

# Terms of reference (ToRs) for the procurement of services above the EU threshold

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<b>Project title:</b> Enabling the implementation of Georgia`s Forest Sector Reform - ECO.Georgia	<b>Processing number/cost centre:</b> 2020.2275.4.002
<b>Country:</b> Georgia	<b>Transaction number:</b> 83410592
<b>Subject of the tender procedure:</b> Creating consumer awareness and providing technical advisory services for fuelwood users	

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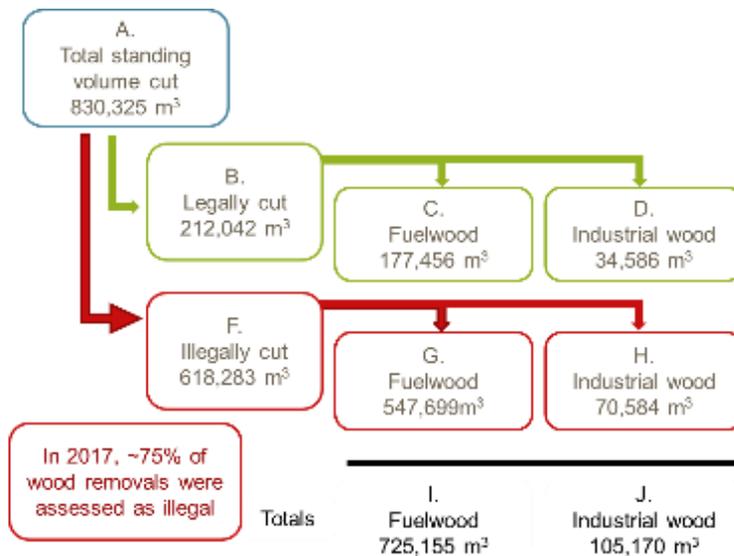
## 1. List of abbreviations

BAU	Business as usual
BMZ	Federal Ministry for Economic Cooperation and Development
CBOs	Community-based organizations
DES	Department of Environmental Supervision
EE-AF	Energy efficiency and alternative fuels
EIEC	Environmental Information and Education Centre
GCF	Green Climate Fund
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
HHs	Households
KOMP	Cost-output monitoring and forecast
LIPs	Local Information Points
LULUCF	Land use, land use change, and forestry
MEPA	Ministry of Environmental Protection and Agriculture
MFIs	Micro-Finance Institutions
NDC	Nationally Determined Contribution
NFA	National Forestry Agency
RDA	Rural Development Agency
SDC	Swiss Agency for Development and Cooperation
SFM	Sustainable forest management
SIDA	Swedish International Development Cooperation Agency
ToRs	Terms of reference
TVET	Technical and Vocational Education and Training

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**1. Context**

Climate change impacts and the demand for fuelwood from rural population puts significant pressure on Georgia’s forests: up to 90% of rural households (1.43 million people) rely on fuel wood for their energy needs. The problem is exacerbated by the fact that households use obsolete technologies, such as traditional stoves with a lifetime of two years and an efficiency of 35% or less. Fuelwood demand exceeds sustainable harvesting levels, considering reduced productivity of many forests in the country because of extensive forest degradation. This forest degradation leads to a loss of carbon absorption capacity which is projected to decrease by five times between 1990 and 2030. As illustrated in Figure 1, this negative trend is largely caused by massive fuelwood consumption by the local population. The demand for fuelwood greatly exceeded the amount of legally harvested fuelwood (212,042 m<sup>3</sup>) resulting in the illegal harvesting of an additional 547,699 m<sup>3</sup> or around 75% of total wood removals in the three regions Kakhети, Mtskheta-Mtianeti and Guria, as shown in Figure 1.



**Sources and Assumptions:**  
 [C+D] Legally harvested volumes from NFA (2017 figures).  
 [I] Total fuelwood requirements from CENN 2016.  
 [G] Calculated by I-C.  
 [J] Illegally harvested industrial wood calculated assuming 67% of timber is illegally harvested (using average figures from GIZ wood market study from 2016).  
 [H] Calculated by J-D.

Figure 1: Legal and illegal wood removals in Kakheti, Mtskheta-Mtianeti and Guria in 2017

In order to address this negative development, the project “Enabling the Implementation of Georgia’s Forest Sector Reform - ECO.Georgia” will enable the Government of Georgia to implement its transformational forest sector reform agenda to put the entire nation’s forests under the framework for sustainable forest management (SFM). It will do so by supporting establishment of a nation-wide SFM system and in parallel promoting market development for energy efficient appliances and alternative fuels to address main driver of Georgia’s forest degradation, the unsustainable fuelwood consumption by rural population. The project will safeguard the reform implementation by diversifying livelihood opportunities and strengthening local self-governance in forest adjoining rural communities.

In particular, the project component “Market development for energy efficiency and alternative fuels” will tackle the main driver of forest degradation, unsustainable fuelwood consumption, by promoting the development of a market for energy efficient (EE)

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technologies and alternative low-carbon fuels (AFs). The primary focus will be on the population of the target regions (Kakheti, Mtskheta-Mtianeti and Guria, pictured in Figure 2 below), where by the end of the project 82,000 households, including 27,000 women-headed households will be provided with information and assistance to identify and adopt EE-AF solutions. At the same time, to ensure sustainability and scaling-up of the EE-AF market, the project will at the national level support policy, regulatory, and investment framework for EE-AF sector in partnership with EE-AF suppliers, financial sector and the Government.

