



TOR for STE-Assignments / Advisory / Services Contract

Programme:	Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): Clusters4Development Project
PN:	16.2179.6-007.00
Activity:	Development of Social media presence & Storytelling for Authentic Imereti and Authentic Kakheti Tourism Clusters and their member SMEs
Period:	28th of March 2022 – 20th of December 2022

Attachments:

- Existing factsheets of cluster members (this is incomplete, but provides an outline)
Files can be downloaded from Annex-5
Password: clusters4development

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.



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

Context and current situation in the field of assignment

Clusters4Development project supports establishment of two market-oriented clusters in the tourism sector, one in Kakheti, one in Imereti. Each cluster is comprised of approximately 30 “core” members, with additional “potential” members during the current start-up phase. Cluster members comprise the following types of business: Craft Makers, Concept Accommodation, and Food & Wine Producers. Both clusters have the theme of “Authentic”, with members selected due to their passion and interest in promoting traditional methods of production. Clusters were formally established in October 2021, and await legal registration, which is scheduled for early 2022. To support the establishment of the clusters, the project has formulated several support activities, both directly to individual cluster members, as well as the clusters themselves.

This approach has been chosen to highlight the clusters as offering something diverse, authentic, and experience-based tourism offerings to the respective regions. In the long-term this will not only help cluster members themselves, but also promote tourism in Imereti and Kakheti, as well as all of Georgia.

Covid-19 has hit Georgia’s tourism sector hard, and this is felt especially in rural areas. Before the pandemic Tourism was a major contributor to Georgia’s economy. It accounted for 7.5 percent of GDP growth in 2018. Georgia received a record number of 8.7 million international visitors (tourists, transit, other) in 2018, a 10 percent increase over 2017. Supporting tourism recovery of cluster members is therefore an additional goal of the project.

Cluster members have been assessed by project experts, and capacities need to be enhanced in terms of general and facility level management, quality service and infrastructure (e.g. product diversification, new marketing approaches, sustainable product development, digitalization), quality education in tourism related specialties. This mainly refers to the significant number of small-scale, family-owned businesses in the sector, which often lack adherence to quality and standards and have limited oversight on up-coming challenges and market trends. The cluster-based approach will contribute to enhanced sector-wide capacity and quality up-grade, product diversification and market access by strengthening cooperation and capacities of market players along both horizontal and vertical value chains.

The approach in both project regions reflects the strategic policy framework, in particular the efforts undertaken by the Georgian National Tourism Administration (GNTA) in raising regional tourism profiles



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both nationally and internationally. The most recent marketing and branding propositions for both regions suggest building the tourism offer around “the primary wine-making region and wine destination in Georgia” in Kakheti and the “ancient, diverse and rich history, culture and food plant heritage” in Imereti.

2. Objective of the assignment

GIZ/C4D seeks an experienced Digital Marketing Agency to improve the digital presence and market positioning of both tourism clusters. The assignment is to create and improve the social media presence of individual cluster members.

The purpose of improving each cluster member’s digital presence is to a, improve their sales; b, align them with the cluster identity; and c, showcase each member’s products and offerings by telling their unique business story.

2.1. Scope of work

Under this assignment, the Contractor is expected to:

- 1. Improve each core cluster member’s digital marketing/social media presence.** Review each cluster member’s existing digital presence (using data supplied by the C4D team) and enhance existing social media presence, create appropriate presence where needed, and improve existing online points of sales. Additionally, gathering of each cluster member’s unique business “story”, for showcasing on their own social media, as well in a cluster website (see below).

Anticipated Deliverables:

Deliverable 1: Review existing social media presence of up to 60 SMEs social media channels of each core member.

Deliverable 2: Work directly with each cluster member (either remotely or by physically visiting their premises) to develop/improve each member’s digital presence as appropriate (Facebook, Booking.com, TripAdvisor), to match the “authentic” theme of the clusters and provide coaching on use of social media (up to 60 SMEs in total)

Deliverable 3: Develop social media presence of both regional clusters (Kakheti and Imereti) as appropriate (Facebook, TripAdvisor, LinkedIn)

Deliverable 4: Gather the unique business story of each cluster member, and work with the GIZ consultants on the “storytelling” of each business (up to 60 in total)

Deliverable 5: Provide training on social media management (including commercial tools) for the cluster member SMEs and cluster managers

Deliverable 6: Boosting social media of clusters and its members



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All provided materials will need to be in Georgian and English languages.

