



## TOR for STE-Assignments / Advisory / Services Contract

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| <b>Programme:</b> | Private Sector Development South Caucasus (PSD SC): EU Co-financed “SME Development and DCFTA in Georgia” |
| <b>PN:</b>        | 13.2144.7.008   |
| <b>AV:</b>        | Katja Kammerer  |
| <b>TL:</b>        | Philipp Steinhilber   |
| <b>Activity:</b>  | Publication on Business Clustering in Georgia   |
| <b>Period:</b>    | 18 May – 14 September, 2018   |

### 1. Brief introduction

The context of the Project “SME Development and DCFTA Georgia” (hereinafter SME DCFTA GE) is the Association Agreement (AA) between Georgia and the EU and its Member States, which includes implementation process of the DCFTA. SME DCFTA GE is an integral part of the Sector Reform Contract of the EU to assist the Georgian Government in the implementation process of the DCFTA, facilitating Georgia’s integration into the EU market.

SME DCFTA GE is co-financed by the European Union in the framework of the EU4Business Initiative. EU4Business helps SMEs to benefit from DCFTA by improving business environment, increasing knowledge and skills of businesses, and by supporting SMEs to get better access to finance.

SME DCFTA GE is implemented by GIZ within its Private Sector Development South Caucasus Programme, commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ).

SME DCFTA GE is implemented across four components:

**Component 1:** Improved enterprise development framework and SME participation in the political dialogue.

**Component 2:** Comprehensive capacity development for SME support institutions with focus on improved service delivery.

**Component 3:** Enterprise development and promotion via clustering and support to business networks on national, sector and local level.

**Component 4:** Business clusters and networks integration into relevant existing EU networks for enterprise development, investment and trade promotion.

#### Expected results:

- Improved institutional capacities of central administrations to design and implement specific measures within the SMEs context.

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- Strengthened public-private policy dialogue: improved cooperation between line ministries, SMEs bodies/agencies and stakeholders (including business and sector associations) involved in SMEs/DCFTA related areas.
  - Strengthened capacities of SMEs bodies/agencies to channel business support to SMEs to help the latter in meeting DCFTA requirements.
  - Improved capacity of business and sector associations, business service providers, BMOs to provide effective services to SMEs.
  - Enhanced integration of Georgian SMEs bodies/agencies with EU, regional and/or international platforms.

**Key Implementing Partner:**

Ministry of Economy and Sustainable Development of Georgia (MoESD)

**2. Context and current situation in the field of assignment**

International experience illustrates that clustering is one of the efficient ways in raising the competitiveness of value chains and can successfully address the challenges facing small and medium enterprises (SMEs) in competitive market environments.

GIZ has pioneered introduction of the business clustering approach in Georgia with Government of Georgia embracing it as a right step on the path of Georgia's further economic development. First business cluster - the Qvevri wine cluster, was established within the frames of the Private Sector Development South Caucasus Programme in 2015-2017. The cluster brought together small producers of Qvevri wine, operating in specific regions of Georgia who were also joined by the Qvevri pot producers. The cluster's objective is to improve performance of the full production chain and to jointly explore international markets, so that in the long run, economic benefits for all participants in the cluster increase. The members have already jointly exported wine to Germany and improved their business performance via diversification of business clients, increasing sales, developing wine tourism and of course enhancing wine quality. The cluster is offering a portfolio of non-commercial and commercial services to its members.

GIZ has successfully applied clustering methodology in Georgia to four other sectors within SME DCFTA GE project. These sectors are apparel, furniture, film production/post-production and ICT. SME DCFTA GE supports Georgian SMEs to develop and become more competitive via clustering and helps business clusters and networks connect with European partners as well as integrate into relevant existing EU networks for enterprise development, investment and trade promotion. With the clustering methodology SME DCFTA GE currently supports more than 150 Georgian SMEs benefiting altogether more than 1,000 employees.

