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**Terms of Reference**

**For**

**DMO Web and Content Development Agency**

**A section in Charge:** Austrian Development Agency, GRETA project | Green Economy: Sustainable Mountain Tourism and Organic Agriculture (co-financed by the EU and its member states Sweden and Austria, and implemented by the Austrian Development Agency)

**How does the consultancy relate to the work plan:** through the engagement of a Web and Marketing Agency, the GRETA project will 1. promote and build awareness of one of its regions – Svaneti through Svaneti DMO, 2. Support promotion and sales of sustainable mountain tourism products and services.

**Outcome reference:** Outcome 2: Employment and income in both sectors increased due to new and better products and services and through better market linkages, locally, nationally, and internationally.

**Output reference:**

Output 2.4 - New market linkages through the support of marketing activities have been created

**Budget Line:** 6.1.3.4 Digital media marketing (e.g. website and app development)

# Introduction and background:

Agriculture and tourism constitute two essential sectors of income in the rural high mountain areas of Georgia.

In 2021, despite the pandemic, the **Georgian agri-food sector** showed significant positive results. According to preliminary data, the total production indicator of agribusiness products (production of primary agricultural products and products obtained through processing) amounted to about 4.2 billion euros (32.5% higher than the 2018 figure); the added value indicator was 1.2 billion euros (22.1% higher than the 2018 figure); the average monthly income of rural households calculated per one household was 320 euros (11.6% higher than in 2018).

In the same period, the persistence of the pandemic has continued affecting the **tourism sector** dramatically: the foreign exchange income from international travel (480 million EURO) was 83.4% lower than in 2019; the total value added in the tourism sector fell by 29.8%; the gross value from tourism industries as a proportion of GDP decreased from 8.4% to 5.9%. The mountainous protected areas showed a decline of number of visitors of 80% compared to the previous year and the income from tourism services registered a fall of 90.4% since 2019.

The **overall objective** of GRETA | Green Economy: Sustainable Mountain Tourism and Organic Agriculture is to facilitate an improvement of the business environment and the creation of new income opportunities in sustainable mountain tourism and organic agriculture to reduce poverty and exclusion in the selected mountain areas of Georgia.

The **expected outcomes** are:

1. The legal and policy framework for sustainable mountain tourism and organic agriculture is enabling sustainable and inclusive development.
2. Employment and income in both sectors are increased due to new and better products and services and through better market linkages, locally, nationally, and internationally.
3. Access to capacity development measures for people and institutions active in the fields of sustainable mountain tourism and organic agriculture is improved and a system of knowledge management is in place enabling joint learning among public, private, and civil society actors.

The **project targeted area** consists of eight municipalities in the regions of Upper Imereti (municipalities of Sachkhere, Tkibuli, Chiatura), in Racha-Lechkhumi-Lower Svaneti (municipalities of Ambrolauri, Oni, Tsageri, Lentekhi) and in Upper Svaneti (municipality of Mestia).

**Direct beneficiaries** of GRETA are going to be supporting at least 400 small-scale business enterprises and producers in mountain tourism, 300 accommodation service providers, 300 other tourism service suppliers like tour operators (climbing-, hiking-, bicycle-, walking-, horseback-, historical- and culinary tours), tourism information centres associations and DMOs (Destination Management Organizations), 230 farmers involved in organic agriculture certification, 2 certification bodies, 76 local villagers and inspectors specialized in selected local value chains.

**Indirect beneficiaries** on the central level are six Ministries and public institutions (Ministry of Economy and Sustainable Development, Ministry of Environmental Protection and Agriculture, Ministry of Regional Development and Infrastructure, Enterprise Georgia, Georgian National Tourism Administration), some 70 extension service staff and other MEPA-representatives at municipality and central level, 6 associations, retailers and online food stores, agricultural colleges and training institutions, several thousand tourists, and thousands of consumers of organic products.

GRETA project is implemented between **2019 and 2023**.

The **project budget** totals € 6.8 Million Euros and consists of contributions of the EU (€ 3 mill.), Sweden (€ 2.8 mill.) and the Austrian Development Cooperation (€1.0 mill.).

