

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

Production of videos about CESL financed projects	Project number cost centre: 19.2204.6-013/3900
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1. Context

Background

Georgia's [Pilot Integrated Regional Development Programme \(PIRDP\)](#) is a national initiative that addresses the social and economic territorial imbalance between the capital, Tbilisi, (and to a lesser extent Batumi), and the rest of the country. Targeting the 4 regions of Guria, Imereti, Kakheti, and Racha, Lechkhumi and Kvemo Svaneti, it is supported by the EU under its 2019 programme "[EU4 Integrated Territorial Development](#)" (EU4ITD) to the tune of 54 MEUR. Of this amount, 40 MEUR in budget support, together with 10 MEUR from the national budget, has been channelled to 1) municipal investment projects via the [Ministry for Regional Development and Infrastructure \(MRDI\)](#) and, to a lesser extent, 2) individual entrepreneurs and micro-/small-enterprises via [Enterprise Georgia](#) and the [Georgian Innovation and Technology Agency \(GITA\)](#), both under the Ministry of Economy and Sustainable Development), as well as the [Rural Development Agency \(RDA\)](#) under the Ministry of Environmental Protection and Agriculture. In addition to these projects, mostly completed by the end of 2022, EU4ITD also funds a number of complementary measures, including a grant scheme for municipalities (2.5 MEUR), technical assistance (2.25 MEUR), and 2 Contribution Agreements,¹ the first with UNDP (2 MEUR, "EU4ITD: Advancing decentralized, effective, and inclusive governance in Georgia"), and the second with GIZ (outlined in the next paragraph).

¹ Under Contribution Agreements, the EU entrusts project implementation to international or Member State organisations which it has assessed as fulfilling criteria related to managing of public finances.

“EU4ITD - Catalysing Economic and Social Life in PIRDP Regions” (CESL) is implemented under the wider GIZ regional programme “[Good Governance for Local Development South Caucasus](#)” and has a total budget of 7.5 MEUR (6.5 from the EU and 1 from the German government); it runs from 28 January 2022 to 27 September 2025. It addresses on one hand municipalities (including financing of urban renewal, tourism development, and economic activation/income generation projects), and on the other individual entrepreneurs and micro-enterprises (to stimulate income generation and economically activate “hard-to-reach” target groups). Interventions are limited to the 4 PIRDP regions, while they should, in principle, also be “integrated” in nature.² Given the project’s scope, stakeholders are varied and numerous at both central, regional, and local level; of particular note are the MRDI (the ministry responsible for the PIRDP and therefore the project team’s prime interlocutor), the Governor’s Offices in each of the 4 regions, and the 27 constituent municipalities. The implementing team’s front office comprises 5 staff based in Tbilisi, 2 in Kutaisi (covering Guria, Imereti, and Racha) and 1 in Telavi (for Kakheti).

Working towards regions/municipalities which are economically, socially, and environmentally healthy is a core aim of CESL. This would result in fewer people leaving for the capital (e.g. for work) and should also encourage some to move in the opposite direction. Thus, under its **urban renewal** component, CESL seeks to identify potential within, for example, post industrial towns, on which development can be built (e.g. culturally significant buildings erected during the early Soviet period or before, nearby sites of natural interest/heritage, evidence of young people’s dedication to their communities). A similar approach is taken under the **tourism development** and **economic activation**/income generation strands, though here the focus tends to be more on rural locales.

By mid-2024, CESL expects to have concluded grants financing **21 municipal infrastructure projects** across the 4 regions for an approximate total of 2.5 MEUR; implementation (including procurement, construction, and putting into use) will run until mid-2025. Under CESL’s second component, support schemes to help “hard-to-reach” groups start up or expand small businesses should be operational (or completed) by mid-2024 in Chokhatauri, Lanchkhuti, and selected municipalities in Imereti, Kakheti, and Racha.

Rationale

CESL is contractually obliged towards its 2 donors (the EU and the German government) to ensure visibility of what is financed; to this end a 12 to 15-minute film will be produced to present the “before” and “after” of projects supported by CESL. Furthermore, for each CESL-supported product should have a 1 to 2-minute short film for marketing and promotion purposes.

Objectives

The objective of the assignment is the production of:

- One “long” 12-to-15-minute video presenting a selection of the municipal projects financed by CESL – the selected projects are listed in the table below.
- Individual “short” (1 to 2 minute) video features and requirements for each project is indicated in the table below.

² e.g. an initiative concerning urban renewal should be “place-based” (i.e. sensitive to the needs of a particular location) and multi-sectoral, involve different stakeholder groups (e.g. local administration, CSOs, businesses), combine hard and soft measures, and, ideally, bring together different levels of government.