**3. Conditions of the assignment**

In order to raise awareness about the support of the European Union and German government toward development of business clusters in Georgia, SME DCFTA GE aims to prepare a publication about the efforts undertaken in this area by GIZ from 2015 to date. This publication

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will be disseminated as part of the project visibility activities to highlight achievements in promoting business clustering as an effective mechanism that benefits Georgian SMEs.

### 3.1 Objective and tasks

#### a. Objective

In the framework of SME DCFTA GE project, GIZ will hire a PR Consulting Company (Consultant) to prepare a print-ready bilingual book - a collection of maximum 25 success stories - featuring GIZ's Georgian beneficiaries supported with funds from the European Union and German government. The publication will showcase GIZ's achievements in the wine, film, furniture, ICT and apparel sectors for promotion of business clustering in Georgia. The content of the publication shall be developed in **Georgian and English languages**.

Under the direct supervision of GIZ/SME DCFTA GE project team the Consultant will be responsible to:

- Develop the **structure/outline of the publication** based on GIZ debrief and get it approved;
- Develop recommendations on the best format and print specifications for the publication in close collaboration with GIZ;
- Develop **at least 3 versions of the design concept** for GIZ to select from and prepare final design layout;
- Develop a **schedule** for the site-visits/interviews (maximum 25 site visits / interviews);
- Develop the **content** of a bilingual publication in **Georgian and English languages** in line with approved structure;
- Provide maximum 25 **final sets of high-quality professional photos** to include both **portraits and in action shots** of beneficiaries (2 final portraits and 2 final in action photos per each beneficiary, 100 final photos in total);
- Transfer all print ready / design files of the publication to GIZ. All design files shall be provided in low- and high-resolution formats;
- Electronic version of the publication shall be submitted to GIZ;
- Advise on at least 3 reputable companies, which can provide high-quality printing service meeting technical specifications and submit printing **cost estimate** based on the established market price for a similar product.
- Coordinate printing of the publication.
- Closely collaborate with GIZ/SME DCFTA GE team at all stages of this assignment.

**NOTE: Printing costs will be covered by GIZ separately and directly to the printing company selected through tender.**

#### b. Tasks and deliverables

The contract period for this assignment is from **18 May to 14 September 2018**.

The structure of **tasks/deliverables** and **due dates** are suggested as follows:

| Tasks – Deliverables  | Timeline               |
|---|------------------------|
| 1.1 The work plan is approved by GIZ.   | 22 May, 2018           |
| 1.2 The structure/outline of the publication is submitted to GIZ.<br>At least 3 versions of the design concept presented to GIZ.<br>The format and technical specifications of the publication are agreed with GIZ.   | 25 May, 2018           |
| 1.3 Final structure and design concept of the publication approved by GIZ.  | 29 May, 2018           |
| 1.4 Conduct max. 25 visits to beneficiaries to develop stories.<br>This will include traveling to Mtsketa (2 beneficiaries) and Kakheti region (2 beneficiaries).<br>Arrange for the photoshoot of max. 25 beneficiaries.   | June, 2018             |
| 1.5 First draft of the publication <u>text</u> (featuring max. 25 stories) in Georgian and English languages submitted to GIZ.  | 26 June, 2018          |
| 1.6 Up to 25 sets of final, high resolution photos of beneficiaries – to include final portraits (2) and final in action shots (2) - submitted to GIZ. Total of 100 photos.   | 26 June, 2018          |
| 1.7 Second draft of the publication reflecting revisions from GIZ is submitted to GIZ in an agreed design layout format.  | 10 July, 2018          |
| <b>1.8</b> Final draft of the publication incorporating all final comments and revisions from GIZ is submitted. All final texts shall be edited and proofread. Note: Use of <u>British English</u> in case of English text editing. <b>GIZ requests hiring an experienced native English writer/editor.</b><br>Final draft approved by GIZ.<br>Printing cost estimate submitted to GIZ. | 24 July, 2018          |
| 1.9 Print-ready and all design files are submitted to GIZ on CD.<br>Electronic version of the publication is submitted for dissemination of the publication in electronic form.   | 30 July, 2018          |
| 1.10 Coordinate printing of the publication with the selected printing company.<br>Note: this task will be undertaken <u>only after</u> GIZ selects a printing company through tender by mid-August.  | August-September, 2018 |
| 1.11 Publication delivered to GIZ.  | 14 September, 2018     |

