

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

Value chain analysis of blueberry, strawberry, almond and tangerine in Georgia	Project number/ cost centre: 21.9025.4-003.00
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0. List of abbreviations

PROGRESS	Promoting Green Deal Readiness in the Eastern Partnership Countries
BMUV	German Federal Ministry for Environment, Nature Conservation, Nuclear Safety and Consumer Protection
ToRs	Terms of reference
VC	Value Chain
GHG	Greenhouse Gas
EaP	Eastern Partnership
MEPA	Ministry of Environmental Protection and Agriculture of Georgia

1. Context

The project 'Promoting Green Deal Readiness in the Eastern Partnership Countries' (PROGRESS) is implemented by the consortium led by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and funded by the German Federal Ministry for Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV). The duration of the project is 4,5 years (10/2023 – 04/2028), and the budget is 20 Mio EUR.

PROGRESS supports the countries of the Eastern Partnership (EaP) in their transition to **climate-oriented, resilient and green economic development**. It aims to improve the conditions for the transformation of selected **agricultural** and related **industrial food value chains**. The project promotes the introduction of innovative technologies, tools and methodologies that provide a significant impetus for a transition to greater sustainability, climate resilience and long-term Greenhouse Gas (GHG) mitigation in the region, accompanied by improved enabling framework conditions. Better access to financing options and support for the further improvement of existing financing mechanisms and instruments involving for example national banks, development banks and public budgets will facilitate implementation. Good practices and expertise will be fostered via regional exchange and anchored in the institutional structures of the regional and national implementing partners.

The project coordination unit is based in Georgia with project representation offices in each of the five partner countries. PROGRESS is implemented through a consortium consisting of GIZ, the Regional Environmental Centre for the Caucasus (REC) in Armenia, Azerbaijan and Georgia, the European Business Association (EBA) based in Moldova and the Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine (IEF) based in Ukraine. GIZ will serve as the Partnership Coordinator for the overall project coordination of PROGRESS.

Status Quo:

The project proposal was developed in close cooperation with future project partners (Ministry of Environmental Protection and Agriculture of Georgia, MEPA) and the commissioning parties through two separate in-country appraisal missions. PROGRESS implementation has started in October 2023. The outcomes of the appraisal mission need to be translated into a concrete orientation for implementation. The focus of the orientation will be the value chain selection of fruits, berries, and nuts. Preparatory work has been started by the PROGRESS team mainly drafting and discussing selection criteria for the evaluation/selection. Using the GIZ ValueLinks2.0¹ tools, selected fruits, berries, and nuts were scored by the GIZ PROGRESS staff, considering environmental, institutional, economic, and social criteria. Based on this preassessment GIZ PROGRESS Team and MEPA decided to focus on four main VCs - **blueberry, strawberry, almond and tangerine in Georgia**.

¹ [ValueLinks 2.0](#)

2. Tasks to be performed by the contractor

The objectives of this assignment are to carry out a deep and comprehensive Value Chain Analysis of four commodities - blueberry, strawberry, almond and tangerine in Georgia and creation of a justification base for selecting the two most promising VCs in terms of climate-oriented, resilient, and green economic development.

The contractor is responsible for providing the following services:

Task 1: Plan and conduct a Value Chain analysis of blueberry, strawberry, almond and tangerine commodities focusing on:

- Statistical data and desk research of volumes of production, orchard area, typical yield, farm size, sales channels at farmer gate, number of people employed, geographical coverage, etc.
- Identification of VC local actors (input suppliers, producers, including farmers, cooperatives, etc., middlemen, processors, traders, exporters, wholesale, and retail markets etc.)
- Mapping of the VCs (visualization)
- Identification of public or private service providers, support structures in different stages of value chain and describe their service offers, scaling potential, gaps, etc. according to the template elaborated by GIZ team
- Calculation of prime cost and farmers' profitability estimates, information on agricultural raw materials and input supply (e.g., saplings, nurseries, fertilizer, pesticide, etc.); challenges and barriers, obstacles for primary production
- Assessment of current agricultural most common practices in cultivation of blueberry, strawberry, almond and tangerine (agronomic, chemicals, pesticides, fertilizers use, etc.)
- Identification of the best agricultural, climate-smart, or climate-oriented practices along the selected VCs in Georgia (describe and provide references)
- Outline of post-harvest, processing (especially dried fruits, cannery, etc.), value adding practices for each VC
- Outline of the size of markets, volumes of sales, market segmentation
- Special focus on current export and future export opportunities and potentials (EU and other alternative markets) of the abovementioned crops (fresh and processed)
- Identification of the gaps, constraints, and barriers for further development in each value chain for each stage
- Desk study of existing available assessments on environmental sustainability of production, post-harvest handling, processing, resilience and vulnerability to climate change
- Identification of green opportunities within different stages for each VC (e.g. production, processing, transportation, labelling, packaging, circularity, GHG mitigation, etc. which have win-win benefit for the farmers in line with economic benefits)
- Assessment of special needs of female farmers to develop the respective VC
- Provide an overview (including data) of the governmental support programs for the selected VCs (e.g., subsidies, subventions, etc.)

- Assessment of each commodity according to the main indicators of the Farm to Fork² strategy and description of the opportunities for possible interventions to align with them for each VC.
- Assessment of existing capacity development opportunities, identification of the gaps in knowledge and experience and description of potential measures in the selected VCs.

Task 2: Development of a comprehensive value-chain assessment report for the blueberry, strawberry, almond and tangerine in Georgia. The assessment report should include the identification of needed interventions within 3 levels of intervention: macro, meso, and micro level; and include mapping and analysing needs about both vertical and horizontal linkages. Moreover, it should include the identification of intervention possibilities that can contribute to climate-oriented, resilient, and green economic development. The findings of VC assessments should be presented, discussed, and validated in consultation with technical experts.

Task 3: Setting up of a prioritizing tool (using ValueLinks2.0) for justification on the selection of most perspective 2 VCs in terms of climate-oriented, resilient, and green economic development. Ensuring proper visualization for comparison of the four VCs and of the selection based on PROGRESS project objectives.

Task 4: Presentation of the findings to MEPA and the PROGRESS team.

Task 5: Elaborate and provide a final VC analysis report including recommendations, suggestions, and proposed interventions after discussion with the ministry and GIZ.

All the above noted activities should be carried out in close coordination and collaboration with the PROGRESS team.

Certain tasks, as laid out in the table below, are to be achieved during the contract term:

Tasks	Outputs	Deadline
Task 1: Plan and conduct a deep value chain analysis of blueberry, strawberry, almond and tangerine	<ul style="list-style-type: none"> • Statistical data, desk review for 4 VCs • 4 VC mapping • Identification of actors of 4 VCs • Identification of at least 5 public and private service providers per each VC • Overview of identified best practices (10) in the VCs • Outline the gaps along the VCs • Identify at least 5 green opportunities along each VC 	30 May 2024
Task 2: Development of a comprehensive value-chain assessment report for the blueberry, strawberry, almond and tangerine	<ul style="list-style-type: none"> • Identification of the intervention possibilities in different levels (at least 7 per each VC) • Identification of specific activities (at least 5 per VC) for climate-oriented, resilient, and green economic 	30 June May 2024

² [Farm to Fork Strategy - European Commission \(europa.eu\)](https://ec.europa.eu/farm2fork/)

	<p>development, including support to female farmers</p> <ul style="list-style-type: none"> • Provide justification of the interventions which have green opportunities • Organization of the one <u>validation workshop with the technical experts</u> 	
<p>Task 3: Setting up of a prioritizing tool (using ValueLinks2.0) for justification on the selection of most perspective 2 VCs in terms of climate-oriented, resilient, and green economic development.</p>	<ul style="list-style-type: none"> • Adjusted tool for selection most important two VCs • Detailed justification of the selection of the VCs 	15 July 2024
<p>Task 4: Presentation of the findings to MEPA and the PROGRESS team.</p>	<ul style="list-style-type: none"> • Preparation PPT for visualization of findings • Organization of the <u>round table workshop/discussion</u> 	30 July 2024
<p>Task 5: Elaborate and provide a final VC analysis report including recommendations, suggestions, and proposed interventions after discussion with the ministry and GIZ.</p>	<ul style="list-style-type: none"> • Final VC analysis report with precise recommendations, suggestions and proposed interventions 	5 September 2024

The assignment foresees site visits to the regions of primary production of selected value chains to gather information from farmers, processors and other stakeholders involved in the value chains.