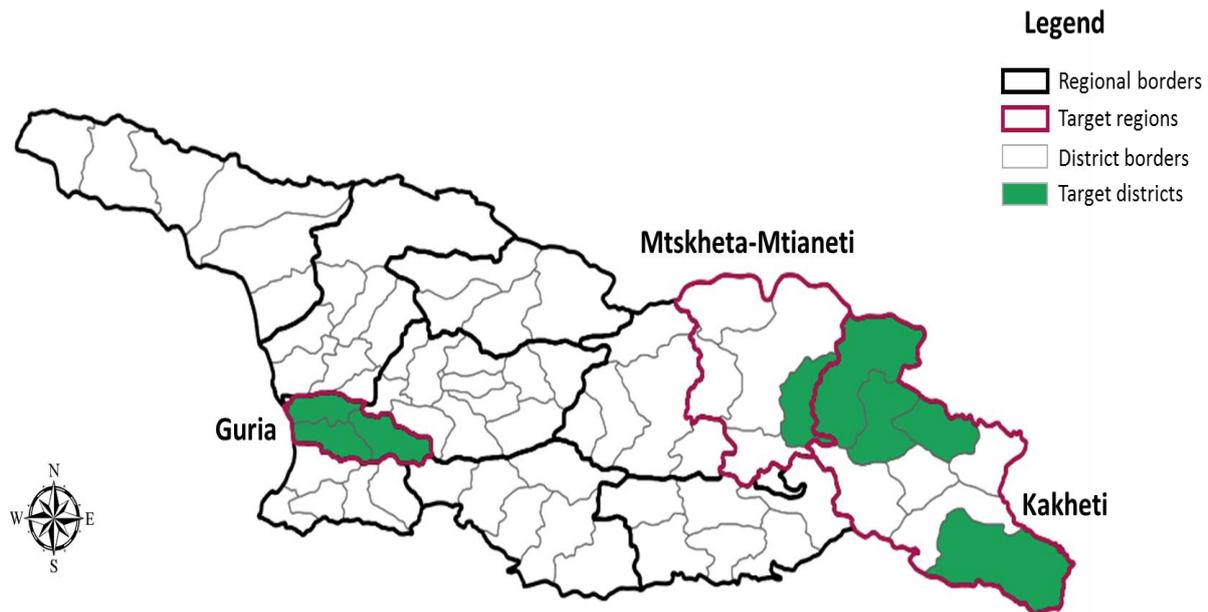


Figure 2: Map of target regions and districts

In order to achieve the project's objectives, a **lack of awareness** of the local population in the target regions for a number of decisive topics needs to be addressed:

- **Forest sector reform:** The above-mentioned forest sector reform foresees intensive stakeholder engagement when planning and implementing SFM. However, existing mechanisms or instruments are insufficient to materialize this approach nor is an awareness or capacities in local communities available to participate in potential mechanisms. In stakeholder consultations, low levels of awareness, as well as concerns among households about the implications of forest sector reform on fuelwood supply and availability of alternatives have been identified as the key barrier to both the adoption and the scaling-up of SFM and EE-AF market development. This barrier needs to be addressed in particular through groundwork and direct engagement with communities to be first affected by the forest sector reform.
- **Options to reduce fuelwood consumption:** Awareness about energy efficiency and sustainable/low-carbon alternative fuels is very low among rural Georgian households: Only 20% of the local population are aware about energy efficiency while the rest of rural residents are either not sure or not aware at all. The population is also concerned about availability and potential disruption and instability of AF supply to rural areas. A particular focus on the project will be on EE stoves. A range of more energy efficient heating solutions is available in Georgia: opportunities vary between relatively simple and affordable locally produced energy efficient wood stoves or imported analogous product with a higher price and quality to more sophisticated and

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much pricier boiler-powered central heating systems. The most affordable options are locally manufactured, but non-certified EE stoves, which are produced in small workshops in small towns and villages throughout Georgia. Improved woodstoves have three common features: they have combustion chambers, air inlet control, and smoke chambers. These stoves are made one-by-one by hand without patterns or modern manufacturing techniques. They are usually priced at GEL 400 – 800, depending on the season and producer. These stoves consume 25 to 50% less wood and their thermal efficiency, according to the producer, is up to 75%. A range of even more energy efficient and durable imported wood stoves can also be found on the markets in urban centres. However, due to the high price (between GEL 1,000 to 1,500), demand for such products is mainly concentrated in more affluent urban areas. Among available alternatives, an EE stove can be considered as the most optimal solution because it has relatively large fuelwood saving potential at the lowest price. In addition, Georgia possesses significant volumes of solid woody biomass residue, currently not utilized, that can be used for heating through production of upgraded solid biofuels (briquettes, pellets and wood chips) and considerably satisfy heating needs in the regions thus reducing demand for fuelwood. This knowledge gap needs to be addressed through provision of information and hands-on technical advice on solutions for individual households.

- **Financial support:** In order to support the market introduction of the new technologies mentioned above, financial support will be made available in the form of a voucher scheme (subsidizing up to 30% of price of a certified energy efficient stove) and micro-credits. These support options need to be publicized so that the local population can know about them and make use of them. In addition, financial literacy needs to be improved so that community members are not only informed about financial support options but can also competently and efficiently make use of them.
- **New educational and livelihood opportunities:** Through the project activities, new opportunities in value chains and vocational education will be created. The communities of the target regions will be enabled to benefit from diversified income opportunities by improved forest related value chains and better access to forest-related knowledge and skills. In order to make use of these opportunities, the local population needs to be made aware of their existence, as they currently have little or no access to information. Awareness is essential to address this barrier, in particular through on the groundwork and direct engagement with communities to be first affected by the forest sector reform.

In addition, there is a lack of **technical knowledge** about energy efficient heating options for households, including but not limited to explaining locally available EE and AF options, home insulation and appropriate stove sizing, installation and operation.

Therefore, the objective of the tendered activity *Creating consumer awareness and providing technical advisory services for fuelwood users* is to address these knowledge gaps and provide information, awareness raising, and technical advisory as detailed in section 2 below. The communication to the local population in the target regions needs to be tailored in a way that does not simply spread awareness, but which also enables an uptake of new technologies and encourages people to change their behaviour in the intended direction.

