TOR for STE-Assignments /
Advisory / Services Contract

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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 for **Regional Exchange between** Kakheti & Imereti Authentic regional cluster
             members

Period: 20 May 2022 – 15 July 2022

Terms of Reference

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).

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.

3. Objective of the project and assignment

Main objective of the current assignment is to create for both regions Regional exchange tours and stories based on the authentic regional routes identified and regional exchange of experience created. The focus of the clusters is to unite **Georgian small and medium size enterprises active in Tourism sector** and support them in their further sustainable development through networking, promotion and

access to knowledge and expertise.

The vision for the clusters is to develop a cooperative, innovative space where tourism, technology, sustainability and knowledge meet - a space where different stakeholders within Georgia's tourism industry support and collaborate with each other to build a strong image of Georgia's tourism industry both locally and internationally. **The mission** is to represent, promote and support Georgian SMEs in Tourism sector while increasing their competitiveness in the local and international market as well as providing Tourism service producers with tools and skills which allow them to be more competitive in terms of sustainability, product development, marketing, and international exposure/outreach.

In 2021 and 2022, the Project has already identified opportunities for establishing and assuring sustainability and   competitiveness of a business clusters related to tourism and hospitality, with sub-clusters in Cultural Heritage in Imereti and Kakheti and identified core cluster members in both regions.

Cluster members in both Authentic Kakheti and Authentic Imereti have requested an exchange visit between each region as a way of learning from one another, engaging in cluster-related commerce, and as a cluster-building activity.

As such the C4D tourism project will support two separately themed cluster exchanges, the first focusing on Food and Wine and Concept Accommodation beginning at the end of May, the second focusing on the Cultural Heritage and Crafts sector in June. Two events are planned as to ensure all members can engage in an appropriately focused exchange visit for their business sectors.

The exchanges will be a guided learning experience for cluster members, and will allow time for demonstrations, participation in other member's activities, sharing of ideas, and time for reflection. Additionally, a series of cluster-related organizational development activities will take place simultaneously.

Themes for the first exchange on Food & Wine and Concept Accommodation would be Bourgeois and Aristocratic experiences, incorporating accommodation settings with food and wine degustation. The second exchange on Cultural Heritage and Crafts will focus on sales channels and improving quality.

Each exchange will be divided into two geographical components, Kakheti members visiting Imereti, and then vice-versa. Each day of the exchange would begin with a briefing of activities and learning objectives, and end with a debrief. The final day will incorporate a short workshop on cluster Organisational Development. Each component will include a maximum of 20 people, including cluster members and C4D staff and consultants, and will be 4 days / 3 nights. *(Please see the Attached document Annex 1).*

Food & Wine and Concept Accommodation
Imereti visiting Kakheti: 27th of May
Kakheti visiting Imereti: 6th of June

Cultural Heritage and Crafts
Imereti visiting Kakheti: 13th of June
Kakheti visiting Imereti: 20th of June

Based on the overall objective of the Project, the purpose of this assignment is to help to support the development of the Authentic Kakheti tourism cluster and Authentic Imereti Tourism Cluster (one in Imereti and one in Kakheti) to realize their vision, mission and objectives conducted by the C4D project through its phases of activities. The event company, in collaboration with a C4D team shall:

a) Together with the GIZ team go over in detail of the planned objectives and planned activities of the cluster exchanges and agree the further planning steps;

b) Together with the GIZ team implement objectives and planned activities of the cluster exchanges according to the agreed steps;

c) Initiate an Individual planning conversation with each exchange participating member SMEs, both hosting and visiting;

d) Together with the GIZ team inform regarding the various aspects of regional exchanges each exchange participating member SMEs, both hosting and visiting;

e) To showcase the event, established (native English speaking) blogger (residing locally) to cover the exchanges with a travel-focused narrative that would also help highlight the C4D project, as well as development-orientated work in the regions;

f) Together with the GIZ team Inform / Consult the hosting cluster members in terms of the hosting requirements of the exchange in terms of products presenting, services and etc;

g) Together with the GIZ team Provide individual consultancy to the hosting and participating members when needed;

h) Provide the overall planning details and the report on actions conducted to the GIZ team before and after the completion of the assignment;

All activities will be conducted in close cooperation with the team of international & local experts as well as GIZ staff.

3.1 Approach to the Implementation & Specification of Inputs and Outputs

To serve the purpose outlined in section 3, the Project seeks to contract a competent Event Organizing Company to prepare grounds for, to support and work in tandem with the team of international & local experts as well as GIZ staff to organize and implement the assignment.

The details of the assignment components are provided below. Please note that the foreseen implementation steps can be slightly amended during the course of the project.