Period of assignment: from 29 April until 15 September 2024.

Reporting

- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.
- The contractor shall report to GIZ. All the activities and technical issues should be closely coordinated and agreed beforehand. GIZ will provide the company with all the available information and materials in relevant areas as well as with necessary background and technical information upon request. The Contractor will be responsible for planning assignment-related meetings, events, and the timely delivery of the agreed deliverables. All the documents shall be delivered electronically in the Georgian and English languages to GIZ, using the official the reporting format, which will be provided by GIZ.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up (or replication) effects (1.5.2) under **learning and innovation**.

Project management of the contractor (1.6)

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert months) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 6), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Team leader

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting experts
- Planning and steering the tasks mentioned in Chapter 2 and working closely with the expert in conducting tasks 1 - 5
- Conducting economic, market, export assessment of selected VCs
- Regular reporting in accordance with deadlines
- Organizing events, workshops, presentations on the progress of tasks and findings of the assignment.

- Preparation of the final comprehensive VC analysis report and recommendations packages

Qualifications of the team leader

- Education/training (2.1.1): university degree (German 'Diplom'/Master) in economy, business administration, project management, financial management or other related field
- Language (2.1.2): C1-level language proficiency in English
- General professional experience (2.1.3): 10 years of professional experience in the business administration, economic development, value chain and market assessment in agriculture and related field, and project coordination
- Specific professional experience (2.1.4): 7 years in project management
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader or manager in a company
- Development cooperation (DC) experience (2.1.7): 5 years of experience in DC projects

Key expert 1 (Agriculture specialist)

Tasks of key expert 1

- Technical professional guidance and consultancy related to fruits, berries and nuts production practices
- Conducting assessment of input supplying, primary production of the above-mentioned crops
- Identification of climate-oriented, resilient, and green economic development opportunities in the selected VCs
- Exploring gaps in the production level, proposing interventions on climate-oriented, climate-smart agricultural and green practices
- Assessment of pesticides, chemicals, fertilizers used at the production level of the selected VCs and propose improvement interventions in line with the Farm to Fork Strategy

Qualifications of key expert 1

- Education/training (2.2.1): university degree (German 'Diplom'/Master) in agriculture, agronomy, plant protection or related fields
- Language (2.1.2): C1-level language proficiency in English
- General professional experience (2.2.3): 10 years of professional experience in agriculture
- Specific professional experience (2.2.4): 7 years of professional experience of consultancy in fruit, berries and nuts agriculture primary production

Key expert 2 (Agricultural Value Chain specialist)

Tasks of key expert 2

- Coordinate and implement the data collection from different sources.
- Prepare questionnaires, and tools and conduct the assessment of the selected VCs
- Discuss and survey the key experts in the field of selected VCs (agronomists, agriculture specialists, consultants, processors and different market actors)
- Compile with VC analysis report using relevant information from different reliable sources
- Present findings of VC analysis to the ministries, GIZ and other stakeholders of the PROGRESS.
- Prepare a comparison tool for the selection of the two most important VCs
- Prepare recommendations, interventions, and suggestions packages.

Qualifications of key expert 2

- Education/training (2.2.1): university degree (Diploma) in economics, rural economic development, agriculture or other related field
- Language (2.1.2): C1-level language proficiency in English
- General professional experience (2.2.3): 10 years of professional experience in agriculture
- Specific professional experience (2.2.4): 7 years of professional experience in VC assessment, recommendation market analysis and concept writing
- Development cooperation (DC) experience (2.1.7): 5 years of experience in DC projects

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

5. Costing requirements

The tenderer is required to calculate personnel by the specified experts and the experts it has proposed based on the requirements and stipulations in Chapter 2 and list the expenses separately by daily allowance, accommodation expenses, travel costs and other travel expenses.

Workshops and training

The contractor implements the following workshops/study trips/training courses:

- Round table discussion with presentation of the results of VC analysis to the partners and stakeholders

6. Requirements on the format of the tender

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

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs must also be submitted in English (language).

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.