The ECO.Georgia project is funded by the GCF, BMZ and SDC. It will be implemented jointly by the Ministry of Environmental Protection and Agriculture (MEPA), National Forestry Agency (NFA), Department of Environmental Supervision (DES), Environmental Information and Education Centre (EIEC), Rural Development Agency (RDA) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. In the context of the overall project, a

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number of partners will be working on awareness raising for various issues. A communication task force with representatives from these institutions will be set up, in which the contractor will be obliged to participate. In particular, the cooperation with the EIEC must be harmonized on a regular basis. As shown in Figure 3, EIEC will conduct awareness raising campaigns on the national level.

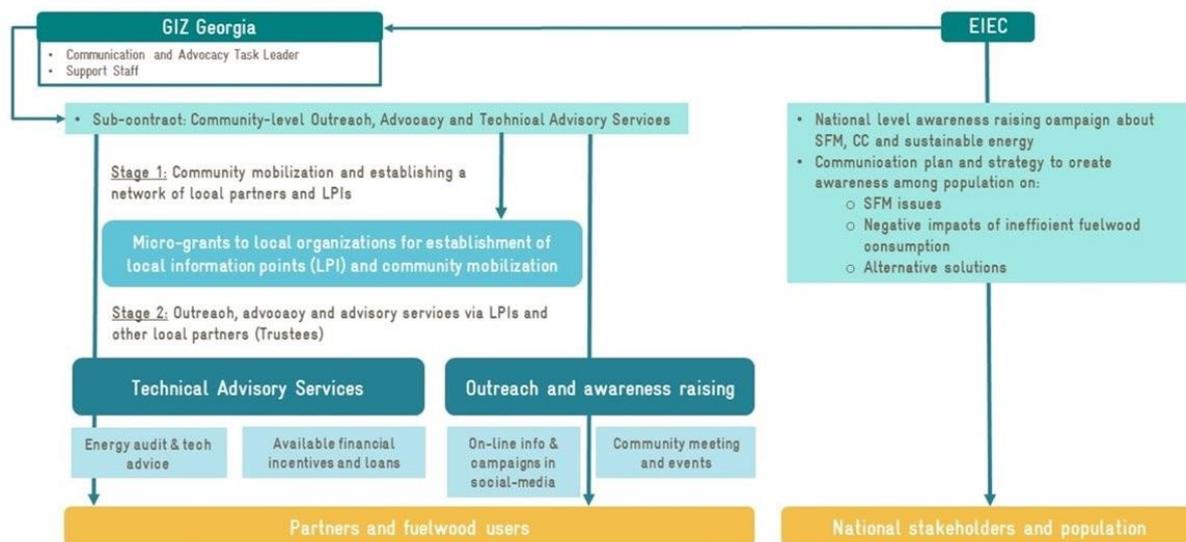


Figure 3: Awareness raising set-up; the tendered activity is on the left hand side (“Sub-contract: Community-level Outreach, Advocacy and Technical Advisory Services”)

Thus, the tendered activity will be embedded in the context of a broader context of project activities and communication, with a special focus on rural households in the target regions mentioned above.

**2. Tasks to be performed by the contractor:**

Component 2 of the ECO.Georgia project on “Market development for energy efficiency and alternative fuels” will tackle the main driver of forest degradation, unsustainable fuelwood consumption, by promoting the development of a market for energy efficient (EE) technologies and alternative low-carbon fuels (AFs). The primary focus will be on the population of the target regions to be first affected by the Forest Sector reform and therefore the first to demand EE-AF products. At the same time, to ensure sustainability and scaling-up EE-AF market, the project will at the national level support policy, regulatory, and investment framework for EE-AF sector in partnership with EE-AF suppliers, financial sector and the Government. The objective of the activities is to stimulate demand for more than 30,000 stoves cumulatively until project end and that additionally about 28,000 households will switch to AF. To do so the project will, in partnership with national financial organizations, local banks and MFIs, provide a package of consumer financing options focusing initially on EE stoves and USB, but gradually expanding to other more sophisticated EE-AF technologies.

In order to achieve the project objectives, the lack of awareness described in the context section has to be addressed. The tendered activities are therefore aiming at improving the knowledge of the local population about the above-mentioned topics (forest sector reform,

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options to reduce fuelwood consumption, financial support, new opportunities and technical questions), to create positive attitudes and ultimately to contribute to changing current practices.

In the target regions, the awareness creating activities and technical advisory services should reach at least 60,000 of the 100,000 fuelwood-using households in three years and thereby contribute to the achievement of the project's intended result (Output 2 of the project): reaching a self-sustaining level of growth of EE-AF market and achieving a market volume of 30.730 stoves (of which 25% were purchased by women-headed households) and 28.600t AF (cf. to Funding Proposal for more details). This will be achieved by building a positive identity for EE-AF solutions in the target regions, educating and attracting new users to these solutions and ultimately inducing to a shift towards a lifestyle including EE-AF solutions.

To support this process, the contractor will be responsible for providing the following work packages and the accompanying milestones and deliverables in the three target regions (Kakheti, Mtskheta-Mtianeti and Guria):

- Work package 1: Developing a communication strategy and plan, including a public outreach network
- Work package 2: Awareness creating communication
- Work package 3: Express energy audits and technical advisory

Below, all work packages will be described in detail including the objectives, scope of work and overview of milestones and deliverables.

**Work package 1: Developing a communication strategy and plan, including a public outreach network**

With this tender, the ECO.Georgia project intends to outsource both consultancy and Implementation work such that the single entity is responsible for the most effective outreach plan and execution. In order to create awareness and encourage people in the target regions to change their attitudes and practices, an outreach network needs to be built. This network should involve close collaboration with regional and municipal authorities, trustees of the local communities, community-based organizations (CBOs), women groups and local NGOs. Once local partners are identified and the outreach network is established, the project will use it to provide information materials, facilitate networking with EE-AF suppliers and will use local partners as a platform to communicate with and receive feedback from local communities throughout project duration.

