Reference No.: GRETA-SC-175/2023

Terms of Reference

**For Individual Experts** **in monitoring and promoting the development of organic agri-food business**

Project/Programme Title: **GRETA | Green Economy: Sustainable Mountain Tourism and Organic Agriculture**

Country: **Georgia**

ADA Contract Number: **ADA ID No. 6542-00/2018**

EU Identification Number: **EU ID No. ENI/2018/401-348**

Implementer: **Austrian Development Agency (ADA)**

Outcome:

**2. Employment and in-come in both sectors is increased due to new and better products and services and through better market linkages, locally, nationally and internationally.**

Outcome:

**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.**

Outputs:

**2.3 New market linkages have been created through marketing activities**

**2.4 Certified products have been integrated into the region’s brand**

**3.3 Advisory services for processors, suppliers and retailers in organic agriculture have been facilitated**

Budget Lines:

**6.5.2 Promotion of sustainable organic production**

**6.5.2.1 Training of producers / processors**

**6.5.2.2 Equipment and organic inputs (small projects)**

**6.5.2.3 Support to producer groups**

**6.5.3. Supporting branding, packaging and marketing of the products (direct support to the producers and grants)**

Name of Partner/Donors Organizations:

**European Union Delegation, Swedish Embassy, Austrian Development Cooperation**

# 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 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.

Further information about the GRETA project: [www.gretaproject.ge](http://www.gretaproject.ge)

# Objective(s) of the Assignment

This call for proposal will be a service contract for an Individual Expert, who will be able to monitor and promote the development of organic SMEs agri-food business, running by GRETA beneficiaries.

The Individual Expert shall be able to guide the organic agriculture SMEs grantees beneficiaries of GRETA project in organic agriculture business development, conducting consultancy field visits.

The goal of GRETA is to promote and support the organic SMEs agri-food business, running by GRETA beneficiaries, using only organic methods, which will be envisaged for the domestic and international markets.

The objective of this call for proposal is to select and Individual Expert able to conduct the following tasks:

* Monitoring the progress status of the organic agriculture SMEs grantees beneficiaries of GRETA project, identifying market constrains and opportunities;
* Support the organic agriculture SMEs grantees beneficiaries of GRETA project to improve their business models.

In order to achieve the above-mentioned goals, it is vital to contract an Individual Consultant expert in Organic Agriculture Business Development, who is able to monitor, coach and mentor the organic agriculture SMEs grantees beneficiaries of GRETA project in order to improve their value chain from farm to fork.

# Tasks to be fulfilled

* Conducting field visits according to the work plan;
* Monitoring the progress status of SMEs agri-food business, running by GRETA beneficiaries through the Organic Agriculture Grant Scheme;
* Supporting the organic agriculture SMEs grantees beneficiaries of GRETA project to complete the procurements of equipment according to their approved business plan;
* Providing all necessary technical field visits consultations to the SMEs grantees beneficiaries of GRETA project on business development;
* Coaching and mentoring the SMEs grantees beneficiaries of GRETA project in business development in all the phases of their value chain (from farm to fork);
* Providing detailed monthly reports with recommendations to improve their business plan and model.

# Deliverables

The final results shall be:

* The SMEs agri-food business, running by GRETA beneficiaries, have completed the procurements of equipment according to their approved business plan;
* The organic agriculture SMEs grantees beneficiaries of GRETA project have received coaching and mentoring field visits by the Expert and have increased their knowledge on business development;
* The monthly reports (in English and in Georgia languages) of the Individual Expert. The monthly reports must include, but not limited: (i) the progress status of SMEs agri-food business, running by GRETA beneficiaries through the Organic Agriculture Grant Scheme; (ii) the coaching/mentoring field visits in organic agriculture business development; (iii) lesson learnt, (iv) recommendations, (vi) any other information related to organic agriculture business development.

# Timeline

The consultancy contract will start as soon as possible and will be ended by 15th October 2023.

# Qualification Requirements

The expert:

* Should have already managed and guided SMEs in agriculture business development;
* Should be familiar with organic agriculture and eco-friendly solutions;
* Experience in conducting the field/desk consultations for SMEs and cooperatives;
* Experience of conducting assessments;
* Experience in monitoring agri-food business[[1]](#footnote-1):
* Experience in the field of agricultural economics, business management and marketing;
* Should have at least 3 years’ experience to conduct the trainings to farmers.
* Proven analytical and report writing skills;
* Presentation and communication skills;
* English language fluency.

# Evaluation

Selection will be based on:

* The expertise criteria listed under section 6;
* List of implemented projects;
* Price.

When evaluating the proposals, GRETA will weigh technical criteria with 70% and financial criteria with 30%. Decision will be made on best value for the money principle.

# Eligibility / Requirements:

The winning entity must provide the following documentation:

* ID and Tax registration;
* Bank Details.

# List of the required documents

1. CV;
2. List of similar projects with indication of the references;
3. Financial Gross Offer in GEL without VAT\*. **For Financial Proposal Submission, please use ONLY attached budget Template file. Financial proposal not compliant with the budget template will be rejected.**
4. ID and Tax registration.

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

# Deadlines and Submission

Non-binding offer free of charge in the English language should be submitted via Email to [**mariam.tsereteli@ada.gv.at**](mailto:mariam.tsereteli@ada.gv.at)**;** **before: 19.06.2023 17:00.** Please indicated “**Expert *in monitoring and promoting the development of organic agri-food business***” in the subject line.

The GRETA project, its donors and implementing agency reserve the right to reject all proposals and cancel, reschedule and/or stop the call for proposal 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 in any way 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 Contractor will be awarded with a contract to 15th October 2023 starting from the day of signature.

## Payment Schedule

The Contractor shall receive a remuneration based on hourly/daily rates (time actually performed), reimbursement of proven expenses and on deliverables basis.

The actual performance shall be proven in detail by a proper and detailed list of hours/days performed (timesheets) and a detailed monthly report.

Time of up to a maximum of 8 hours per day and 6 days per week may be charged for services rendered.

Payments will be based on:

* + Deliverables (monthly reports);
  + Remuneration: fee rate per day, according to the timesheet duly filled in;
  + Accommodation, according to the invoices issued by the hotel/guesthouse, etc;
  + Per diem if not more than 12 hours (during the day) on travel days;
  + Per diem (overnight) 24 hours day;
  + Transportation (per km, all inclusive), using Consultant car, according with the logbook;
  + Invoice issued by the Consultant;

All the expenses shall be consolidated in invoices.

ADA/GRETA project maximum rates for per diem and transportation will be applied.

Payments will be made in local currency (GEL) converted from EURO in 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.

## Working language

GRETA/ADA project working languages are Georgian and English, and communication, meetings, documentation, deliverables, etc., have to 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 information about the GRETA project Organic Agriculture component.

## 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.

1. agri-food business: the businesses that form a part of the agri-food industry, along with farmers, are a variety of enterprises that deal with every aspect of the food production, sale and delivery system. They include suppliers, producers, transporters, and retailers. [↑](#footnote-ref-1)