



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

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<b>Programme:</b>	Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): Clusters4Development Project
<b>PN:</b>	16.2179.6-007.00
<b>Activity:</b>	Development and management of website and social media pages for the Georgian Apparel and Fashion Association
<b>Period:</b>	31 May 2021 – 30 July 2022

### 1. Brief information about the project

“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).



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

Clusters4Development project supports establishment of the market-oriented cluster in the apparel sector - “Sustainable Apparel Made in Georgia”. The cluster is currently registered as Georgian Apparel and Fashion Association (GAFA). The focus of the cluster is to unite Georgian small and medium-sized enterprises active in apparel sector under one umbrella, identify their needs, challenges and opportunities and support them in their further sustainable development through networking, promotion and access to knowledge and expertise. The cluster will support the creation of synergy among cluster members, as well as help to promote the production for potential local and international buyers.

C4D contributes to cluster development, manages and monitors successful implementation of agreed activities and processes. It also helps in increasing awareness of both cluster and its members in order to promote sustainable apparel and fashion made in Georgia.

Since July 2019 following key developments have taken place:

1. Establishment of Cluster Initiative Group
2. Development of cluster vision, mission, strategy and structure
3. Election of the board of directors
4. Development of four working groups and election of WG heads
5. Development of visual branding and selection of the cluster title “Georgian Apparel and Fashion Association” (GAFA)
6. Registration of GAFA
7. Development of the road map for 2021
8. Development of marketing strategy.

### 3. Objective of the assignment

GIZ/C4D seeks to contract a creative agency/consulting company (hereinafter Contractor) for development and management of the Georgian Apparel and Fashion Association (GAFA) website and social media pages on Facebook, Instagram and LinkedIn.

Development of these tools is aimed at increasing awareness of GAFA and its members on local and international markets, attracting potential new members (across the value chain) and investors, spreading information about Georgian apparel producers.

Target audience for these digital communication tools is divided in three categories:

- SMEs active in apparel and textile sector (also across the value chain);
- Investors / clients (B2B);
- Buyers, both local and international (B2C).



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### 3.1. Scope of work

Under this assignment, the Contractor is expected to:

- 1. Develop and manage bilingual (Georgian-English) website** for Georgian Apparel and Fashion Association (GAFA) to increase awareness of the cluster locally and internationally. It will serve as an integrated hub for potential buyers and interested parties to get full and comprehensive information about available services offered by GAFA and its members. The website seeks to bring all services under one easy-to-use interface. It will provide easier access to Georgian apparel and fashion industry and will be an important bridge between stakeholders and GAFA, making its services easier to access, more flexible to use, and more transparent. Website development should include web-platform testing, training and technical support.

Anticipated Deliverables:

Deliverable 1: Purchase domain and 1-year hosting for the website. Select technologies to be used for the development of the website (HTML5, CSS3, PHP, JQuery, Javascript)

Deliverable 2: Create a sitemap, in accordance with specifications, user interface wireframes, content creation and layout.

Deliverable 3: Website launch and testing phase

Contractor is required to take under consideration accomplishment of following tasks with comprehensive reporting:

Tasks	Reporting
Gathering data from client	Client Review
Design work plan (distribution of tasks to development teams)	Client Meeting & Review Work Plan
Quick wireframes to confirm with client (all pages)	Client Review
Architecture Design and Navigation	Client Meeting & Review
Functionable Prototype Design / Necessary integration	Client Review
Mobile Responsive Version	Client Review
Graphic and User Interface Design	Client Meeting & Review
Hosting environment setup with staging and production servers of core web architecture	Client Review
Front End Development (Laravel Framework)	Client Review
Framework and CMS Back-end Development	Client Review
Usability Testing (UX)	Client Review
Functional Testing	Client Review
Desktop Deployment	Client Review



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The website shall have excellent search engine properties, including incorporated search engine optimization (SEO) to ensure high rankings in search engines.

Contractor is expected to **allocate qualified technical staff and resources for management of the website** throughout the entire period of assignment, including content development (by dedicated website content manager), website maintenance and support.

- 2. Develop and manage GAFA social media pages** – on Facebook, Instagram and LinkedIn. GAFA can not only use social media to connect with the audience and build connections, but also use the social platform to show and promote fashion and apparel products.

Contractor is expected to allocate qualified technical staff for management of the web platform throughout the entire period of assignment, including social media manager.

- 3. Develop and manage Google campaigns** to increase GAFA website's rank on Google.

### 3.2. Intellectual Property

GAFA shall be entitled to all intellectual property and other proprietary rights including, but not limited to codes, documents and other materials, which the Contractor will develop under the assignment and which bear direct relation to fulfilment of the assignment. The Contractor shall take all necessary steps in transferring intellectual property (codes, documents, software backup files, accounts, domain etc.) to GAFA.

GIZ shall be entitled to keep backup files of all software created in the framework of this assignment.



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### 3.3. Deliverables and timeline

The contract period for this assignment is expected to be from 31 May 2021 to 30 July 2022.