To set the basis for the communication activities, the contractor will develop 1) background research consisting of an external environment analysis and a database of fuelwood consumers; and 2) a communication strategy and outreach plan. Once approved by GIZ, the contractor will proceed to the implementation of the plan.

1) Background research

The contractor will develop an external environment analysis to understand the perceptions, identified stakeholders, including civil society, media, and potential EE-AF users. In this analysis, opportunities and risks for a targeted communication will be analysed and approaches to address them suggested. The analysis should be conducted through a mix of qualitative and quantitative methods to provide an impression of the current external environment situation in the target regions, including awareness levels, mindsets and positions and capacity to change concerning EE-AF topics as well as forest-related issues.

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The tenderer is encouraged to specify in the tender documents how this analysis will be conducted, and which information will be collected.

According to research conducted in the context of the development of the ECO.Georgia project, the assumption is that 100,000 households in the target regions fully depend on fuelwood for their heating and other energy needs in the target regions; of those 55% are non-gasified, i.e. households without no alternatives to fuelwood. In the database on fuelwood consumers, this assumption should be corroborated with other sources and information. The database should give information where fuelwood users are located and what the social structures of these regions are. In the tender documents, the tenderer should specify how information will be obtained and which data will be useful to be included in the database.

The external environment assessment and database of fuelwood users should serve as a basis for the development of the communication strategy. In order to save time, an integrated approach should be followed, and the background research conducted in parallel to the development of the communication and outreach plan.

2) Communication strategy and outreach plan

A customized communication strategy, including tailored messaging for audiences, selection of media tools, etc. aimed at achieving the identified objectives must be developed. In the strategy, the contractor will have to explain which means of communication and kinds of messages are most suitable to reach the identified target audience.

Once strategy is established, the contractor will develop a Communication and outreach plan (hereinafter referred to as the Plan) that should include the following elements:

- Objectives and expected outcome of the planned communication activities.
- Definition of audience in target regions - with specific focus on groups like women, youth, students, potential users of EE-AF solutions, local NGOs and local community-based organizations (CBO) etc. (these are indicative and will need to be defined as part of the Plan)
- Identity (branding): A theme for EE-AF and sustainable forest management (SFM), aimed at promoting EE-AF and SFM. The identity that is recognizable and popular for key segments of the population and may also contain catch phrases for the target audience to link with the identity.
- Development of a communication campaign for EE stoves and AF and sustainable forest management with a special emphasis to encourage the target audience to shift their modes of heating towards EE-AF solutions. According to the identified appropriate channels for the messages to be spread, the campaign should include elements such as public events, trainings, workshops, seminars, competitions etc. presentations for schools and youth organizations, print and posters, advertisements in the local newspapers, radio and television, social media, mobile communication like SMS/RSS feeds etc., steer and/or buzz marketing, public display signs (EE-AF solutions and sustainable forest management theme related) etc. The campaign should consider the different framework conditions in different regions (e.g. gasification) and be flexible enough to tailor messages to different target groups in the municipalities.
- An approach to documenting the communication process and activities, including recording important events, media reports etc.
- The strategy will also have to include a feedback mechanism, formulating a suitable communication mechanism to facilitate receipt of feedback from the target audience.

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- In addition to the outreach network described below, the contractor will have to describe the approach to engage with local media and civil society which are not part of the network. This should include close engagement with relevant local NGOs, community-based organizations and other local actors such as DVV centres. These actors may be approached through the outreach network, but also through the production of press releases, blogs, brochures, and organization of press briefings, media visits, as well as digital media and content management.

Building and managing an outreach network: The Plan should propose setting up of an outreach network and the actions and arrangements required to make it effective. The contractor must explain how this outreach network will be set up to reach in the best way the local population. The tenderer should pay specific attention to this section as it is one of the ECO.Georgia project’s performance indicators to be achieved. The outreach network should become the driving force for the various communication efforts detailed in the communication strategy. The tenderer is encouraged to generate original and unique ideas what this outreach structure could look like to make sure that the population in the target regions will be reached. In the proposal, details on how the network is going to look like, how it will be set up (including timeline) and how it will be implemented and kept active throughout the entire contract duration need to be presented. In addition, the tasks and responsibilities of each partner in the network should be described.

The options listed hereafter may be used as an inspiration and can be included in the proposal individually or combined. They do not have to be included if the contractor presents a different approach.

One option could be for the contractor to employ local staff in the target regions to coordinate awareness creating activities and engage with the local populations. The local staff should have excellent working relations with local stakeholders and be embedded in the community so that they can develop trustful relationships.

Another option could be creation of public places where households and other fuelwood users can receive information about locally available EE-AF products (showroom/exhibition), test/see them in operation, obtain contact information about EE-AF suppliers and financing options. This could be established through subcontracting a local company. It serves as an example, but tenderers are free to develop alternative concepts.

Please note: “C” is the date of signing of contract. Years and quarters refer to the contract duration.

<b>Milestones for work package 1</b>	<b>Delivery period</b>	<b>Deliverables</b>
Background research for the communication strategy and outreach plan is conducted.	Year 1, Quarter 1 (C+8 weeks)	Database of fuelwood users and external environment analysis
A communication and outreach plan including the building and management of an outreach network is developed and concerted with GIZ and partners.	Year 1, Quarter 1 (C+8 weeks)	Communication and outreach plan
The outreach and communication plan is evaluated and updated on a yearly basis, including recommendations based on	Year 2, Quarter 1 Year 3, Quarter 1	Updated Plan

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feedback received from the target audience.		
The outreach network is established in all three target regions, and communication structures are agreed upon with local partners.	Year 1, Quarter 2	Overview of agreed communication structures
The outreach network is actively used for communication activities.	Ongoing from Year 1, Quarter 2	To be reflected in the quarterly and annual reports

**Work package 2: Awareness creating communication**

Once the outreach network is established, the contractor will proactively use it as a communication channel and all targeted messages and communication efforts should be spread via the outreach network as well as through other channels such as the organisation’s own media channels, GIZ networks, and partner structures. The contractor will roll out the accepted outreach and communication plan in close coordination with GIZ. All design tools / materials and launch of campaign, preparation of design guidelines, graphics, presentations, videos, public events, media & civil society management and other activities as per the Plan should be coordinated and agreed with GIZ beforehand. Messages may need to be adjusted to different regions or municipalities given the circumstances.

