

Project: Modern and strong parliamentary Administration in the Eastern Partnership countries
PN: 20.2247.3-001.00

Task: development of the 2023-2028 institutional communication strategy of the Parliament of Georgia and the 2023-2024 action plan

1. Introduction

The GIZ project "Modern and Strong Parliamentary Administration in the Eastern Partnership Countries" aims to further strengthen the institutional and functional capacities of the parliaments. Regional cooperation focuses on digital administrative processes, improved legislative procedures, regulatory impact assessment, accountability, public relations, and participatory decision-making. In particular, middle management, research and analytical services, human resources and public relations departments, as well as secretariats that perform preliminary work for parliamentary committees will be strengthened. Special attention is paid to women as multipliers in management. It is important to strengthen their management skills and thereby promote institutional change.

2. Context of the assignment

The Parliament of Georgia is the main political body of the country. As a result of the constitutional reform in 2018, its role and purpose increased. According to Article 36 of the Constitution and Articles 1 of the Rules of Procedures of the Parliament of Georgia, the Parliament of Georgia is the highest representative body of the country, which exercise the legislative power, determines the main directions of the country's domestic and foreign policy, controls the activities of the government within the framework established by the constitution, and exercises other powers.

The Parliament of Georgia is guided by the principles of people's interests, sovereignty, multi-parties, representative proportionality, free and collegial discussion and resolution of issues, unwavering protection of Georgian legislation, protection and respect for universally recognized principles and norms of international law, publicity, transparency and accessibility.

Taking into account the increased role and functions of the Parliament, the need for institutional strategic communication became even more evident. The pandemic that has been ongoing since 2020 has revealed the challenges associated with properly informing the population about parliamentary activities through various means and forms, as well as ensuring their involvement in parliamentary life.

This year, with the support of the European Union (EU) and the United Nations Development Program (UNDP), a needs assessment report of the Parliament of Georgia was prepared for the development of the strategic development plan for 2022-2024. Parliamentary communication and relations were studied within the framework of the above-mentioned report. The purpose of the mentioned need assessment was to determine the efficiency of the Parliament in terms of diverse internal and external communication and engagement with the interested parties.¹ The research showed that strategic planning of institutional communication is not carried out in the Parliament,

¹ Page 9 1.1.3 Parliamentary communication and relations, needs assessment report of the Parliament of Georgia, for the development of the strategic development plan for 2022-2024 (Georgian Version)

and therefore there is currently no unified institutional strategic communication policy document - strategy. The absence of an institutional communication strategy leads to many challenges that hinder the implementation of the law-making, supervisory, and representative functions of the Parliament.

Different committees or standing councils in the Parliament of Georgia have separate strategic communication plans, however, in the process of developing and implementing plans, coordination between the committees and/or with the Parliament apparatus/public relations department is scarce or does not happen at all.²

It should be noted that from 2024, the parliamentary elections will switch to a fully proportional system, which will lead to the cancellation of 30 single-mandate majoritarian seats and thus change the nature of representation. Parliament should respond to this news in its parliamentary institutional communication and pay attention to strengthening various possible options, tools and mechanisms of institutional communication in the regional context.

Within the 2018-2019 Action Plan of the Open Parliament, The Standing Parliamentary Council of the Open Governance of the Parliament approved the concept of the Citizen Engagement Center, the purpose of which is to increase the involvement of citizens in the parliamentary activities, to raise awareness about the activities of the Parliament and to inform about the current news. The main part of the measures defined by the concept have been completed or are in the process of being developed, however, in the process of their implementation, the need to revise the systematic approach was highlighted. Apart from that, the effective involvement of different age target groups in the parliamentary life is rare. An additional challenge is the parliament's institutional approach to awareness and educational and cognitive activities.

The increased role of the Parliament of Georgia also revealed its institutional-organizational needs, including the activities of the existing Department of Public Relations. This need is highlighted in the needs assessment report of the Parliament of Georgia prepared with the support of the European Union (EU) and the United Nations Development Program (UNDP) for the development of the strategic development plan for 2022-2024.

3. Purpose

The purpose of the consulting service is to elaborate institutional communication strategy of the Parliament of Georgia for 2023-2028 and developing an action plan for 2023-2024

4. Tasks

Within the scope of consulting services, the service provider is obliged to implement:

- **Complex situational analysis** by gathering information and data about external (political, social, media and other) and internal cultural factors of the important context
 - Conduct a series of at least 15 interviews
 - Hold at least 4 focus group meetings with partners and other stakeholders
 - Develop a stakeholder map as part of the analysis, which should ensure the effectiveness of communications.
 - Desk review

² Page 70-74 5.2 Parliamentary communication and relations, needs assessment report of the Parliament of Georgia, for the development of the strategic development plan for 2022-2024 (Georgian Version)

- **Studying and considering good practice** of the institutional communication strategy of the Eastern Partnership countries and other leading European parliaments.
 - Development of the 2023-2028 institutional communication strategy of the Parliament of Georgia.
 - Institutional communication strategy should include internal and external communication. It should respond to inclusiveness; it should include visuals along with the textual part.
- **Development of results matrix, monitoring and evaluation framework**
- **Holding an interim working meeting** - discussion of the working version of the institutional strategic document with the Parliament of Georgia.
- **Adjustment** of the institutional communication strategy and presenting the final version.
- **Holding a summary workshop** - discussion of the final version of the institutional strategic document with the Parliament of Georgia.
- **Development and discussion** of the 2023-2024 action plan
- **Support (facilitation)** in the first stage of the implementation process of the 2023-2028 institutional communication strategy of the Parliament of Georgia and the 2023-2024 action plan

The service provider must implement all the measures provided for in the job description in close cooperation with GIZ and the Parliament of Georgia and in agreement with them.