The **governance** of the GRETA project is guaranteed by a Programme Steering Committee (SC) and an Advisory Committee (AC), where the three donors plus representatives of various government agencies are represented.

# Objective(s) of the Assignment:

In post COVID – 19 Era, digital presence and marketing are more critical than ever. Activities such as sales, marketing, PR, and communication moved online, effacing geographical frontiers. COVID-19 has shown how vital an online presence can be. Digitalization allows producers to communicate with their customers when other factors prevent them from interfacing with them in person. The COVID – 19 era has taught us to start thinking of taking care of the virtual space just as much as a physical storefront.

Digital engagement is vital in response to global shifts in communication, fundraising, advocacy, and development. Using digital media platforms will help position the GRETA project beneficiaries as one of the leading players in various value chains in Georgia and outside.

It is already third year since the Upper Svaneti Destination Management Organization – Shanland started activity dedicated to the local, sustainable tourism development. This organization is supported by Mestia Municipality and GRETA project and already established partnerships with several non-governmental organizations. The DMO took part in a few major projects implemented in Svaneti for sustainable adventure tourism development such as Georgia Freeride Week (February 2022) and Highlander Georgia (August 2022). Despite being active the DMO has limited digital platform capacity, which negatively impacts the final outcomes of the project it initiates or takes part in. Currently, the DMO’s activities are sparsely promoted on Facebook and Instagram platforms only, lacking a platform for unified, strategic mid and long-term approach as well as a space where regional tourism product might be promoted.

The purpose of this action is to engage a web developer and Digital Marketing Agency to design and develop a platform for positioning the brand, services, products and major news nationally and internationally.

The contracted Agency must perform:

1. The development of digital Marketing/ Communication/ Strategy to increase the DMO media reach, engagement and visibility, and effectiveness of SMEs’ partners and beneficiaries of the GRETA project
2. Identify the key characteristics and behavior trends of target groups, including mountain tourism stakeholders and the international community (international projects/programmes) to increase the digital media reach of the DMO, the sales of SMEs partners and beneficiaries of the GRETA project
3. Integrate digital into all aspects of the implementation of the Communication/ Marketing Strategy of the DMO, SMEs partners and beneficiaries of the GRETA project

# Scope of work

The GRETA project aims to have the support of a web development and marketing agency to create a specific website for the Destination Management Organization – Shanland. The agency shall produce an E-commerce website and its content to match the requirements of the DMO, the needs of the target groups from domestic and international markets.

The scope of work shall be adjusted according to the outcome of the Research and Concept Development conducted by the selected servicer with close cooperation with Destination Management Organization – Shanland and GRETA project.

# Tasks to be conducted:

The selected organization will be contracted and funded to:

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| Research and Concept Development |
| Capacity Evaluation of the final recipients with respect to:  * + Technical skillset;   + Content development skills;   + Access to technical expertise   + Goals and expectations;   + Interaction;   + Financial resource for web maintenance;  Elaborate on the list of web pages of the DMOs from developed alpine countries as the best practices and trend examples:  * + Audit and analyses of the existing DMO and GNTA web pages in county;   + Research of the world-wide trends, best practices, feasibility analyses;   + Facilitate reaching the agreement on the web page concept, structure, functionality and its compliance with GNTA requirements.  Development of the web page concept / Technical Documentation base on the shared vision:  * + Site map;   + Content/Data management approach;   + Design concept;   + List of major functions;   + Provide technological setup for the project;   + Specific recommendation about requirement to the multimedia material production. |
| Development |
| Design (UX/UI) development;Front end development;Backend development |
| Web page test |
| Fix bugs for 3 months after the upload |
| Content Development |
| Service provider should provide the list of content topics;Each content topics should be fact checked and referenced to the source;The narrative part, story, history should be supported with multimedia materials in the easy-to-read story telling manner (internationally accepted story telling best practices and frameworks);SEO optimized text/copyright development;Visual (Photo/Video/Animation) content creation for the web page; |
| Coordination with GRETA’s other subcontractors |
| Daily, coordinate work with other contractors of the GRETA project and Destination Management Organization – Shanland to ensure the quality of the content and design; |
| Web Page Handover |
| Staff training on content ManagementServer relocationGoogle analytics initialization |