In order to implement the communication and outreach plan developed in work package 1, the contractor will suggest the preferred mix of the various advertising and promotional components as part of the strategy, covering for example the preparation of advertisements, slogans, posters and other communication means to create a positive identity for EE-AF solutions and SFM, and special outreach strategies to capture the attention and address the needs of target audience in target regions. Here, the contractor is invited to develop creative approaches to achieve the objectives laid out in the communication strategy.

Based on the communication and outreach plan and the identified communication requirements, the tenderer shall design ‘Tools of Communication’ in relation to the EE-AF priorities, communication focus and needs of the target audience, as identified earlier and based on the design guidelines as outlined below. The contractor will prepare the materials and initiate the launch of various activities, including target group education and the dissemination of information through different means identified in the Plan. These Tools of Communication have specific requirements to be included but not limited to the following:

Creation of an identity (brand)	<ul style="list-style-type: none"> <li>• Creative concept for copywriting</li> <li>• Creative concept for graphic design</li> <li>• “Moodboard” for creative concepts</li> <li>• Logo design</li> <li>• Tag line / slogan</li> <li>• At least 4 different designs for posters</li> <li>• At least 4 different designs for social media banners</li> <li>• At least 4 different designs for internet banners</li> <li>• Newsletter design</li> <li>• Flyer design</li> <li>• Brochure design</li> </ul>
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Advertisement	<ul style="list-style-type: none"> <li>• Develop and execute 4 different print campaigns</li> <li>• Develop and execute 1 TV campaign</li> <li>• Design and production of 1 radio campaign</li> <li>• Develop and execute 4 different social media campaigns</li> <li>• Develop and execute 4 different digital marketing campaigns</li> <li>• Develop and execute 1 street and/or buzz marketing campaign</li> <li>• Design and execute SMS message campaign</li> </ul>
Video production	<ul style="list-style-type: none"> <li>• Production of at least 2 (45 sec to 1 min) video clips</li> <li>• Production of at least 2 (45 sec to 1 min) motion graphic videos</li> </ul>

The deliverables laid out in the table are to be created in year one of the contract. The deliverables for year two and year three will be agreed upon with GIZ, by the end of each preceding year, and shall be of comparable volume.

One important aspect is the documentation and evaluation of processes and events. The contractor will prepare documents to present the processes and activities involved in the design and implementation of the campaign, including target audience views and perception at each stage of the project. These will have to be reported to GIZ on a regular basis, including feedback received from the stakeholders. At the end of each outreach effort the contractor will gather information that can be used in future outreach activities. The program must have a built-in component which provides a way of finding out what works and what does not, to continuously find the most effective approaches. To this end, the contractor must track the number of people attending the outreach efforts and their suggestions and feedback, track media placement and response, and communicate observations and recommendations in its regular reports to GIZ.

Milestones for work package 2	Delivery period	Deliverables
'Tools of Communication' are available and communicated to and through the outreach network.	Throughout Year 1 of the contract duration	Laid out in the table above
Communication efforts and feedback are continuously documented, evaluated and reported to GIZ.	Throughout the contract duration	To be reflected in quarterly and annual reports
The communication activities have reached at least 20% of fuelwood users/households in the target regions (=20,000).	Year 1, Quarter 4	Annual report
The communication activities have reached at least 40% of fuelwood users/households in the target regions (=40,000).	Year 2, Quarter 4	Annual report
The communication activities have reached at least 60% of fuelwood users/households in the target regions (=60,000).	Year 3, Quarter 4	Final report

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**Work package 3: Express energy audits and technical advisory**

To support the behaviour changes and the shift to EE-AF, households will receive individual, tailor-made recommendations how they can increase the energy efficiency of their dwellings and how to integrate EE-AF solutions in their daily life.

Through the network or own experts or another way to be detailed in the proposal, technical advisory services will be provided to fuelwood users, in the form of simple (walk-through) express energy audits and other types of energy advice to help households and local SMEs identify optimal technical and financial solutions for EE-AF. Special attention will be paid to the particular challenges of women-headed households.

Based on the results of the express energy audits, the contractor will provide technical advisory to the audited households and will propose technically viable EE measures. This may include for example calculating energy savings, investment costs, payback times, environmental benefit, operations and maintenance (O&M) and training requirements. The possible EE measures should include, but not be limited to building envelope measures (e.g. windows, wall/floor/roof/doors insulation and/or repair), space efficient heating with EE stoves, use of dried firewood, fuel switching to AF and improved O&M practices. The energy audit should also include details of identification of potentially hazardous materials and inappropriate heating systems (asbestos, improper fuels for stoves etc.) in the buildings as well as proposed mitigation measures for the proper disposal according to the local laws.

For the execution of this work package, the contractor will need to develop an express energy audit strategy tailored to the situation of the rural households in the target regions. This strategy should include the goals, identification, and approach of households to be audited, timeline, overview of possible technical and financial solutions for EE-AF for the households and the express audit methodology. In addition to households, the strategy may also include express energy audits for the premises of SMEs, particularly those active in the EE-AF sector, or community-based organizations that are involved in the implementation of the awareness raising activities. The focus should however be on the audits and provision of technical advisory for households.