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

Tasks	Reporting
Workplan for support	GIZ & BE Team
Concept for Social Media channels development	Cluster members, GIZ & BE Team
Monthly briefing on coaching and support to cluster members	GIZ & BE Team
Training and coaching plan report for cluster members SMEs and cluster managers	GIZ & BE Team
Training and coaching report of activities	Cluster members, GIZ & BE Team
Briefing report on technical support provided for Social Media channels development	Cluster members, GIZ & BE Team

The contractor is expected to allocate qualified technical staff and resources for the tasks throughout the entire period of assignment.

2.2. Intellectual Property

Content developed for individual businesses will be owned by each business, cluster Social Media channels develops and associated development materials will be owned by each cluster as legal entities (once they are registered). GIZ shall be entitled to keep backup files of all software created in the framework of this assignment.



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2.3. Deliverables and timeline

The contract period for this assignment is expected to be from signing of contract in March to completion by 20th of December 2022

An indicative structure of tasks/deliverables and due dates is suggested as follows. Expert days are estimates, and resource allocation will be the responsibility of the bidder.

Phase/Tasks	Deliverables	Expert Days	Due Date
1. Preparatory work			
1.1. Review social media pages and make recommendations for improvements - focusing on visual as well as text content, and options of purchase and booking through social media	<ul style="list-style-type: none"> Individual social media activity analysis & recommendations for improvement report 	12	30 March 2022
1.2. Review existing project documents and develop a concept for clusters' Social Media presence (Facebook, TripAdvisor, LinkedIn)	<ul style="list-style-type: none"> Concept report 		
1.3. Develop workplan for upgrading cluster member's digital presence	<ul style="list-style-type: none"> Workplan with dates 		
2. Improving digital presence of cluster members			
2.1. Develop the set of recommendations per individual cluster members on digital presence development directions (based on existing similar & best practice cases)	<ul style="list-style-type: none"> Visit the individual cluster members on sight & prepare the working document with individual set of recommendations 	80	On-going to 20 July 2022
2.2. Develop/improve social media channels for cluster members	<ul style="list-style-type: none"> Create/upgrade actual social media channels as needed 		
2.3. Create / Update photo materials of SMEs for their social media channels and further marketing usage (logo, brochures, business cards etc.)	<ul style="list-style-type: none"> Visit the individual cluster members on sight & demonstrate the process while take several photos 		



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Phase/Tasks	Deliverables	Expert Days	Due Date
<p>2.4. Set up Google My Business</p> <p>2.5. Improve Search Engine Optimisation (SEO)</p> <p>2.6. Provide in person / at-distance coaching on managing and updating of cluster member's social media channels</p>	<p>that could be used as their content</p> <ul style="list-style-type: none"> Google My Business listing Improve SEO Small recommendations manual for coached cluster members 		
3. Development of cluster social media			
3.1. Develop social media presence of both regional clusters (Kakheti and Imereti) as appropriate (Facebook, TripAdvisor, LinkedIn)	<ul style="list-style-type: none"> Create social media channels for both tourism clusters for Kakheti and Imereti regions 	10	31 Apr 2022
4. Develop the individual stories for cluster members			
4.1 Gather the unique business story of each cluster member, and work with the GIZ consultants on the "storytelling" of each business (up to 60 in total)	<ul style="list-style-type: none"> Visit the individual cluster members on sight in Kakheti and Imereti & interview the on their individual business stories, values & ideas Create individual business stories of each cluster member together with GIZ team 	45	On-going to 31 July 2022
5. Training of cluster managers & cluster members			
5.1. Train tourism cluster managers & members on social media marketing managements, content creation and other tools (booking, sales, boosting etc.)	<ul style="list-style-type: none"> Conduct the trainings for tourism cluster managers & cluster members 	8	1 June 2022
6. Boosting			
6.1 Boosting of social media of clusters and its members for the tourism seasons	<ul style="list-style-type: none"> Work on Boosting social media of regional clusters and its members for the tourism 	10	On-going to 20 Dec 2022



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Phase/Tasks	Deliverables	Expert Days	Due Date
	seasons throughout the contract period, together with C4D team		
			165 Total

3. Coordination and Communication

- The Contractor reports to the Berlin Economics Team Leader and the GIZ/C4D Programme Expert, providing regular updates.
- The contractor liaises with the C4D team expert to develop the story of each cluster member
- The contractor liaises with the Berlin Economics International Expert on Digital Marketing for guidance and inputs into social media upgrading
- The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ/C4D team, Cluster Manager.

