural resources in the South Caucasus", which aims at the sustainable use of natural resources, biodiversity conservation and climate protection, particularly for the benefit of the rural population. Similarly, both the share of renewables in the energy composition as well as the energy efficiency levels will increase.

Especially rural households using firewood as their source of heating energy will benefit from improved air quality and reduced fuelwood demand through eased access to energy efficient stoves. Forest-related small and medium-sized enterprises and their employees will receive support to improve economic efficiency and environmental sustainability of their business activities. Additionally, staff members of relevant public institutions (National Forestry Agency NFA, Department of Environmental Supervision DES, Environmental Information and Education Center EIEC, Rural Development Agency RDA, municipalities) will receive direct support through human capacity development measures and grant finance. Furthermore, to foster policies that develop and ensure the sustainable functioning of markets for energy-efficient technologies and alternative fuels, the Ministry of Economy and Sustainable Development of Georgia and the State Procurement Agency will receive direct technical assistance and human capacity development support under the ECO.Georgia project.
ECO.Georgia primarily contributes to achieving the SDG 15 (Protect, restore and promote sustainable use of terrestrial ecosystems) of the 2030 Agenda of the UN, but also to achieving SDG 7 (Ensure access to affordable, reliable, sustainable and modern energy for all), SDG 13 (Take urgent action to combat climate change and its impacts), SDG 1 (End poverty in all its forms everywhere), and SDG 5 (Achieve gender equality and empower all women and girls).

This contract is being signed in the framework of the project "Green Transformation Georgia (ECO.Georgia)". The project including all its activities has been approved by the Government of Georgia through Decree N743 from April 08, 2026, amending Decree N1542 from August 31, 2021, approving the signature of the Implementation Agreement between the Government

of Georgia and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) for the ECO.Georgia project.

The duration of ECO.Georgia is from April 2021 until May 2030

1. Context

One objective of the ECO.Georgia Project is to promote energy-efficient technologies by supporting policies and regulations on sustainable, green and energy-efficient public procurement. The Project contributes to this objective through regulatory development, practical guidance, awareness raising and capacity building for public institutions and local self-government bodies. These activities also support the market for energy-efficient products and alternative fuels/ briquettes.

The State Procurement Agency (SPA) is a key partner in this work. ECO.Georgia Project and SPA have undertaken several activities to develop and promote sustainable, green and energy-efficient public procurement in Georgia.

A study visit to Germany introduced government and SPA representatives to the German public procurement system, including its policy framework, implementation approaches and practical tools.

The National Guideline on Energy-Efficient Public Procurement was also developed in line with international best practices and adapted to the Georgian context. SPA officials received advice on related legal, regulatory and methodological issues. In 2025, an analytical review of public procurement practices in 2023–2024 assessed the use of sustainable, green and energy-efficient procurement. Its findings were presented to public procurement practitioners at an information workshop in early 2026.

Building on this work, further awareness raising and practical guidance are needed to help public procurement practitioners to apply the new approach and use the mentioned Guideline.

ECO.Georgia Project will therefore continue supporting SPA in conducting a nationwide information campaign for public procurement practitioners and other key stakeholders. The campaign will promote sustainable and energy efficient public procurement and prepare stakeholders for the new Public Procurement Law and the Regulation on Sustainable and Energy Efficient Public Procurement, which are stated to enter into force in January 2030.

During this transition period, strengthening the knowledge and capacity of contracting authorities and other stakeholders will support the effective adoption of these procurement practices.

SPA will lead the campaign, with ECO.Georgia Project providing financial, technical and human resource support for its planning and implementation.

2. Tasks to be performed by the contractor

The tasks to be performed by the Contractor are intended to support and reinforce the ongoing efforts of the State Procurement Agency regarding the reforms and new approaches being introduced into Georgia’s public procurement system, including the promotion of sustainable, green and energy efficient public procurement.

Therefore, the contractor shall provide the following services:

In close cooperation with the State Procurement Agency (SPA), plan and implement an intensive three-month communication campaign focused on the ECO.Georgia Project regions.

