

Annex 1

TOR for STE-Assignments /
Consulting / Services Contract

giz

Programme:	Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): Clusters4Development Project, funded by the European Union and the German Government
PN:	16.2179.6-007.00
Activity:	Cultural Heritage Narratives for tourism clusters of Imereti and Kakheti regions
Period:	15 th November 2020 – 31 st March 2021
Expected number of working days	30

1. Brief introduction

“Clusters 4 Development: Better Business Sophistication in Georgia” Project (hereafter – “the Project”) is an EU funded action implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of German Federal Ministry for Economic Cooperation and Development (BMZ).

The Project is an integral part of the EU Programme “Economic and Business Development in Georgia”, Component 3: greater business sophistication, in particular related to the strengthened policy framework to facilitate the development of SME, clusters and incubators (Result 3.1) and the development and functioning of the clustering approach in at least 5 pilot sectors in Georgian regions (Result 3.2).

In line with these results, the specific objectives of the Project are: 1) Enhanced business performance of private sector actors in the construction, tourism and apparel sectors through cooperation mechanisms (Components 1-3); and 2) Improved institutional framework for cluster and business development (Component 4). The Project will build on the cluster development approach introduced by the Private Sector Development Programme South Caucasus commissioned by the German Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ.

The Project is implemented across four components:

- Component 1: Development and pilot implementation of a market-oriented cluster in the construction sector.
- Component 2: Development and pilot implementation of a market-oriented cluster in the tourism sector.
- Component 3: Development and pilot implementation of a market-oriented cluster in the apparel sector.

- Component 4: Enhancement of institutional capacities for cluster and business development.

Within components 1-3, sectoral clusters are being established. This includes a cluster on “quality and innovation in construction materials”, up to three thematic clusters in tourism (1: Kakheti and Imereti local wine and food tourism cluster; 2: Imereti authentic accommodation cluster; 3: Imereti cultural heritage cluster) as well as a cluster “sustainable apparel made in Georgia”. In Component 4, it is foreseen to support a conducive cluster development framework at the national level as well as to provide specific assistance to Enterprise Georgia (a business development agency under the Ministry of Economy and Sustainable Development of Georgia) to strengthen its role in promoting business development and providing demand-oriented services and support to the private sector

Key Implementing Partner:

Ministry of Economy and Sustainable Development of Georgia (MoESD).

2. Context and current situation in the field of assignment

The Project came into existence in July 2019 with the objective to upscale the cluster development approach previously tested successfully and to establish sustainable business clusters. Furthermore, to the project aims to strengthen institutional capacities of government bodies and agencies in pursuing policies conducive to business clustering and in providing useful services to members of existing or prospective business clusters.

The present assignment is focused on Imereti and Kakheti regions, covering local wine and food tourism clusters, authentic accommodation clusters, and cultural heritage clusters in both regions. The Project intends to help the clusters to raise their profile and visibility and increase tourism attractiveness of the selected regions.

3. Conditions of the assignment

The objective of the assignment is to develop elements and story items of an overarching cultural heritage narrative for both regions. The products developed under the assignment shall enable providers of touristic offers to relate the cultural narrative of the specific region and connect it to local and individual story lines, enhancing the touristic offer and experience.

Within the scope of this assignment, a consultant will support the project with following activities:

- Briefly review examples of how story-telling initiatives have enhanced tourism clusters in other parts of the world and what can be concluded from this for the cases of Imereti and Kakheti.
- Identify, collect and catalogue data on the cultural heritage of Imereti and Kakheti. This may include ancient myths, legends around tangible heritage sites, as well as old customs, traditions and story elements characteristic for Imereti and Kakheti. It is expected to develop a preliminary annotated list of 10-12 potential story items to be used in various communication channels (website, social media, printed brochures, etc.) for each region.
- Develop up to 10 individual story lines for the clusters and their specific members. This will require interviews with experts, cluster managers and individual cluster members. The material will be used in various communication channels to promote the clusters and their members.
- Develop at least six story items per region for selected cultural heritage topics in a concise and appealing manner usable for various media, including websites, blogs, social media platforms and brochures. Conventions and limitations of each medium should be taken into account.
- Perform any other support to GIZ as needed. The consultant will be requested to provide assistance to the GIZ programme expert to provide inputs to marketing and PR materials.

This will include, for example, developing product histories, contributing to cluster promotion brochures and similar texts.

- Ensure effective consultation and collaboration with partners and stakeholders, in particular: GIZ team, cluster manager and members, GIZ’s international and local consultants, field experts, local government, destination management organization, and other stakeholders that will be identified during the assignment.

3.1. Scope of work

The Project seeks to acquire technical and advisory services from a highly qualified **local consultant** to collect cultural heritage data on Imereti and Kakheti regions, and develop engaging, informative content for various communication channels such as websites, blogs, social network platforms, and brochures.