4. Personnel Concept

It is envisioned that 4 positions will be needed to successfully complete the project:

Expert 1: Team Leader (25 days)

Responsibility for the management of the assignment and key contact point between GIZ and the contracted company

- Education/training: Business Administration/Marketing/digitalization (BA)
- Language: Excellent business language skills in English and Georgian
- General professional experience: 5 years of working experience in marketing/digital consulting;
- Specific professional experience: 2 years of working experience in tourism sector with the main focus on experience in implementation of digital tools, assessment of existing trends, requirements and needs of tourism market, Marketing, PR in tourism
- Leadership/management experience: 3 years working experience as a team lead



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- Development Cooperation (DC) experience: will be an asset

Expert 2: Social Media Manager (55 days)

- Education/training: Bachelor's degree in business, marketing, journalism, public relations or related field
- Language: Excellent business language skills in English and Georgian
- General professional experience: 3-5 years of social media management experience & Strong understanding of marketing strategy and how to effortlessly utilize these concepts throughout various forms of outreach
- Specific professional experience: General knowledge of Search Engine Optimization and internet ranking for web content
- Leadership/management experience: Ability to manage and supervise a diverse group of people and simultaneously work toward many company initiatives at once
- Development Cooperation (DC) experience: will be an asset

Expert 3: Content Creator (copywriter) (60 days)

Responsibility for social media content creation and storytelling for cluster members

- Education/training: Marketing/PR/Journalism/Philology (BA)
- Language: Excellent language skills in English and Georgian
- General professional experience: 3+ years' experience with writing regarding various topics in Georgia
- Specific professional experience: 2 years' experience of 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
- Preferable experience in promotion of the tourism / cultural heritage sector
- Development Cooperation (DC) experience: will be an asset

Expert 4: Photographer visual Content Creator (25 days)

Responsible for creation of social media content, gathering stories of businesses and communicating stories between cluster member's social media accounts and cluster websites

- Proven experience as a photographer in a competitive industry



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- At least 3 years' experience of social media promotion for businesses
- Preferable experience in promotion of the tourism sector
- Able to follow instructions clearly to achieve desired results
- Experience in working closely with clients and colleagues to produce high-quality photographic images
- Experience in using different techniques to enhance the photographs as required Use photo manipulation software to get desired results

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.

7. Submission Requirements

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

Technical proposal shall contain:

7.1. Credentials of the company and assignment-relevant experience:

1. Information about the company demonstrating its strong record in the area of supporting and improving the digital presence of small and micro-businesses, area of social media development and management, branding and marketing.



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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. At least 10-15 social media pages developed
4. Portfolio of managing at least 4 accounts last year
5. At least 4 years' experience in social media management

7.2 Interpretation of the assignment objectives by the bidder:

6. Brief description of the implementation process, focusing on:
 - Technical Approach
 - Strategy of implementation
 - Management, Development process and cooperation
 - Recommended approach to social media for small/micro tourism businesses
 - Content / Information Architecture
 - Training and coaching
7. A work plan to include proposed implementation schedule and activities to be performed by Contractor and suggested professionals for completion of this assignment.

7.3 Professional credentials and qualifications the proposed staff:

A list of proposed professionals to be involved in implementation of this assignment (please include their CVs and relevant works)

7.4 The financial proposal shall clearly state:

- All types of costs to be charged to the project for implementation of this assignment, **excluding VAT.**
- Fee rate of experts assigned that shall cover all personnel costs, including personnel costs; backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc. **Travel costs should be indicated separately.**
- Financial proposal shall not include the budget for boosting / 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 2.3 sub article 6.1. The cost determined by the budget will be covered separately based on the provided invoice and evidence of expenditure.



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8. Evaluation criteria

Technical Proposal will be assessed based on the requirements indicated in the paragraph

7 Submission Requirements.

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