The campaign shall:

- Raise awareness among target audiences of ongoing public procurement reforms, particularly sustainability and environmental considerations, relevant tools, and new features in the e-Procurement system.
- Introduce the concepts and practices of Green Public Procurement (GPP) and Energy Efficient Public Procurement (EEPP), highlighting their benefits for public institutions.
- Inform stakeholders about energy efficiency policies and good practices relevant to public procurement.
- Promote the procurement of energy efficient products and services, with particular emphasis on energy efficient stoves and alternative solid fuels, specifically briquettes, where applicable.

The campaign shall use a coordinated mix of communication channels and activities tailored to the target audiences, including informative regional meetings (hereinafter referred to as “workshops”), social media and digital communication, and nationwide and regional media coverage, to support understanding and practical uptake of environmentally responsible and energy-efficient public procurement.

Content Review, Approval and Publication:

The Contractor shall work in close consultation with the State Procurement Agency (SPA) throughout the assignment. The detailed content planning, publication schedule and workflow shall be agreed between the Contractor and SPA at the beginning of the assignment and reflected in the Campaign Implementation Plan.

All campaign messages, materials and content intended for publication through SPA's official communication channels shall be subject to prior review and approval by SPA. The Contractor shall incorporate SPA's comments and ensure that the final content is prepared in the required format and in accordance with the agreed content calendar.

GIZ/ECO.Georgia shall review and approve materials specifically related to GIZ visibility and branding, in accordance with applicable GIZ requirements.

The Contractor shall implement the social media campaign through SPA's official communication channels, including content publication, routine audience engagement and monitoring of content performance, in accordance with the agreed content calendar and publication arrangements.

Contractor shall carry out the following work packages and activities throughout the assignment period.

Work package1(WP1): Campaign Planning

- Develop a concise Awareness Campaign Implementation Plan, setting out the main activities, timeline, responsibilities, key milestones and key implementation risks and mitigation measures.
- Define the target audiences, communication channels, key messages and stakeholder engagement approach, including the use of SPA communication channels.
- Develop the visual style and communication concept for the campaign, including key

messages, branding elements and basic design principles to ensure consistent communication across campaign materials.
- Review relevant available policy and relevant documents, including the National Guideline on EEPP, the national legislative framework on SEEPP and other relevant reports, relevant materials, to ensure that campaign messages and materials are accurate and aligned with the applicable policy and legislative context.

Work package 2 (WP2): Content Development and Social Media Implementation

- Prepare and maintain a social media content calendar covering the agreed campaign implementation period, in consultation with SPA and in line with the agreed campaign implementation plan.
- Develop written and visual content for publication through SPA's official communication channels, in line with the approved campaign messages, visual style and content calendar.
- Support SPA in implementing the social media campaign through SPA's official communication channels, including content publication and monitoring of audience engagement and content performance, in accordance with the agreed content calendar and publication arrangements.
- Adjust content and communication activities, where appropriate, based on audience engagement and campaign performance.
- Coordinate with WP3 and WP4 to ensure that regional meetings and relevant media coverage are appropriately reflected in campaign communication.

Work package 3 (WP3): Regional Stakeholder Information Meetings

- Plan and support the implementation of three regional stakeholder information meetings in Guria, Kakheti, and Mtskheta-Mtianeti during November-December 2026.
- Prepare meeting agendas, presentations and/or information materials, coordinate speakers and provide the necessary logistical arrangements for the meetings in accordance with the agreed scope and budget.
- Coordinate with WP4 on media engagement and visibility of the regional meetings.

Work package 4 (WP4): Media and Campaign Visibility

WP4 shall function as a cross-cutting work package throughout the campaign implementation period.

- Engage relevant national and regional media, as appropriate, to support visibility of the campaign and its main activities.
- Prepare and disseminate agreed media materials, such as press releases and short media information, and coordinate media communication around the regional meetings and other key campaign activities.
- Monitor and document relevant media coverage of the campaign and maintain supporting records.

- Contribute to a mid-campaign review of social media performance, media coverage and progress against the agreed monitoring indicators, and propose practical adjustments for the remaining campaign period.