The contractor will provide regular reporting on the express energy audit execution, including recommendations. Based on this and the learnings from the conducted audits, the audit methodology has to be reviewed on a yearly basis. Information about the energy audits and possible technical and financial solutions for EE-AF for households should also be spread via the communication campaign developed in work packages 1 and 2.

<b>Milestones for work package 3</b>	<b>Delivery period</b>	<b>Deliverables</b>
A strategy for the implementation of express energy audits, including methodology and timeline, is developed.	Year 1, Quarter 2	Strategy document
Express energy audits for households and other eligible premises are conducted. At least 50% of the audits conducted must be in households.	At least 10 express energy audits per target region per year: 10 by Year 1, Quarter 4	Audit reports

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	20 by Year 2, Quarter 4 30 by Year 3, Quarter 4	
A yearly aggregated report is provided including a qualitative and quantitative review of the conducted energy audits.	Year 1, Quarter 4 Year 2, Quarter 4 Year 3, Quarter 4	Aggregated audit report
Based on the experience of the audits and recommendations derived from the yearly aggregated audit report, the audit methodology is reviewed, and the strategy updated accordingly.	Year 2, Quarter 1 Year 3, Quarter 1	Revised strategy document
Of the households where express energy audits were conducted, at least 25% are female-headed.	Year 3, Quarter 4	Final report

All three work packages must be monitored in qualitative (e.g. communicated messages and communication channels) and quantitative (e.g. number of people reached by activities) fashion and reported to GIZ at least every three months.

In addition, the contractor is required to take the following key measures to avoid or reduce possible unintended negative results and to support gender equality in its area of responsibility:

- The contractor should establish working relations with women’s groups, municipal gender focal points etc. to ensure flow of information and to reach women.
- Advocacy and information campaigns should be organized and led in cooperation with women’s organizations, to increase women’s visibility and generate knowledge within the community on the key role women play for the successful implementation of EE-AF solutions.
- Household advisory services for EE/AF should specifically focus on women-headed and vulnerable households.
- All knowledge and information materials are gender-mainstreamed.

In the proposal, the tenderer shall explain how these measures will be integrated in the overall implementation approach.

### **3. Technical-methodological concept**

In the conceptual design of the tender, the tenderer is required to take specific objectives and requirements into consideration and describe them, as explained below.

In the tender, the tenderer is required to show *how* the above specified targets and results are to be achieved with the work packages in the tender (see section 0). For this purpose, the tenderer should consider in the proposal the following five factors: strategy, cooperation, steering structure, processes and learning and innovation (sections 3.1 to 3.5). In addition, the tenderer must describe the design of the project management system in the narrower sense (section 3.6). The tenderer should avoid repeating information from existing

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documents. The restrictions on the number of pages given in section 6 of these ToR must be followed.

**3.1. Strategy (section 1.1 of the assessment grid)**

The strategy is the core element of the technical-methodological concept. It serves to explain how the tenderer plans to achieve the objectives that are laid out.

In a first step, the tenderer is required to interpret the targets that it is responsible for and provide a critical appraisal of the tasks detailed above (will be evaluated in section 1.1.1 of the assessment grid). Subsequently, the tenderer must describe and justify the strategy it intends to use to achieve the milestones, targets and results that it is responsible for by means of the work packages described in section 2 (section 1.1.2 of the assessment grid), explaining what a concrete implementation of these work packages would like. The tenderer should avoid repeating information from the description of the implementation approach (see section 3.6).

**3.2. Cooperation (section 1.2 of the assessment grid)**

The tenderer must describe the relevant actors (partners and others) for the service in the tender and their interactions (section 1.2.1 of the assessment grid). The tenderer is required to develop a concept that shows how the cooperation with these actors is to be established and put into practice (section 1.2.2 of the assessment grid). The project's cooperation arrangements referred to in section 1 must be taken into consideration.

In the context of the overall project, a number of partners are working on awareness raising for various issues, including but not limited to the Environmental Information and Education Center, Rural Development Agency, National Forest Agency, Department of Environmental Supervision and local banks. An awareness raising task team with representatives from these institutions will be set up, in which the contractor will be obliged to participate. In particular, the cooperation with the EIEC must be harmonized on a regular basis, since EIEC will be conducting awareness raising activities on a national level as is explained in the context section. Therefore, the contractor must liaise closely with GIZ as well as the EIEC in order to develop a harmonized approach to awareness-raising on national and regional level.

**3.3. Steering structure (section 1.3 of the assessment grid)**

In the steering structure, multiple levels should be addressed: the steering of the team that will be carrying out the tasks described about, the steering of the outreach network that will be created, and the steering of the other partners that may be involved in the awareness raising activities of the ECO.Georgia project. The tenderer is required to describe and explain its approach and its method for steering the measures with the partners involved in delivering the services set out in the tender (section 1.3.1 of the assessment grid).

The contractor plays an active role in the results-based monitoring of the project. The tenderer is therefore required to describe how it will monitor the results in its area of responsibility (section 2) in a way that corresponds with the client's expectations and specifications. This concerns particularly the number of (women-headed) households reached per region, but also other relevant indicators to be identified. The tenderer must also describe the related challenges (section 1.3.2 of the assessment grid).

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### **3.4. Processes (section 1.4 of the assessment grid)**

The tenderer is required to present and explain the implementation plan including work steps, milestones and schedule (section 1.4.1 of the assessment grid). A clear and realistic timeframe for the implantation of the tendered activities should be provided.

Section 1.4.2. of the assessment grid – *not applicable*

### **3.5. Learning and innovation (section 1.5 of the assessment grid)**

Section 1.5 of the assessment grid – *not applicable*

### **3.6. The contractor's project management activities (section 1.6 of the assessment grid)**

In its tender, the tenderer is required to describe its approach and procedure for coordination with and within the project (section 1.6.1 of the assessment grid), considering GIZ and the other executing entities of ECO.Georgia.