3.3 Tasks to be performed by the contractor

All tasks relate only to the Regional Exchanges aspects of the clusters in the two regions

Phase / Activities	Deliverables	Amount of days
1. Preparations		
1.1. Review the Agenda prepared previously, study the objectives and planned activities	1.1.1. Present report on planning steps of objectives & planned activities 1.1.2. Make the needed changes and mend the planned / submitted steps as necessary (agree with GIZ team)	2 days
1.2. Consult the GIZ team regarding the details during the planning process as well as during implementation phase	1.2.1. Make the requested bookings for all the exchange activities in the Agenda	
2. Transportation		
2.1. Organize the transportation for the regional exchanges and the participants (up to 25 people) in both thematic exchanges in both regions	2.1.1 Agree the transportation details with the GIZ team 2.1.2 Deliver the information regarding the transportation means and logistical details to GIZ team	1 days
3. Blogger		
3.1. An individual established (native English speaking) blogger (residing locally) to cover the exchanges	3.1.1 The Blogger to accompany 2 days in each region for the exchanges 3.1.2 The Blogger to produce per each exchange component, travel-focused narrative (blog also shared on their social media) that would also help highlight the C4D project, as well as development-orientated work in the regions	10 days

Phase / Activities	Deliverables	Amount of days
4. Implementation		
4.1 Event Organizer to support the team on each Regional exchange	4.1.1 Accompany the team during the exchanges to help in case of the need, manage the bookings, transportation, timings and schedule etc. on the field 4.1.2 Agree the changes (if such occur) with the GIZ team and respond according to communication 4.1.3 Manage payments for the booked locations and activities	16 Days
5. Photographer		
5.1 Photographer to take the photos of the regional exchange	5.1.1 Photographer to accompany the participants one day on each exchange (4 days) to take the photos of the activities 5.1.2 Photographer to submit the taken and processed photos	4 days
6. Results / Implementation Report		
5.1 Provide an implementation report	Provide a comprehensive report on the conducted activities, travel itinerary and actions implemented	1 days
Total Number of Days		**34 days**

3.4 Activities, Deliverables and Due Dates

Expected deliverables and corresponding due dates are provided in the table below. Based on the still ongoing pandemic and uncertain situation, all the dates correspond to an ideal implementation of the contract and may be modified, based on the existing situation in Georgia at the time of the implementation.

Milestones	Deadline
Preparatory work conducted	May 22, 2022
Make the requested bookings for all the exchange activities in the Agenda	May 24, 2022
Organize the transportation for the regional exchanges	May 26, 2022
Conduct the Regional exchanges on sight	June 31, 2022
Blogger to submit the narratives (blogs) per exchange	July 5, 2022
Photographer to submit the taken and processed photos	July 5, 2022
Provide an implementation report	July 10, 2022

5. Coordination and Communication

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

5.1 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
Payments will be carried out based on the implementation of this assignment and the acceptance of all deliverables and provision of the invoices according to the following schedule:

    6.1.1. Advance payment
    Advance payment in up to 20 % of the contract value will be made upon the signature of the contract.
    6.1.2. Final payment
    The final payment of the contract value will be made upon the completion of implementation of this assignment & invoices and the acceptance of the contract implementation report.

7. Submission Requirements
  The bidder shall submit technical and financial proposals to comply with the following requirements:

    7.1 The **technical proposal** shall contain proposed work plan to implement the assignment, bidder Company's Profile and CVs with requested team's relevant experience;

    7.2 The financial proposal shall contain all types of costs & fees to be charged to the project for implementation of this assignment, such as transportation cost and experts' fees. **<u>Offered experts' fees should include, their transportation and Hotel accommodation fee, as appropriate, to implement Regional Exchanges.</u>**

* The budget for Hotel accommodation, meals, wine tasting, and Organizational Development trainings and materials for the (Regional Exchange participants) is determined by the project in advance. The contractor is required to submit invoices and a report that illustrates the expenses and the result of activities mentioned above. Such costs will be reimbursed by the project based on the implementation of this assignment & the presented invoices. The budget for such activities should not be included in the financial proposal.

* Please review the assessment grid attached to this document.

8. Evaluation criteria

A technical proposal by a bidder shall be evaluated based on the assessment of: (1) proposed work plan, (2) bidder Company's Profile qualifications and experience, and (3) CVs with requested team's relevant experience;

8.1 Evaluation criteria for a technical proposal

A technical proposal shall be evaluated based on the relevance of the chapters of the work plan to include:

a) Interpretation of objectives;
b) Work schedule and timelines;
c) Monitoring and evaluation concept.

8.2 Evaluation criteria for a bidder

It is envisioned that 3 positions will be needed to successfully complete the project:

Expert 1: Event Organization Manager (Team Leader)

- 5+ years of experience in event organization
- 'Language: Excellent business language skills in English and Georgian
- Experience in managing the group training/workshop/activities
- Specific professional experience: working with travel organizational, field trip events
- Preferable experience in promotion of the tourism / cultural heritage sector
- Development Cooperation (DC) experience: will be an asset

Expert 2: Content Creator (Blogger)

- Native English Speaker
- General professional experience: 2+ years' experience with writing regarding various topics in Georgia
- Specific professional experience: 2 years' experience of excellent blog writing, editing, and proofreading skills with a knack for storytelling and appropriately representing tone and message for varied audiences in English about Georgia's cuisine, crafts & cultural heritage / customs
- Preferable experience in promotion of the tourism / cultural heritage sector

Expert 3: Photographer visual Content Creator

- At least 3 years' experience as a photographer in a competitive industry
- Preferable experience in promotion of the tourism sector
- 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
- Portfolio