Work package 5 (WP5): Reporting and Handover

- Prepare a final report summarising the activities implemented, key outputs, progress against the campaign objectives and agreed indicators, social media performance, media coverage, key lessons learned and practical recommendations for possible follow-up activities.
- Provide an organised electronic archive of the key communication materials developed during the assignment, including final materials, editable source files and relevant supporting files, together with a simple inventory and, where relevant, information on applicable usage rights or licensing requirements for third-party assets, and hand it over to SPA and GIZ through the agreed platform.

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

Proposed Milestones, Deliverables and Timeline:

WP	Milestones	Key Deliverables / Outputs	Indicative Timeline
WP1	Milestone 1: Awareness Campaign Implementation Plan Developed and Approved by SPA	Deliverable 1. Awareness Campaign Implementation Planning Package, including: • Campaign Implementation Plan covering the agreed campaign implementation period, including main activities, timeline, responsibilities, key milestones and key implementation risks and mitigation measures • Target audiences, communication channels, key messages and stakeholder engagement approach • Monitoring framework with agreed indicators, targets where appropriate, data sources and tracking approach • Visual style and communication concept; Relevant policy and legislative context reflected in the campaign approach and messages	Within 1 week after contract signature. *Contractor shall submit the Awareness Campaign Implementation Planning to SPA for approval within 1 week after the contract signature*

WP2	Milestone 2: Social Media Content and Implementation Arrangements Prepared and Approved by SPA, and Campaign Launched	Deliverable 2. Initial Social Media Content and Implementation Package, including: • Social media content calendar covering the agreed campaign implementation period; • Initial written and visual content for SPA's official communication channels; • Agreed publication and coordination arrangements • Initial campaign implementation materials.	Within 2 weeks after Contract Signature
WP3	Milestone 3: Three Regional Stakeholder Information Meetings Conducted and Documented	Deliverable 3: Regional Stakeholder Information Meetings Documentation and Summary Package, including • Agendas, presentation and meeting materials; • Brief summaries of the three regional meetings, including key discussion points, feedback and relevant outcomes.	Within 3 months after Contract Signature *meetings shall be conducted according to the agreed implementation plan.* *The indicative sequencing of the meetings shall be confirmed in the implementation plan and coordinated with the social media and media engagement activities.*
WP2 WP4	Milestone 4: Mid-Campaign Implementation and Performance Review Completed and Submitted to SPA and GIZ	Deliverable 4: Mid-Campaign Performance Review Package included • Summary of social media implementation and available audience engagement/performance data • Summary of relevant national and regional (digital) media engagement activities and media coverage links, if applicable; • Progress against agreed monitoring indicators • Practical recommendations and proposed adjustments for the remaining campaign period.	Within 3 months after Contract Signature
WP2 WP4	Milestone 5: Campaign Communication and Media Activities Completed	Deliverable 5: Final Phase Social Media Campaign, and Media Implementation Package included: • Final social media campaign content and implementation materials; • Final report of consolidated media engagement links and supporting files; • Summary of campaign reach, audience engagement and media visibility.	Within 3 months after Contract Signature

WP5	Milestone 6: Final Campaign Reporting and Handover Completed and Accepted by SPA and GIZ	Deliverable 6: Final Campaign Report and Handover Package including: • Final report summarizing activities implemented, key outputs, progress against campaign objectives and agreed indicators, social media performance, media coverage, lessons learned and practical recommendations; • Consolidated media monitoring and coverage results/ links; • Organized electronic archive of key communication materials, including final materials, editable source files and relevant supporting files.	Within 4 months after Contract Signature

Period of assignment: December 2026 until September 2027. The services described in Section 2 shall be provided until 30.05.2027

The detailed sequencing of activities shall be set out in the approved Campaign Implementation Plan. The Contractor shall ensure that the work packages and deliverables are implemented in a coordinated manner and that social media, stakeholder outreach and media engagement activities are mutually reinforcing throughout the campaign implementation period.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them - actor mapping and cooperation approach with SPA and regional stakeholders.

The tenderer is required to present and explain its approach to **steering** the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2). Key processes and operational

plan/schedule covering all WPs, including dependencies, milestones, and partner contributions.

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**.

Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

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

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Team leader: Senior Strategic Communication and Media Relations Expert

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines).
- Coordinating and ensuring communication with GIZ, partners - SPA and others involved in the project.
- Personnel management, identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting experts to ensure successful implementation of the assignment.
- Develop and oversee the campaign strategy, campaign concept and implementation plan, including the communication methodology, key messages, stakeholder engagement approach, and overall work plan.
- Coordinate stakeholder engagement and regional information meetings, ensuring effective participation of relevant institutions and successful organization and delivery of campaign events.
- Oversee the quality of all communication and media outputs, including communication materials, social media content, media engagement activities, and other campaign deliverables, ensuring consistency with the campaign objectives.
- Ensure quality assurance of all Milestones/ deliverables, including campaign materials, event outputs, final campaign report, and any other contractual outputs.
- Monitor implementation progress and ensure timely submission of report(s) and deliverables, providing regular reporting (e.g. once a month) GIZ according to the agreed timeline of updating and implementing risk matrix and implementation plan.

Qualifications of the team leader

- **Education/training (2.1.1):** University Degree (Master) in Communications, Public Relations, Journalism, Marketing, Media Studies, Strategic Communications, Public Administration, Social Sciences, or another relevant field.
- **Language (2.1.2):** C1-level language proficiency in English.
- **General professional experience (2.1.3):** 7 years of professional experience in strategic communications, public relations, public awareness campaigns, stakeholder engagement, communications, project management, or related sector.
- **Specific professional experience (2.1.4):** 5 years of experience in designing, managing and implementing public communication and/or awareness campaigns, including development of communication strategies and implementation plans, key messages, stakeholder engagement approaches, media relations and coordination of communication outputs.
- **Leadership/management experience (2.1.5):** 5 years experience in leading or managing multidisciplinary teams and coordinating complex assignments involving multiple stakeholders, including responsibility for planning, quality assurance, budget/resource management and timely delivery of outputs.
- **Regional experience (2.1.6):** 5 years of experience in projects in Georgia (region) including experience working with Georgian public institutions, municipalities, development partners and/or other relevant stakeholders.
- **Development cooperation (DC) experience (2.1.7):** 5 years of professional experience on development-cooperation assignments, with substantive responsibilities in one or more of the following areas: strategic communications, public awareness, stakeholder engagement, environmental sustainability, energy efficiency, climate action, public-sector reform, or closely related fields.
  Experience may be cumulative across assignments and need not cover every listed area.

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking
-

Short-term expert pool with minimum 3, maximum 4 members

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

The Tenderer shall propose a short-term expert pool of **minimum 3, maximum 4 experts**. The pool shall collectively cover the following four areas of expertise:

- Copy writing and content development;
- Social media management and digital communications;
- Graphic design and creative content production; and
- Event coordination and logistics.

An expert may cover more than one area. In that case, the tenderer shall identify the areas assigned to that expert and demonstrate in the expert's CV how they meet the relevant qualification and experience requirements for each area. The same period of experience may count towards the specific experience requirement for more than one area where the expert's documented tasks and responsibilities are relevant to each area. The CVs shall provide a clear overview of each expert's qualifications and relevant experience.

Tasks of the short-term expert pool

- **Subject Matter & Content:**
  - Copywriting/Content specialist: Translate technical procurement guidelines into clear, accessible and engaging content for brochures, media pitches and social media.
- **Digital & Creative**
  - Social Media Manager/Digital communication specialist:
    - Develop and manage a content calendar for the social media sub-campaign.
    - Develop, adapt, schedule and publish campaign-related posts. Posts may be published daily when relevant campaign content is available and approved.
    - Monitor engagement and report on reach and performance.
  - Graphic Designer/ Creative specialist:
    - Produce professional digital graphics for social media campaign(s) and coherent print materials (if needed), including brochures and guiding materials.
- **Logistics & Operations**
  - Event Coordinator/Logistics specialist: Coordinate the logistics required to deliver workshops across multiple municipalities, including venue arrangements, scheduling and on-site coordination.

The Short-Term Expert Pool shall comprise specialists with complementary expertise in communications, digital media, creative content development and event coordination.

Qualifications of the short-term expert pool

- **Education/training (2.6.1):** Each expert shall hold a completed bachelor's degree or an equivalent university qualification in a field relevant to their proposed responsibilities.