5. Deliverables

Expected results within the framework of consulting services:

Task 1:

1. Presentation of the working version of complex situational analysis
2. Presentation of the final version of the complex situational analysis

20 expert days

Task 2:

1. Presentation of the working version of the institutional communication strategy of the Parliament of Georgia for 2023-2028
2. Presentation of a working version of the results matrix, monitoring and evaluation framework
3. Conducting an interim working meeting (Organization and covering of the costs will be done by GIZ-project)

10 expert days

Task 3:

1. Presentation of the final version of the institutional communication strategy of the Parliament of Georgia for 2023-2028
2. Presentation of the final version of the results matrix, monitoring and evaluation framework
3. Holding a summary meeting (Organization and covering of the costs will be done by GIZ-project)

5 expert days

Task 4:

1. Presentation of the 2023-2024 action plan

5 expert days

Task 5:

1. Support for the first stage of the strategy and action plan implementation process

20 expert days

The institutional communication strategy of the Parliament of Georgia for 2023-2028 and the action plan for 2023-2024 should be prepared and submitted in Georgian and English.

Terms of implementation of tasks:

Task 1 – 20.12.2022

Task 2 – 28.01.2023

Task 3 – 30.03.2023

Task 4 – 30.04.2023

Task 5 – 30.10.2023

6. Estimated period of work performance:

Start of work: 14.11.2022

End of work 31.10.2023

The partner for the provision of consulting services will be selected on the basis of competition. Business (LLC) and non-business legal entities (NLC, NPO) registered in Georgia have the right to participate in the competition.

GIZ reserves the right to verify the information provided in the offer. In case of inaccurate information, the offer will be cancelled.

The proposal will be evaluated by GIZ and representatives of the Parliament of Georgia according to the following criteria:

Submission of the proposal and personnel concept

The bidder should describe the methodology in the technical proposal how to deliver on the milestones/objective listed in the ToR, considering the aspects such as compliance with the ToR, implementation plan and timelines of actions.

Personnel Concept

The bidder should draw up and explain a personnel deployment plan for all the professionals involved in delivering on the requested services. The deployment plan should include the timeframe and the period of involvement as well as the locations of the individual team members. The bidder should describe the scope of duties of the personnel on the basis of their corresponding CVs.

Suggested team composition: A team leader and short-term experts (incl. international and/or national experts 1 Team leader 2 local and 1 international experts:

Qualifications of the team leader (Section 4.1 of the assessment grid)

- Education (4.1.1): University degree (Diploma/Master) in Public Relationship, Public Administration, or other relevant fields of study
- Language (4.1.4): very good language skills in English
- General professional experience (4.1.1): 7 years of professional experience in the Public Relationship/ governance sector
- Specific professional experience (4.1.2): at least 7 years of experience in implementing similar projects in the field of institutional strategic communication, public administration and/or parliamentary activities (relevant information should be indicated in the resumes of the experts);
- Leadership experience/management (4.1.2): 5 years of leadership experience as team leader in projects or manager in companies

Maximum 3 short-term experts, 2 local and 1 international

Qualifications of the short-term experts (Section 4.5 of the assessment grid)

- Education (4.5.1): University degree (Diploma/Master) in Public Relationship, Public Administration, or other relevant fields of study
- Language (4.5.4): very good language skills in English
- General work experience (4.5.1): at least 5 years of experience in the field of institutional-organizational processes, institutional strategic communication, public administration and parliamentary activities.
- Specific professional experience (4.5.2): at least 5 years in implementing similar projects in the field of institutional strategic communication, public administration and/or parliamentary activities

The structure of the bidder's offer must correspond to the structure of the ToR. The offer must be written legibly (font size 11 and larger) and understandably and it should not exceed 10 pages (excl. CVs). The language of the offer is **Georgian and English**.

6. Content and financial proposal technical requirements

6.1. The content of the proposal should include the following information:

1. Header

Organization name and registration number. Legal address, phone number, e-mail Postal address, head of the organization, signature and stamp of the head of the organization (if any)

2. Description of the project

2.1 Name of the project and start-end period (month/year-month/year)

2.2. The goal and objectives of the project

2.3 Activities provided by the project and implementation schedule (implementation plan)

2.4 Persons involved in the project and their functions

2.4.1 The project implementation team, indicating their identity and function.

The application should also be accompanied by the resumes of the named persons.

2.4.2 The application must be accompanied by the resumes of the persons involved in the implementation of the project

2.5. Appendix

2.5.1 Documents confirming previous projects

2.5.2 Justification of the possibility of service implementation by the organization.

In the form of an attachment, it is also possible to present additional information that the applicant considers relevant.

6.2. The financial offer must contain the following information:

The budget should **be presented in GEL**, including the international expert's fee. Please indicate the fees in the form of an individually charged amount (Gross) for each involved person.

A total of 60 export days have been set to complete the task