The assignment is mostly desk-based. However, it is expected that up to 12 days will be dedicated to traveling to regions and consultations with experts, cluster members, project team and other stakeholders provided corona restrictions allow this.

3.2. Deliverables and timeline

The contract period for this assignment is expected to be from November 15, 2020, to March 30, 2020.

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

	Task/Deliverable	Description of Deliverables	Expert Days
1	Report on regional narratives and potential specific story items (English)	Overview of relevant materials (stories, legends, existing websites and tourist information) for Imereti and Kakheti and preliminary list of 10-12 potential story items to be used in various communication channels (website, social media, printed brochures, etc.), derived from an overall narrative for each region . Up to 5 pages proposed narrative per region 10 to 12 potential story items per region presented with links or references to further material on up to 3 pages	10
2	Brief report on inspiring examples of story-telling of international tourism clusters (English)	Overview of examples of how international tourism clusters have developed and leveraged effective story-telling Up to 2 pages introduction/overview Up to 5 examples, up to one page per example	4
4	Cluster and Cluster Member Stories (English)	Collect and write story lines of the cluster and individual cluster members Up to 3 stories per region Up to 3 pages per story	8
5	Provide assistance in content-creation for marketing and PR materials, as requested by the client (in Georgian and English)	The consultant will be requested to provide assistance to the GIZ expert to provide inputs to marketing and PR materials. This will include, for example, developing product histories, contributing to cluster promotion brochures and similar texts. Up to 3 product descriptions per region (max 1 page per product) Up to 5 pages further general brochure material	7
6	Final report (in English)	A final report compiling all items produced	1

Total days: 30

4. Coordination and reporting

The local consultant reports to Mr. Philipp Steinheim, the Project Team Leader, and to relevant programme experts as appropriate.

5. Financial terms and conditions

5.1 Costs to omit in the financial proposal

The financial proposal shall omit costs for items to be provided by the Project separately, including costs for:

- a) Venue(s), facilities, interpretation and refreshments for workshops;
- b) Hotel accommodation to implement visits to regions of Georgia, as appropriate;
- c) Transportation to implement visits to regions of Georgia, as appropriate.

5.2 Payments will be carried out based on the acceptance of deliverables and provision of the invoices according to the following schedule:

Advance payment

Advance payment in up to 20 % of the contract value will be made upon the signature of the contract.

Final payment

The final payment up to 80 % of the contract value will be made upon the completion of and the acceptance of the contract implementation report at the end of the assignment/deliverable 6 – Final Reporting

5.3 Submission Requirements

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

- a) The **technical proposal** shall contain information about the bidder's relevant education, Work experience and background, knowledge and skills.

Submission Requirements for technical proposal:

- Technical proposal explaining how the consultant will implement the requested tasks
- Four samples of a relevant written pieces (for example, a blog or an article). Preferably in both languages
- CV

- b) The **financial proposal** shall clearly state all types of costs to be charged to the Project to implement this assignment (e.g. honorarium (incl. income tax and pension 2% if applicable)) considering provisions of Section 5.1 of the ToR.

6. Other provisions

6.1 Achievement of deliverables must be documented.

6.2 All deliverables must be submitted in professional English and, if required, in Georgian. The level of proficiency will be determined as sufficient at the discretion of GIZ. In case of need, the consultant will be requested to edit the deliverables until the level of proficiency will be deemed as acceptable. Any costs associated with professional editing (in case of need) will be borne by the local consultant.

6.3 The Project shall grant the Consultant access to materials, premises and resources without which the successful completion of the pre-agreed tasks is not possible.

7. Criteria for the consultant

Education

- Sound academic background, B.A. or higher, preferably in arts, history, anthropology, cultural studies or similar field. An international degree is considered an asset.

Work experience and background

- 3+ years progressive experience with tangible and intangible cultural heritage topics in Georgia
- Excellent writing, editing, and proofreading skills with a knack for storytelling and appropriately representing tone and message for varied audiences both in English and Georgian
- Proven track record of writing on Georgia's history and cultural heritage
- Practical experience in international tourism to Georgia – proven track record of guiding international tourists through Georgia and intimate knowledge of existing materials on Georgian history and culture.
- Experience in providing consultancy services for tourism/hospitality sector

Knowledge and skills

- Strong research and analytical skills
- Familiarity with history and cultural heritage of Georgia, and Imereti and Kakheti in particular
- Up to date knowledge of social and digital media, in particular in the area of tourism
- Versatile, flexible and dynamic attitude
- Ability to tell stories in a multitude of ways
- Strong interpersonal skills
- Excellent knowledge of English and Georgian languages