Relevant fields include:

- For copywriting/content development, and/or social media management/digital communications: Communications, Journalism, Public Relations, Marketing, Media or a related field.
- For graphic design and creative content production: Graphic Design, Visual Communications, Digital Media, Marketing, Fine Arts or a related field.
- For event coordination and logistics: Event Management, Business Administration, Public Administration or a related field.

An individual expert may meet the education requirements for more than one area, provided the relevance of the qualification to each assigned area is demonstrated.

- **Language (2.6.2):** Each expert shall have English language proficiency at B2 level.
- **General professional experience (2.6.3)**: Each expert shall have **5 years of general professional experience** in one or more of the following fields, relevant to their proposed responsibilities: communications, public relations, journalism, marketing, media, digital communications, creative services, graphic design, event management, logistics or a related field.
- **Specific professional experience (2.6.4):** For each area assigned to an expert, the expert shall demonstrate 5 years of relevant specific professional experience:
    - **Copywriting/content development:** 5 years' experience writing and developing communication content for public awareness and outreach campaigns.
    - **Social media management/digital communications:** 5 years' experience managing social media platforms, developing digital communication content and implementing digital communication campaigns.
    - **Graphic design/creative content production:** 5 years' experience in graphic design and in developing and producing print and digital communication materials.
    - **Event coordination and logistics:** 5 years' experience planning, coordinating and managing events, including events involving public institutions.

An individual expert may cover more than one area. The same period of experience may count towards the five-year requirement in more than one area where the expert's documented responsibilities demonstrate relevant experience in each area.

- **Regional experience (2.6.5):** Each proposed expert shall have 5 years of professional experience in Georgia.

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

5. Costing requirements

Assignment of personnel and travel expenses

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Designation of TL	1	50	50	Provides overall strategic and operational coordination of all five work packages; coordinates the expert team and key stakeholders; ensures quality assurance, consistency and timely delivery of all campaign outputs, milestones and contractual deliverables.
Designation of Short-Term Expert Pool (min. 3 max 4 experts): Awareness Campaign to Promote Sustainable and EEPP			60	Provides specialized technical and operational support for the implementation of the five work packages, covering copywriting and content development, social media and digital communications, graphic design, and event coordination and logistics. Experts will be mobilized as needed under the coordination of the Team Leader.
Total			110	
Travel expenses	**Quantity**	**Number per expert**	**Total**	**Comments**
Travel expenses (train, car)	8 people	3	3 round trips	Transportation of up to 8 people (2 organizers, 6 workshop facilitators and trainers) for three round trips (Tbilisi–Ozurgeti, Tbilisi–Mtskheta, and Tbilisi–Telavi) *You can find further information on the travel expense budget in the 'Price schedule' document. Please use the 'Explanations' column in the price schedule to break down the individual items. Settlement is possible only until the budget is depleted.*

Overnight allowance including meals	8	2	16	Overnight accommodation cost up to 8 people, in Ozurgeti and Telavi including meals.
Other costs	**Number**	**Price**	**Total**	**Comments**
Workshops	3	3500	10500	GEL 10 500. The fixed budget covers the following costs: 3 workshop venues, technical equipment and other necessary workshop materials; catering services, including coffee breaks and snacks; The number of workshop participants may vary depending on the circumstances, including the size of each region. However, up to 55 participants are expected. Expenses incurred in connection with the 3 regional workshops shall be reimbursed against actual costs, up to the maximum amount specified above in this ToR, upon submission of appropriate supporting evidence.

The distribution of number of days per expert may be adjusted based on the actual needs during implementation, while maintaining the total number of expert days.

Workshops, events and trainings

A series of workshops in the regions of Georgia is intended to raise awareness among procurement specialists of the reforms implemented in the public procurement sector. Regional workshops are important and efficient tool to bring knowledge on public procurement process, introduce novelties and promote new approaches, such as green and energy efficiency principles. Workshops will be conducted by representatives from the State Procurement Agency (workshop facilitators and trainers).

Purpose and Objectives of the Regional Workshops (WP3)

The regional workshops are intended to support and reinforce the ongoing awareness-raising efforts of the State Procurement Agency regarding the reforms and new approaches being introduced into Georgia's public procurement ecosystem, including the promotion of sustainable, green and energy-efficient public procurement.