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| 1.12 All final deliverables submitted to GIZ. All reports and invoices are submitted. Contract close-out. | 14 September, 2018 |
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### 3.2 EU visibility

Development of this publication is co-financed by the EU and must follow communication and visibility requirements for the EU-financed external actions.

### 3.3 Coordination and communication

- The Consultant reports to the SME DCFTA GE Team Leader and Project Expert.
- The Consultant will coordinate closely on all technical aspects of this assignment with the assigned SME DCFTA GE team members. **All activities undertaken by the Consultant shall be approved by GIZ in advance.**
- The consultant will be provided with the following documents by the SME DCFTA GE:
  - Data on the beneficiaries for feature stories;
  - Background materials, i.e. flyers, factsheets, presentations, etc;
  - EU/GIZ guidelines and instructions for preparation of project publications - including the link to the corporate design centre of GIZ to follow the corporate design guidelines of GIZ that is mandatory for all printed materials and products.

### 3.4 Submission Requirements

The Consultant has to meet following criteria:

- Strong expertise in the area of the assignment (proven by references attached to the offer).
- Proficiency in English and Georgian languages for written and verbal communication.
- Ability to offer a team of high-level professionals to include Georgian and English content developers, preferably, with a background in journalism (hiring of a **native English speaker for English content development/editing is requested**); photographer, graphic designer, and other, as appropriate.
- Excellent understanding of and ability to meet the demands and standards of an institution of international development cooperation.
- Excellent understanding of how to approach and communicate with private businesses and international organisations.
- Structured, efficient, transparent and professional way of cooperation and communication.
- Creative and innovate approaches for substantial and user-friendly publications.

The Consultant shall submit technical and financial proposals to comply with the following requirements:

3.4.1. The technical proposal shall contain:

- Information about assignment-related experience and services;
- CVs of offered professionals emphasizing their assignment-relevant skills and experience;
- Consultant's portfolio to include links to equivalent publications, photos, graphic design, articles/stories, etc. demonstrating assignment-relevant skills and experience. Portfolio shall include references to relevant prior works of selected writers, photographer and designer.
- At least 2 references/recommendations from previous clients.
- A work plan - to include implementation schedule w/number of work days per tasks to be performed by the Consultant for completion of this assignment.

Technical Proposal will be assessed based on the following criteria **(for details please refer to the assessment grid attached to the tender announcement)**:

- Interpretation of objectives;
- Assignment-relevant experience of proposed professionals;
- Quality of previous work;
- Relevance of the proposed technical offer to current assignment and expectation of the project.

3.4.2. The financial proposal shall clearly state:

- All types of costs to be charged to the project for implementation of this assignment as (i) per cost item (i.e. honoraria, translation, editing/proofreading costs, travel, etc.) and (ii) terms and mode of payment.

**Note: Submission of printing costs is NOT requested.**

### **3.5 Payment terms and conditions**

3.5.1. For a final payment (and for any interim payment if such a payment is agreed in the contract) to realize a final (and an interim) contract implementation report shall be submitted by the Consultant along with the documentary evidence of costs incurred to implement tasks during the reporting period.

3.5.2. Final payment shall be effected upon the completion of the implementation of this assignment and the acceptance of deliverables by GIZ.

### **3.6 Intellectual property**

GIZ is the sole copyright owner for the content produced in the framework of this assignment. Transfer of the content to third party by the Consultant, its commercial, unauthorised use or distribution is impermissible.