# Deliverables:

1. Workplan with clear division of the roles and responsivities of all stakeholder in involved parties;
2. Research and Concept Development report;
3. The web page concept and technical documentation base on the shared vision;
4. Design of the website;
5. The list of the content topics;
6. The publishable content with respective materials (narrative, multimedia materials and etc.);
7. Functional web Page developed according to the approved technical specification;
8. Training of the staff on content management
9. Maintenance.

# Size and Qualifications of the Assessment Team

The team will be expected to include a balance of context, content, and process experts to complete this assignment successfully.

**Minimum Required Personnel**

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| --- | --- |
| REQUIRED PERSONNEL | Minimum Years of Experience in Handling either National or international wide Accounts |
| 1. Managing Supervisor | 5 years |
| 1. Project Coordinator | 3 years |
| 1. Digital product researcher | 3 years |
| 1. UX/UI Designer & researcher | 5 years |
| 1. Web Designer - Full Stack Developer | 8 years |
| 1. Web Designer - Front End | 5 years |
| 1. SEO Specialist | 3 years |
| 1. Editorial manager | 5 years |
| 1. Content Manager | 3 years |
| 1. Graphic Designer | 3 years |
| 1. Copyrighter | 3 years |
| 1. Research journalist | 5 years |

*Note: Bidders may recommend additional personnel deemed fit for the Team*

# Qualifications:

* The agency to be selected must be a web developer and digital marketing agency with at least three years of experience in digital product development with resources for insight-gathering, strategic thinking, PR writing, SEO copyright development, storytelling, and digital advertising.
* The agency must have successfully implemented at least three projects of similar characteristics.
* The agency to be selected must have at least three years of experience working with nonprofit or international organizations.
* The agency must be capable of advising the client on how to focus the marketing and communication, how to market organic agricultural products, how to appeal to the specific target audiences, what information or messages to highlight and how to make these attractive and practical, how to optimize budget and digital reach, and what public relations strategies would be most effective, and other inputs hinged on international market insights.
* The agency may have a tie-up or joint venture arrangement with other local agencies to execute the production of advertising materials. It may also have a joint venture with a global media agency for the strategic planning and conceptualization of a media strategy and its appropriate implementation through media placements.

# Reporting:

Under the guidance and supervision of the GRETA project Marketing Manager and Communication and Events Manager, the agency will provide documents and reports regularly upon request in various formats (MS word, excel, PPT, etc.) in English and in Georgian languages.

# Evaluation and Selection:

The overall proposal will consist of two parts - the Technical Proposal and the Financial proposal. Proposals should be prepared as per the format below, and they will be evaluated based on the scoring criteria mentioned here below. Bidders are encouraged to avoid overly generic proposal language and provide a contextually appropriate, descriptive, and specific plan for managing the activities and reaching the expected deliverables.

Technical Bid/Proposal Criteria and Rating

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| --- | --- | --- |
| CRITERIA | DESCRIPTION | RATING |
| 1. Quality of Personnel to be assigned to the project | Minimum Required Personnel | **30%** |
| Team composition Pool of Experts |
| 1. Expertise and Capability of the Consultant | Past web project | **40%** |
| Experience in writing SEO optimized copyright |
| Professional photo and video shooting, editing |
| Working experience with international Organization |
| Experience of working with stories |
| 1. Financial Offer | The financial proposal should indicate professional fees, including the level of people and number of days and out-of-pocket costs like travel, per diems, etc. | **30 %** |
| TOTAL | | **100%** |

*Note technical proposal should not exceed 20 Pages.*

# List of the required documents

* The TECHNICAL PROPOSAL should include:
  + Institutional Capacity and Past Performance: Company profile with a list of services offered
  + List of previous joint venture arrangements with other suppliers (i.e., production houses, research agencies, PR agencies, media agencies, etc.)
  + Detailed Management/Implementing Plan including Timeframe (per task)
  + CV(s) of the Personnel(s);
  + At least three signed references that are independent from each other;
* The Financial Proposal in EURO Gross excluding VAT:
  + Budget template is attached;
  + Organization Identification Number.

