



TOR for STE-Assignments / Consulting / Services Contract

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:	Development of a Brand Design for Project Communication Materials
Period:	7 December 2020 – 29 January 2021

1. Brief introduction

“Clusters 4 Development: Better Business Sophistication in Georgia” Project (hereafter – C4D) is a multi-donor action funded by the EU and the German Ministry for Economic Cooperation and Development (BMZ). The project is implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

C4D 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).

Specifically, 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.

Key Implementing Partner of the project is the Ministry of Economy and Sustainable Development of Georgia (MoESD).

2. Context and current situation in the field of assignment

Clusters4Development project started in July 2019 with the objective to upscale the cluster development approach previously tested successfully by GIZ in Georgia and to establish sustainable business clusters. Furthermore, 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. Within the framework of C4D, business clusters are being established in construction materials, apparel and tourism sectors. As result of this support Georgian SMEs will develop their capacities, become more competitive via clustering, and will connect with European clusters and networks.

3. Objective of the assignment

The objective of the assignment is to develop a **brand design for C4D communication and visibility materials** that will promote the project and contribute to building awareness of the project benefits among stakeholders and beneficiaries.

To this end, GIZ will contract a company ("Contractor") for development of a Clusters4Development visual brand identity, within the scope of and in line with the EU and GIZ communication and visibility requirements for multi-donor actions.

3.1. Scope of work

Under the direct supervision of GIZ/C4D the Contractor is expected to complete following tasks:

- Develop a BRAND GRAPHIC DESIGN for project communication and visibility materials;
- Elaborate a project SLOGAN/TAGLINE (ENG/GEO versions) to be used in various C4D branded communication materials;
- Compile project BRANDBOOK containing brand design applications and mockup designs of branded materials.

The Contractor is expected to elaborate and deliver brand design for the following items:

1. Typeface (GEO font ONLY)
2. Project flyer (design file)
3. Project brochure (design file)
4. Project factsheet (design file)
5. Rollup banner (design file)
6. Project poster (design file)
7. Press wall banner (design MOCKUP ONLY)
8. Stationery items (design MOCKUP ONLY)
 - o Folder (A4)
 - o Envelopes (DL, C4, C5)
 - o Pen & pencil
 - o Notebook
9. Miscellaneous applications (design MOCKUP ONLY): t-shirt, table flags, tote bags, caps, mugs & thermo cups, USB stick, indoor signage.
10. Digital application materials:
 - o PowerPoint sample pages/elements for creating PPT presentations
 - o Facebook page skinning
 - o Electronic newsletter masthead and footer
 - o Electronic invitation masthead and footer
 - o Brand graphic design elements to be included in various project materials in Word format (i.e. agenda, invitation, report).

The design files shall be delivered in JPEG, PDF and vector (EPS) formats.

IMPORTANT: This assignment **DOES NOT** include development of a project logo and brand color palette.

The project follows EU and GIZ visibility guidelines and uses respective logos reflecting the multi-donor nature of the action. GIZ will provide the Contractor in advance with the logos to be included in the design layout of all materials as well as color palette established for EU4Business projects.

3.2. Deliverables and timeline

The contract period for this assignment is expected to be from December 7, 2020 to January 29, 2021.

An indicative structure of tasks/deliverables and due dates is suggested as follows:

Task/Deliverable	Suggested Due Date
1. Develop 3 (three) different versions of brand design concept for GIZ to select from.	18 December 2020
2. Elaborate 3 (three) versions for a slogan for GIZ to select from. In Georgian and English.	18 December 2020
3. Apply revisions to selected options of brand design and	20 January 2021

slogan based on the feedback from GIZ.	
4. Finalise all deliverables and submit to GIZ. NOTE: All design files shall be provided in JPEG, PDF and EPS files. A complimentary brand book shall be submitted to GIZ to include typeface, slogan, design mockups, brand usage and application samples.	29 January 2021

4. Coordination and reporting

- 4.1. The Contractor reports to the GIZ/C4D Team Leader and Communications Expert.
- 4.2. The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ/C4D.
- 4.3. The Contractor will be provided with the following support by GIZ/C4D:
 - A briefing meeting at the start of the assignment;
 - All needed information to successfully complete this assignment.

5. Intellectual property

GIZ holds the right of use to all content produced within this assignment. Transfer of this content to third party by the Contractor, its commercial, unauthorised use or distribution is impermissible.

6. Visibility

Development of all products under this assignment is funded by the EU and the German Federal Ministry for Economic Cooperation and Development (BMZ) and must follow communication and visibility requirements for the EU and BMZ financed external actions.

7. Payment terms and conditions

Payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

8. 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 Contractor.
- 6.3 C4D shall grant the Contractor access to materials, premises and resources without which the successful completion of the pre-agreed tasks is not possible.

9. Submission requirements and payment terms and conditions

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

- 9.1. **The technical proposal shall contain:**
 - **Information about the Applicant** demonstrating its qualifications and expertise in the area of branding/development of brand's visual identity.
 - **Assignment relevant portfolio** – links to similar previous work (conducted within the last three (3) years) that demonstrate ability of the Contractor to produce creative, high quality products.
 - **A work plan** to include implementation schedule and tasks to be performed by suggested professional(s) for completion of this assignment.

- Proposed **professional(s)** to be involved in implementation of this assignment - Please include CVs with the list of the assignment relevant work conducted by each proposed professional and specify in which capacity they will be involved.

Technical Proposal will be assessed based on the following criteria:

- Credentials of the company and assignment-relevant experience;
- Interpretation of the assignment objectives by the Applicant;
- Professional credentials and qualifications the proposed staff;
- Overall relevance of the proposed technical offer to current assignment and expectation of the project.

NOTE: Submission of the evidence of professional awards/diplomas for previous works and peer acknowledgements will be considered an asset.

For assessment details please refer to the “Evaluation Scheme for Technical Assessment of Offers” file attached to the tender announcement.

The financial proposal shall clearly state types of costs to be charged to the GIZ/C4D project for implementation of this assignment as per cost item (i.e. honoraria), excluding VAT.

Fee rate of experts shall include income tax and pension fund costs, all personnel costs, including ancillary personnel costs; backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc. (See Annex 4)