The tenderer is required to draw up and explain a personnel assignment plan, which includes the experts named in its tender, for implementing the strategy described in section 3.1. The operational plan must include the assignment times (periods and expert days) and assignment locations of the individual experts and, in particular, describe the necessary work stages. It must also take into consideration and, if necessary, add to the milestones in section 2 (section 1.6.2 of the assessment grid). This part should thoroughly explain the project management setup planned by the tenderer.

Section 1.6.3 of the assessment grid – *not applicable*

#### **Project management specifications:**

- The contractor is responsible for selecting, preparing, training and steering the experts assigned to perform the consultancy tasks.
- The contractor provides equipment and supplies/non-durable items and assumes the associated operating and administrative costs.
- The contractor will manage expenditures and costs, accounting processes and invoicing in accordance with GIZ's requirements.
- The contractor will report regularly to the client in written reports as specified below, as well as in regular (at least monthly) meetings with the GIZ personnel responsible for the awareness raising activities.

The contractor is obliged to submit the following written reports:

- Quarterly updates on the implementation status of the project, reporting qualitative and quantitative advancement of the project in a format to be approved by GIZ
- Annual reports on information provision and technical advisory support to fuelwood users
- Final report. In the last year of the contract duration, the annual report may be integrated in the final report.

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### **3.7. Sustainability requirements (section 1.7 of the assessment grid)**

Objectives for the tenderer

The tenderer is required to demonstrate how it will ensure that the project activities are sustainable and how it will implement them in a way that avoids or reduces unintended negative results and promotes gender equality.

In its tender, it is required to outline from its perspective the key possible unintended negative results in its area of responsibility and, where relevant, in the following areas: the environment and gender equality. In the area of gender equality, the tenderer is also required to consider these aspects with regard to potential areas for support and corresponding support measures from section 2.

Requirement: Environment - 5 points out of a possible total of 10 points.

Requirement: Gender equality - 5 points out of a possible total of 10 points.

### **3.8. Further requirements (section 1.8 of the assessment grid)**

The tenderer is required to submit a portfolio of communication and advertising or awareness creating campaigns conducted in Georgia's rural areas in the last three years.

Tenderers are encouraged to build consortia; in that case, they should submit declaration of consortium.

## **4. Human resources**

### **4.1. Specified human resources concept**

The tenderer is required to provide staff for the positions ('experts') referred to and described here in terms of the scope of tasks and qualifications on the basis of corresponding CVs (see section 6).

The qualifications listed below are the requirements for achieving the **maximum** number of points in the specialist assessment.

#### **Expert 1: Team leader (section 2.1 of the assessment grid)**

A statement of availability for this expert must be attached to the tender as an annex.

##### Tasks of the expert 1

- Overall responsibility for the advisory packages of the tenderer
- Ensuring the coherence and complementarity of the tenderer's services with other services delivered by the project at local and national level
- Design, implementation, monitoring and evaluation of capacity development measures for local partners in the three target regions
- Taking cross-cutting themes into consideration (for example, gender equality)
- Staff management, in particular identifying the need for short-term assignments within the available budget, planning and managing the assignments and supporting experts
- Ensuring that monitoring procedures are carried out

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- Regular reporting in accordance with deadlines
- Responsibility for checking the use of funds and financial planning in consultation with the component 2 team leader at GIZ
- Supporting component 2 team leader in updating and/or adapting the project awareness raising strategy and in evaluations

Qualifications of expert 1

- Education/training (2.1.1): University degree (master's) in Economics, Environmental Studies, Communications, Marketing Social Sciences, or another course of study relevant to the project activities
- Languages (2.1.2): Knowledge of English, C1 and Georgian, C2 in the Common European Framework of Reference for Languages
- General professional experience (2.1.3): 7 years of professional experience in the communications sector
- Specific professional experience (2.1.4): 5 years of professional experience in project management in Georgia's rural regions
- Leadership/management experience (2.1.5): 3 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): *not Applicable*
- Development cooperation (DC) experience (2.1.7): 2 years of experience with the implementation of donor-financed projects
- Other (2.1.8): 3 years of experience in financial management of projects

**Expert 2: Project coordinator (Section 2.2 of the assessment grid)**

A statement of availability for this expert must be attached to the tender as an annex.

Tasks of expert 2

- Day-to-day Coordination to align activities with project milestones and goals
- Construct detailed work plans and monitor execution
- Manage teams in target regions and achieve milestones
- Create reports and communicate the results to GIZ and across an audience of other relevant stakeholders

Qualifications of expert 2

- Education/training (2.2.1): University degree (bachelor's) in Communications, Marketing, Social Science
- Languages (2.2.2): Knowledge of English, C1 and Georgian, C2 in the Common European Framework of Reference for Languages
- General professional experience (2.2.3): 3 years of professional experience in the communication sector and/or environmental NGO
- Specific professional experience (2.2.4): at least 2 campaigns executed in Georgia's rural regions
- Leadership/management experience (2.2.5): *not applicable*
- Regional experience (2.2.6): *not applicable*
- Development cooperation (DC) experience (2.2.7): not applicable
- Other (2.2.8): at least 1 year of project management experience in Georgia's rural regions

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### **Expert 3: Communications expert (Section 2.3 of the assessment grid)**

A statement of availability for this expert must be attached to the tender as an annex.

#### Tasks of expert 3

- Development of awareness raising plan and communication materials as outlined in the work packages
- Overseeing communication activities and ensuring their target-orientation and quality
- Participating in awareness raising task force and ensuring streamlining of the project's communication activities

#### Qualifications of expert 3

- Education/training (2.3.1): University degree (bachelor's) in Communications, Marketing, Social Science or another course of study relevant to the project activities
- Languages (2.3.2): Knowledge of English, C1 and Georgian C2 in the Common European Framework of Reference for Languages
- General professional experience (2.3.3): at least 7 years of professional experience in the communication sector
- Specific professional experience (2.3.4): at least 3 years of professional experience in marketing or awareness raising in Georgia's rural regions
- Leadership/management experience (2.3.5): Not Applicable
- Regional experience (2.3.6): *not Applicable*
- Development cooperation (DC) experience (2.3.7): *not applicable*
- Other (2.3.8): At least 3 marketing or awareness raising projects for environmental and/or agricultural sectors in Georgia's rural regions

### **Expert 4: Energy expert (Section 2.4 of the assessment grid)**

A statement of availability for this expert must be attached to the tender as an annex.