\*You can check the VAT exemption status effective within Georgia at RS.GE (ID: 205305560)

# Deadlines and Submission:

**Questions for clarification** can be addressed to [**greta@ada.gv.at**](mailto:greta@ada.gv.at) before **24.03.2023 09:00**. The response to submitted questions will be supplied no later than **24.03.2023 15:00.**

Non-binding offer free of charge in the English language should be submitted via Email to [**greta@ada.gv.at**](mailto:greta@ada.gv.at) before **27.03.2023 09:00** in the form of two separate, signed, documents in pdf format. One document clearly marked TECHNICAL PROPOSAL and one document clearly marked FINANCIAL proposal. Please indicate “**CFP-DMO Web and Content Development Agency”** in the subject line.

The GRETA project/ADA, its donors and implementing company reserve the right to reject all proposals and cancel, reschedule and/or stop the call for Expression of Interest and/or Tender at any time.

# Processing of Personal Data

During initiation and performance of contracts, ADA may process personal data of natural persons that are collected by ADA or transferred or disclosed to ADA by prospective contractors or third parties under their instruction, e.g., personal data of employees, legal representatives, agents or other partners of the prospective contractors or such third parties.

By submitting information to ADA, you, as a prospective contractor, acknowledge:

* to have taken note of ADA’s Privacy Notice <https://www.entwicklung.at/en/media-centre/privacy-notice> (’ADA Privacy Notice’);
* to ensure that each direct or indirect transfer or disclosure of personal data to ADA during the initiation or performance of a contract is lawful pursuant to applicable data protection law;
* to ensure that all persons, whose personal data are transferred or disclosed to ADA, were promptly and demonstrably provided the ADA Privacy Notice; and
* that if a contract is concluded and in accordance with its terms, ADA publishes, in particular on the ADA website, information about the contract and the contracting parties.

# Other conditions:

The technical teams of the contracted firm will be required to use their own laptops and submit all deliverables in digital format. The offeror is expected to plan for the team’s workspace, conference facilities, telecommunications, printing, and any other needs necessary for completing the activities.

## Confidentiality:

The materials produced during the period of this consultancy will be treated as strictly confidential, and the rights of distribution and/or publication will reside with GRETA/ADA. Use or re-publication of any material by the contractor will not be permitted.

## Nature of Penalty Clause to be stipulated in the contract:

GRETA/ADA reserves the right not to pay the Contractor or withhold part of the payable amount if one or more requirements established for this assignment are not met or the deadline set for the accomplishment of the tasks is missed.

## Contract:

The selected company will be awarded a maximum 6 months -long contract starting from the day of signature. The contract will expire not later than 31str July 2023.

## Payment Schedule:

Payments will be based on deliverables and made in local currency (GEL) converted from EURO on the date of payment and within 10 days upon delivery, based on GRETA’s satisfactory review of services specified in terms of Reference and the formal approval. Nature of Penalty Clause to be stipulated in the contract:

GRETA/ADA reserves the right not to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, or if not delivered for failure to meet deadlines.

## Working language:

GRETA/ADA project working languages are Georgian and English, and communication, meetings, documentation, deliverables, etc., must be bilingual.

# Support provided by GRETA:

GRETA will regularly communicate with the contractors and provide feedback and guidance, and necessary support to achieve the objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work. GRETA will provide the contractors with:

* Basic information on the projects (reports, earlier developed human stories, GRETA -branded pictures);
* Branding and other GRETA guidelines on multi-media materials.
* Suggestions on the most suitable project sites, stories, and relevant contacts.

## Copyrights & utilization rights:

The copyright of all materials produced (raw and edited) taken during the assignment will belong to GRETA/ADA.

## Code of conduct:

Code of conduct during the term of consultancy: the GRETA/ADA Code of Conduct must be signed and thoroughly followed by the consultant.