



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:	Support the development of Authentic Kakheti Tourism Cluster
Period:	24 March 2022 – 30 June 2023

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 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 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.



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3. Objective of the assignment

GIZ/C4D seeks a qualified individual to support the development of the Authentic Kakheti tourism cluster. The assignment will support all Kakheti-based tourism cluster support work conducted by the C4D project through its phases of activities, and cover the following steps:

1. Implementation of the cluster roadmap (currently under development)
2. Cluster registration – if needed
3. Communication, networking, and events with cluster members
4. Supporting cluster member's digital presence and sales
5. Product showcasing in markets and fairs
6. Product development
7. Development and implementation of sustainable tourism quality standards for the cluster
8. Business development support

Other cluster initiatives as they develop.

The assignment will act as a key point of contact in Kakheti between GIZ staff, consultants, and consultant companies to support overall project implementation. The assignment will also be responsible for managing the cluster website, and supporting each member with their own social media presence, and supporting future sales for cluster members either directly or by using tourism sales platforms

The assignment will be home-based with frequent travel to cluster members in the region, and as such ideally would suit someone living in the region. There will also be occasional travel to Tbilisi and other cluster regions as necessary.



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3.1. Deliverables and timeline

The contract period for this assignment is expected to be from March 2022 to 30 May 2023.

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

Phase/Tasks	Deliverables	Expert Days	Due Date
Phase 1			
1. Preparatory work			
1.1. Review project documentation	<ul style="list-style-type: none"> Briefing note of activities and workplan 	15	15 Apr 2022
1.2. Familiarise with project team			
1.3. Familiarise and introduce to cluster members			
2. Support Implementation of Road Map			
2.1. Support implementation of cluster roadmap to support development of Authentic Kakheti Tourism Cluster in the following activities: <ul style="list-style-type: none"> - Cluster organisational development - Cluster registration - Business development - Product showcasing - Improving quality standards 	<ul style="list-style-type: none"> Weekly diary of activities – format will be provided Reporting for specific activities as needed Agenda planning and scheduling Meeting minutes 	40	30 Nov 2022
2.2. Maintain and manage communications between cluster members and the project team			
2.3. Support the organisation of meetings, events, workshops, coaching sessions, etc (together with the GIZ team)			
2.4. Supporting organisation of cluster study trips between regions (together with the GIZ team)			
Phase 2			
3. Support project experts and contractors			
3.1. Support missions from project experts (both national and international) visiting the regions and cluster members, providing	<ul style="list-style-type: none"> Mission planning agendas 	25	30 Nov 2022



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Phase/Tasks	Deliverables	Expert Days	Due Date
translation as needed			
3.2. Organising local travel logistics	<ul style="list-style-type: none"> • Travel plans 		
3.3. Support monitoring of companies sub-contracted by the project	<ul style="list-style-type: none"> • Briefing note updates on progress by contracted companies 		
4. Management and Communication of Clusters			
4.1. Support development of Cluster Website with digital marketing company and project team	<ul style="list-style-type: none"> • Management input to website 	40	30 May 2023
4.2. Maintain and upkeep of the cluster social media and communication channels of the cluster. This will include Facebook Groups, WhatsApp and LinkedIn	<ul style="list-style-type: none"> • Input to social media pages 		
4.3. Support individual cluster members with their social media pages	<ul style="list-style-type: none"> • Diary of support provided 		
4.4. Distribute information supplied by the project to cluster members	<ul style="list-style-type: none"> • Meeting notes 		
4.5. Hold monthly update meetings with cluster members (on or offline)	<ul style="list-style-type: none"> • Regular updates via email/phone/e-conferencing to project team 		
4.6. Keep in active contact with cluster members to monitor their needs and progress, and provide regular updates to the project team			
4.7. Maintain regular updates to DMO			
4.8. Maintain a positive image of the cluster			
4.9. Provide direct support to cluster members in communications via their online presence (social media, website, etc)	<ul style="list-style-type: none"> • Diary of support provided 		



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Phase/Tasks	Deliverables	Expert Days	Due Date
Phase 3			
5. Support the Development of Cluster Sales and Marketing			
5.1. Support cluster members in using the cluster website for sales (as it develops in the future)	<ul style="list-style-type: none"> Diary of support provided 	40	30 May 2023
5.2. Act as an initial sales contact/interface between cluster members, direct bookings, and tour operators/DMCs	<ul style="list-style-type: none"> Bookings, sales referrals, etc 		
6. Support Cluster Growth and Development			
6.1. Maintenance and upkeep of cluster member's database of existing and potential members	<ul style="list-style-type: none"> New cluster members 	20	30 May 2023
6.2. Actively contribute to the positive development of the cluster	<ul style="list-style-type: none"> Funding concept paper 		
6.3. Support the cluster members in seeking and applying for financial support where needed.			
TOTAL		160	

4. Coordination and Communication

- The Contractor works in close cooperation with the Berlin Economics Team Leader and the GIZ/C4D Programme Expert, and other companies contracted by the project. The contractor will maintain an active communication with cluster members. Reporting is to the Berlin Economics Team Leader and the GIZ/C4D Programme Expert.

5. Conditions and payment terms

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

6. Submission Requirements

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

- The **technical proposal** shall contain information about the bidders and their relevant experience, proposed concept and work plan to implement the assignment;



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- The **financial proposal** shall clearly state all types of costs to be charged to the Project to implement this TOR.

7. Evaluation criteria

Technical Proposal will be assessed based on the **Application Template for Cluster Managers** submitted by the bidder;

Professional credentials and qualifications, bidder to submit their CVs and relevant works;

7.1. Evaluation criteria for a technical proposal

A technical proposal by a qualified bidder shall be evaluated based on the following:

- Motivation and interest in assignment
- Vision on development of the cluster
- Summary of experience related to assignment
- Skills in organisation and communication
- Approach on cluster management
- Approach on cluster growth and development

Please use the attached Application Template for Cluster Managers (Annex 5)



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7.2. Evaluation criteria for bidder

7.2.1. Education

A strong education to Bachelor Level in business administration and/or business management, and travel and tourism would be an asset, however demonstrated experience takes precedence over education.

7.2.2. Knowledge and skills

- a. Excellent communication skills between businesses and clients
- b. Knowledge of websites and booking systems
- c. Report writing and record keeping
- d. Knowledge and experience of business skills, business management, and problem solving
- e. Advanced computer skills including Microsoft Office and web-based applications
- f. Excellent knowledge of English and Georgian languages

7.2.3. Work experience

- a. At least 5 years of relevant professional experience in supporting the development of private sector businesses to grow and develop. The following areas would be strong assets:
 - Tourism development and management
 - Working with and supporting diverse business clients
 - Experience in conducting trainings
 - Development and management of social media
 - Management/organization/presentation skills of products in local and international fairs
 - Negotiation skills
 - Government negotiation skills
 - Working within the international development context
- b. Professional experience in three of the following areas:
 - Tourism
 - Food and wine
 - Hospitality
 - The crafts sector
 - Product development
 - Marketing/Digital Marketing
 - Communications management



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7.2.4. The financial proposal shall clearly state:

All types of costs to be charged to the project for implementation of this assignment, **included income tax and pension.** Please use the attached Template for Financial Proposal (Annex-6)

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* Please review the assessment grid attached to this document.