#### Tasks of expert 4

- Development of technical advisory activities and training for the implementation of technical advisory services
- Overseeing technical advisory services and ensuring their target-orientation and quality

#### Qualifications of expert 4

- Education/training (2.4.1): University degree (bachelor's) in Engineering, Energy, Environment or another course of study relevant to the project activities
- Languages (2.4.2): Knowledge of English, C1 and Georgian, C2 in the Common European Framework of Reference for Languages
- General professional experience (2.4.3): at least 5 years of professional experience in the energy sector
- Specific professional experience (2.4.4): at least 3 years of professional experience in energy efficiency, auditing or technical advisory services in Georgia's rural region
- Leadership/management experience (2.4.5): *not Applicable*
- Regional experience (2.4.6): *not Applicable*
- Development cooperation (DC) experience (2.4.7): *not applicable*
- Other (2.4.8): *not applicable*

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### **Expert 5: Art Director (Section 2.5 of the assessment grid)**

A statement of availability for this expert must be attached to the tender as an annex.

#### Tasks of expert 5

- Lead creative projects and teams (graphic designer, copywriter and video production team) from ideation to final delivery
- Set the conceptual and stylistic vision and take a hands-on role in the design for multiple campaigns
- Providing design solutions that incite awareness creation, participation and engagement
- Collaborate with project coordinator to manage creative deliverables and ensure deadlines are met

#### Qualifications of expert

- Education/training (2.5.1): University degree (bachelor's) graphic design, advertising, or related field or equivalent visual design degree
- Languages (2.5.2): Knowledge of English, C1 and Georgian, C2 in the Common European Framework of Reference for Languages
- General professional experience (2.5.3): at least 6 years' experience working in the design/creative field
- Specific professional experience (2.5.4): at least 3 years of art direction experience.
- Leadership/management experience (2.5.5): *not Applicable*
- Regional experience (2.5.6): *not Applicable*
- Development cooperation (DC) experience (2.5.7): *not applicable*
- Other (2.5.8): At least 3 art direction executed projects for environmental and/or agricultural sectors in rural Georgian regions

#### Soft skills of team members

In addition to their specialist qualifications, all team members should also have the following qualifications:

- Team skills
- Initiative
- Communication skills
- Social and intercultural skills
- Efficient partner- and client-focused working methods
- Interdisciplinary thinking

## **5. Costing requirements**

### **5.1. Assignment of experts**

For the experts specified in section 4.1:

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<b>Expert</b>	<b>Expert months</b>
<b>Expert 1:</b> Team Leader	24
<b>Expert:2</b> Project Coordinator	36
<b>Expert 3:</b> Communication Expert	24
<b>Expert 4:</b> Energy Expert	24
<b>Expert 5:</b> Art Director	18

## **5.2. Travel expenses**

The tenderer should provide through their technical proposal business trip's concept and corresponding budget.

The budget should contain the following travel expenses:

- Per-diem allowances and accommodation allowances
- Transport costs

All business travel must be agreed in advance by the officer responsible for the project. Travel expenses must be kept as low as possible. No air travel is undertaken within Georgia.

## **5.3. Workshops, education and training**

The tenderer is required to include the following costs relating to the planning and running of workshops, trainings, and events if foreseen in the concept:

- Room hires
- Technical systems
- Moderation services
- Translation/interpreting
- Catering
- Workshop materials
- Travel expenses for partner experts (subsistence, accommodation, travel costs)
- Other costs relating to the workshops, trainings and events

## **5.4. Other costs**

Budget for subcontracting: GEL 708.000

Outreach network development, Creation of identity, Advertisement and awareness creation communication campaign, Video production.

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## 5.5. Flexible remuneration item

Budget for flexible remuneration: GEL 160,000

The fixed, unalterable budget given above is earmarked in the price schedule for flexible remuneration. Flexible remuneration is intended to facilitate the flexible management of the contract by the officer responsible for the commission at GIZ. The contractor can make use of the funds in accordance with section 3.1.3.2 of the General Terms and Conditions (GIZ Georgia).

## 6. Requirements on the format of the tender

The structure of the tender must correspond with the structure of the ToRs. It must be legible (font size 11 or larger) and clearly formulated. The language of the tender is English.

The technical-methodological concept of the tender (section 3 of the ToRs) is not to exceed 30 pages (not including the cover page, list of abbreviations, table of contents and brief introduction).

The CVs of the staff proposed in accordance with section 4 of the ToRs must be in the EU-format and must not be more than four pages in length. The CVs must clearly show what position the proposed person held, which tasks they performed and how many expert days they worked during which period in the specified references.

We strongly request that tenderers do not exceed the number of pages specified.

## 7. Options

### 7.1 Follow-on measure/extension of service-delivery period

It is possible to continue key elements of the service specified in the tender as part of a follow-on measure within the context of the basic project. This is described in detail below.

**Type and scope:** After the mid-term evaluation of the project by the GCF, there may be a second phase of awareness raising. This may provide of an extension of the service-delivery period for up to an additional three years.

**Precondition:** The evaluation of the project by the GCF as well as the GIZ-internal evaluation of the conducted awareness raising activities prove favourable for an extension of the service-delivery period.

## 8. Annexes

- (A) GCF funding proposal
- (B) Gender Action Plan
- (C) Environmental and Social Management Plan
- (D) Environmental KAP Survey in Georgia