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

Phase/Tasks	Deliverables	Expert Days	Due Date
<b>1. Preparatory work</b>			
1.1. Review and get familiar with the GAFA marketing strategy 1.2. Review and acquaint with GAFA`s vision, mission, structure, members and partners 1.3. Review and get familiar with the branding materials 1.4. In a close cooperation with the cluster manager and programme expert, develop a strategy, action plan and the budget for social media presence and web page in order to ensure the activities are planned and budget distributed so that requirements listed in 3.1 are reached. 1.5. Introduce the strategy to GAFA`s BoD and WG heads	<ul style="list-style-type: none"> <li>Report of conducted preparatory work (word doc)</li> <li>Strategy and action plan (word doc. Excel doc)</li> <li>Budget for social media management (excel)</li> </ul>	15	30 June 2021
<b>2. Development – social media pages</b>			
2.1. Appoint a responsible person for relevant social media administration 2.2. Open accounts of social media (Facebook, Instagram, LinkedIn pages) 2.3. Develop and up-date constantly a profile of each member via collecting all relevant data (i.e. short story, high quality photos, local and international news etc.) 2.4. Develop a calendar for social media posts detailed for 2021 and general till July 2022 2.5. Set up relevant KPI`s for measuring social media platform success (Facebook and Instagram Pages)	<ul style="list-style-type: none"> <li>Link of accounts</li> <li>Profiles of GAFA members</li> <li>Calendar for posts</li> </ul>	5	30 July 2021
<b>3. Management – social media</b>			



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Phase/Tasks	Deliverables	Expert Days	Due Date
3.1. Ensure the posts are in Georgian and English languages 3.2. Ensure the high quality of posts (content) 3.3. Ensure the balance between posts regarding GAFA members 3.4. Agree the posts related to project with program expert and communication expert of GIZ 3.5. Ensure the questions or request to additional information are redirected or answered no later than within 48 hours. 3.6. Advertise posts according to the strategy and budget, meet the set of KPI's. 3.7. Ensure news and activities of GAFA and its members are posted timely	<ul style="list-style-type: none"> <li>Monthly reports</li> </ul>	130	30 July 2022
<b>4. Development – Website</b>			
4.1. Appoint a responsible person / team for development of web page layout and content 4.2. Identify and purchase the domain 4.3. Develop and up-date constantly a profile of each member via collecting all relevant data (i.e. short story, high quality photos, local and international news etc.) 4.4. Ensure the compliance with the branding strategy 4.5. Introduce the layout, structure and content to GIZ/C4D team, GAFA, cluster manager 4.6. Agree the posts related to project with program expert and communication expert of GIZ	<ul style="list-style-type: none"> <li>Kick off meeting report</li> <li>Domain</li> <li>Layout and content (test web page)</li> <li>Introduction meeting report</li> </ul>	38	30 August 2021
<b>5. Management – Website</b>			
5.1. Ensure information is updated and relevant 5.2. Ensure the profile of members are included 5.3. Ensure relevant news regarding GAFA and members are posted 5.4. Ensure GAFA partners are presented 5.5. Ensure high quality of content in both Georgian and English languages	<ul style="list-style-type: none"> <li>Monthly report</li> </ul>	50	30 July 2022
<b>6. Development - Google Campaigns</b>			



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Phase/Tasks	Deliverables	Expert Days	Due Date
6.1. Appoint a responsible person / team for set-up of Google Analytics, webmaster tools and Google tag manager 6.2. Set up Google AdWords page 6.3. Introduce the strategy and content of Google AdWords and Banner advertisement to GIZ/C4D team, GAFA, cluster manager	<ul style="list-style-type: none"> <li>• Link of accounts</li> <li>• Profiles of GAFA members</li> <li>• Strategy of Google Campaigns</li> <li>• Calendar for posts</li> </ul>	2	10 July 2021
<b>7. Management – Google Campaigns</b>			
7.1. Ensure information is updated and relevant 7.2. Ensure high quality of content in both Georgian and English languages 7.3. Run ads according to budget and strategy. 7.4. Ensure increase of traffic on website and conversions. 7.5. Ensure SEO tools for higher ranking of website.	<ul style="list-style-type: none"> <li>• Monthly report</li> </ul>	35	30 July 2022

### 4. Coordination and Communication

- The Contractor reports to the GIZ/C4D Team Leader and Programme Expert.
- The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ/C4D team, Cluster Manager/GAFA.

### 5. 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 (i.e. inclusion of logos and disclaimers).

### 6. Conditions and payment terms

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



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### 7. Submission Requirements

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

#### 7.1. Technical proposal shall contain:

1. Information about the company demonstrating its strong record in the area of web and social media development and management, branding and marketing.
2. Assignment relevant portfolio – links to similar past works that demonstrate ability of the company to deliver on this assignment and produce creative, high-quality products.
3. Brief description of the implementation process, focusing on:
  - Technical Approach
  - Methodology
  - Development process
  - Information Architecture
  - Wireframes
  - Technical System Design
  - Graphic and User Interface Design
  - Implementation
  - Testing
4. A work plan to include proposed implementation schedule and activities to be performed by Contractor and suggested professionals for completion of this assignment.
5. A list of proposed professionals to be involved in implementation of this assignment (please include their CVs and relevant works). Implementation team shall include a website content manager and social media manager.

#### 7.2. The financial proposal shall clearly state:

- All types of costs to be charged to the project for implementation of this assignment, **excluding VAT**.
- Financial proposal shall not include the budget for advertisement (social media, web page, google Ads.). This is a subject of an agreement between GIZ and service provider, after acceptance of deliverable mentioned in article 3.3 sub article 1.4. The cost determined by the budget will be covered separately based on the provided invoice and evidence of expenditure.



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- **Fee rate of experts assigned that shall cover all personnel costs, including ancillary personnel costs; backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc.**

### 8. Evaluation criteria

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 bidder;
- Professional credentials and qualifications the proposed staff;
- Overall relevance of the proposed technical offer to current assignment and expectation of the project.

\* For the detailed information, please review assessment grid, attached to this document.