Municipality	Project name	Job description
Dedoplistskaro	Local lore museum	1–2-minute video, pre- and post- renovation footage. Drone and interior footage
Gurjaani	Pkhoveli hiking trail	1 minute promotion video of the trail and picnic shelter. Require hiring two actors for this video.
Telavi	Tsvi mountain hiking and mountain biking trails	2-minute advertisement video, integrated with one of the bus stops (near university). Require hiring two actors for this video
Telavi	Network of smart bus stops	
Kvareli	Market for small traders	1 minute video of existing small shops for trading
Akhmeta	Bakhtrioni park	1-2 minutes pre- and post-concrete pillar renovation video).
Akhmeta	Kvetera fortress interpreted route	1 minute video of the interpreted route to Kvetera fortress, with Bakhtioni fortress
Lentekhi	Agrarian market	1 minute video of agro-market building, interior and exterior
Tsageri	Sairme columns	1 minute video of trading shops, bathroom, and trail toward the columns
Lanchkhuti	Southern entrance to Kolkhети National Park	1–2-minute promotion video of visitor center, boat trips and visitors
Samtredia	Rioni ferry	1-2 minutes pre- and post-renovation video
Kutaisi	Ethno Laboratory, Imeretian sketches DMO.	2–3-minute video with Ethno Laboratory and exhibition spaces
Kutaisi	Spaces for exhibition and sale	
Tkibuli	School of Visual Arts and Innovation,	1 minute video of new renovated building on Gelati Street
Tkibuli	Interactive space on Gelati Street	1 minute video of new park
Tkibuli	Tsutskhvati Cave	1 minute promotion video, working process for trail, and already finished version of it.
Bagdadi	Wine laboratory	1 minute video of wine laboratory
Chiatura	Via ferrata	1-2 minute including working process on Via Ferrata and finished version with some visitors on it

2. Tasks to be performed by the contractor

Activities foreseen under (or related to the contract) are presented in the table below, together with an indicative timeline (specifying months not particular dates) and formal deliverables.

Activities foreseen	Indicative timeline	Outputs
Initial coordination meeting between CESL communications and tourism expert and the contractor to agree specific modalities (e.g. timing, target dates for submission of outputs, length of video)	March 2024	Agreed minutes (in Georgian or English)
Developing a concept setting out modalities for video production, including a detailed plan for visiting each project and scenarios concerning how the videos will be made.	April 2024	Concept setting out modalities for video production
Video production, including. <ul style="list-style-type: none"> Shooting on location (as per “objectives” in Section 1 above) 	March 2024 - June 2025	Original/raw video footage

<ul style="list-style-type: none"> • Arrangement of transport and accommodation as necessary 		
<p>Post-production, including.</p> <ul style="list-style-type: none"> • Editing, including colour reduction. • Development and inclusion of English subtitles, referenced by timecodes. • Identification of appropriate music, clearing of copyright issues, and inclusion in the video • Incorporation of comments on pre-final versions of the video (either from CESL or from the EU Delegation or German embassy as the funders of CESL) 	<p>May 2025- September 2025</p>	<p>Pre-final versions of the “long” and “short” videos (as per “objectives” in Section 1 above)</p> <p>Final versions of the “long” and “short” videos (see “objectives” in Section 1 above)</p>

Period of assignment: 18 months starting from signature of contract.

It is not anticipated that the project will involve the processing of personal data.

3. Concept

Technical-methodological concept

Not applicable. A description of how bidders intend to implement the assignment is not required for the selection of the contractor.

Experience of the company/organisation (3)

<p>General qualifications – professional experience Companies Portfolio</p>	<ul style="list-style-type: none"> • Minimum three examples of similar videos or feature stories, produced within the last 3 years. • 5 years of experience working in video production (company profile/portfolio) • 5 years of experience in creating and editing video stories, feature stories, (Curriculum Vitae at list of two key persons from company). • Prior experience in working with international donor organizations on similar assignments is an asset
<p>Technical requirements</p>	<p>Bidders must possess and be able to operate the following equipment:</p> <ul style="list-style-type: none"> • 6K Camera no less than 4:2:2 10-bit (Pro Res or RAW) • Cine quality lens lineup • Special optics <ul style="list-style-type: none"> ○ Telephoto lenses no less than 1000mm. ○ Macro lenses. • Stabilization gimbal (Ronin Pro, third generation or equal). • Slider/dolly. • Sound recording gear (stereo microphones preferable). • Outdoor activities/action filming gear: <ul style="list-style-type: none"> ○ Steadicam for gimbal. ○ Car arm to film from moving vehicle on the rough terrain. ○ Rope cam system suspension to film on a vertical rock face

Experience in region/ knowledge of the country	<ul style="list-style-type: none"> • Demonstrable experience of working in Georgian regions (i.e. outside Tbilisi and Batumi) • Demonstrable experience of working in Georgian Protected Areas
Languages	<p>Personnel proposed by bidders to implement the assignment should be:</p> <ul style="list-style-type: none"> • Proficient user(s) of Georgian, with the level of C1 or higher according to the CEFR • Independent user(s) of English, with the level of B2 or higher according to the CEFR

4. Personnel concept

Not applicable. A description of positions to be established to work on the contract (and the people to fulfil the related functions) is not required for the selection of the contractor.

5. Costing requirements

In the budget submitted as part of the tenders, bidders should provide a one figure for the cost of implementing the whole project. This figure should include the remuneration of personnel, transportation, and accommodation of the crew during the working process, and any other costs deemed necessary (e.g. renting equipment, hiring actors for the trail promotion video footage, production of music). Bidders are to use the information under Sections 1 ("objective") and 2 above to calculate figures according to the price schedule for the cost of the whole project.

6. Inputs of GIZ or other actors

No formal inputs are foreseen on the part of GIZ or other actors. Relevant staff of GIZ will, however, be responsible for managing the contract and liaising with personnel working on the assignment.

7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of these terms of reference; in particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). In practice, this means that tenders should **1**) outline the experience of the company/organisation bidding, and **2**) include the CV (or CVs) of the personnel proposed to fulfil the assignment.

The tender must **1**) be legible (font size 11 or larger), **2**) be clearly formulated, **3**) be drawn up in English, and **4**) not exceed 10 pages. External content (e.g. links to websites) will not be considered.

Please calculate your financial offer based exactly on the parameters specified in Chapter 5. The specifications for pricing are defined in the price schedule.