The workshops will complement and strengthen SPA's existing communication and awareness-raising activities by bringing the relevant information and practical messages directly to public sector stakeholders at the regional level. They will provide an opportunity to further inform stakeholders about the new legal amendments, developments, requirements, opportunities and benefits arising from the government procurement reforms, and to promote their practical application.

In particular, the workshops will:

- reinforce the SPA's existing awareness-raising efforts and support the wider dissemination of information on ongoing public procurement reforms and new approaches;
- increase awareness among regional and local public sector stakeholders of sustainable, green and energy-efficient public procurement (EEPP) and its relevance to their procurement practices;
- familiarize stakeholders with relevant policies, approaches, good practices and practical opportunities related to energy efficiency and sustainable procurement;
- encourage public institutions to consider energy efficient products and services in their procurement processes, with particular attention to energy efficient (EE) stoves and alternative fuel (AF) products, where relevant; and
- facilitate dialogue between the SPA and regional stakeholders, allowing stakeholders to better understand the new approaches while also identifying practical questions, challenges and information needs that may support the SPA's continued communication and implementation efforts.

The workshops therefore constitute a supporting and complementary activity to the SPA's ongoing awareness-raising work, rather than a separate or stand-alone awareness campaign. The Contractor will work in close coordination with the SPA to ensure that the content, key messages and format of the workshops are fully aligned with the SPA's ongoing communication activities and priorities.

Participants

SPA and the relevant Regional Governor's offices will identify and invite relevant stakeholders, for each regional workshop. The indicative number of participants is up to 55 people per workshop. The final number may vary depending on the size and specific stakeholder structure of each region and municipality and will be confirmed during the preparation of the Regional Meetings Implementation Framework under WP3.

The target participants are expected to include representatives of **local governments, public institutions, procuring entities, schools and kindergartens, procurement professionals/specialists**, and other relevant stakeholders identified during the preparation of the regional meetings.

Timing and duration

Each workshop is expected to be a **half-day event of approximately 4–5 hours**, including presentations, discussions and interactive stakeholder engagement activities. The exact dates and detailed agendas will be agreed with the SPA and ECO.Georgia/GIZ during implementation.

Location and logistics

The workshops will take place in **Ozurgeti (Guria), Telavi (Kakheti) and Mtskheta (Mtskheta-Mtianeti)**.

The Contractor is responsible for arranging the necessary event logistics, including:

- Identification and booking of three suitable workshop venues, one in each target region including provision of the required basic technical/event equipment;
- Provide catering services, including coffee breaks and snacks for workshop participants;

Accordingly, the tenderer should include the costs of venue rental, basic technical/event requirements and coffee breaks with snacks in the financial offer, based on three regional workshops with an indicative attendance of up to 55 participants per workshop.

Travel expenses of participants

Travel expenses of workshop participants, except representatives traveling from Tbilisi (SPA facilitators/trainers), are not included in the Contractor's budget and will not be reimbursed under this assignment. Participants are expected to attend using their respective institutional arrangements and/or resources, as applicable.

The Contractor's own travel-related expenses for the implementation of the regional workshops should be budgeted in accordance with the relevant provisions of the ToR.

6. Inputs of GIZ or other actors

GIZ and SPA are expected to make the following available:

- SPA: Access to official channels, approval of content, support in reaching the target audiences (identify and invite workshop speakers and participants), access to existing relevant policy documents, guidelines/materials, quality assurance. Lead and actively contribute to the regional workshops, including through the participation of relevant SPA representatives as key speakers.
- GIZ: Overall steering, contributing to quality assurance and approvals, coordination with ECO.Georgia components and partners; brand and compliance guidance;

7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organized in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English (language).

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

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

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

8. Other requirements:

Branding and Approvals

- All materials shall comply with the applicable SPA and ECO.Georgia/GIZ corporate design requirements and guidelines.

- All public-facing materials intended for publication through SPA channels require SPA's prior approval. Any public-facing material bearing the GIZ and/or ECO.Georgia logo must also receive prior approval from GIZ/ECO.Georgia.
- The Contractor shall incorporate any reasonable comments or required amendments communicated by SPA and/or ECO.Georgia /GIZ prior to finalization or publication.