**Assignment**: Concept Development for Production of a Video on Electronic System of Public Procurement

**Contract Period:** 26 July – 8 September 2017

1. **Context and current situation in the field of assignment**

Georgia signed Association Agreement with the European Union EU in 2014. Deep and Comprehensive Free Trade Area Agreement (DCFTA), which is a part of the Association Agreement (AA), envisages gradual approximation with EU acquis, including in Public Procurement. For this purpose, State Procurement Agency has elaborated and Government of Georgia has adopted a comprehensive Road Map. According to the Road Map, State Procurement Agency has undertaken obligations to further develop and improve legal framework and modernize Georgian e-Procurement system. Within the frame of this obligations, SPA has introduced new rules and regulations, as well as new procurement procedures and relevant e-tools – (i) design contest, (ii) sealed bid auction, (iii) a two-stage e-tenders / MEAT tenders, and (iv) e-tenders with prequalification (launched in 2015-2016). A new, innovative, and additional to the eProcurement, e-services were launched by the SPA in order to benefit business sector’s demand. A new eMarket web-based system, a new eGovernment services (connected to the eTreasury and RS.GE) and some other e-services are designed and developed to support business-oriented policy.

This has been a ground-breaking reform since introduction of the Georgian e-Procurement system as the single means of public procurement in 2010. New procurement procedures will reduce bid rigging and corruption risks, ensure equal treatment and promote fair competition.

The electronic system contributes to the fight against corruption by offering a high degree of transparency in the public procurement process from initiation and planning to the point of award:

* All procurement related information is open and available online (e.g. tender notices, tender documents, all decisions of tender commission, etc.). Price bids are also submitted through the eProcurement system as well as signed contracts;
* The effectiveness of monitoring the public budgeting process is increased. Procuring entities are required to publish an approved annual procurement plan at the start of the fiscal year in the eProcurement system;
* All procurement related information is accessible even to unregistered guests (media or any other interested person) on the SPA website. Thus, the monitoring of the whole procurement process is not limited to public officials but can be carried out by visitors of the website as well;
* Introduction of electronic services in the public procurement system is an important step towards useful eGovernment / eGovernance services. The simplification of state procurement procedures, the minimization of the tender participation costs and elimination of geographical inequality resulted in increased competition and in significant reduction of government expenditures.
1. **Conditions of the assignment**

In order to successfully launch new public procurement rules, regulations, procedures, and e-tools, it is important to raise awareness of the new approaches and services among procuring entities and private sector representatives, including small and medium-sized enterprises (SMEs).

To this end, State Procurement Agency (hereinafter SPA) is seeking to develop a video on Georgian e-Procurement system, latest updates and success stories that will aim at informing and engaging SMEs and increasing competition in upcoming e-tenders.

* 1. **Scope of work and objective of assignment**

**In the framework of an EU co-financed project “SME Development and DCFTA in Georgia”, implemented by GIZ in the framework of the EU4Business Programme of the European Union, GIZ will hire a creative PR Consulting Company (“Consultant”) for the assignment to develop a concept for production of an informative video on electronic system of public procurement.**

The objective of the video is to inform target audience about the ways in which an e-Procurement system increases transparency, as well as free and fair access to public tenders. It is envisaged to focus on the new developments of the electronic procurement and will contribute to raising awareness among Georgian small and medium-sized enterprises (SMEs) about the PP rules, regulations, data, and services, as well as boosting their participation in public tenders.

Target groups, among the most important ones, include:

1. State procuring entities / contracting authorities;
2. Private sector, including SMEs / economic operators;
3. Civil society actors;
4. Politicians and policy decision-makers at all levels and at all state bodies.

Under the direct supervision of GIZ’s SME DCFTA GE project team and in close collaboration with SPA, the Consultant will be tasked to:

1. Develop a video film’s overall content strategy in line with SPA objectives.
2. Develop a storyboard and get it approved by SPA, GIZ/EU Delegation.
3. Develop a video production plan to include lists of filming locations and interviews with selected stakeholders and production timeframe.
4. Prepare Terms of Reference (TOR) for procurement of video production services to include a detailed outline of tasks to be performed by a production company across all areas of production (pre-production, production, post-production), coordination and technical specifications for the video to be filmed.
5. Determine budget estimate for the video production.
6. Closely collaborate with SPA and GIZ at all stages of this assignment.
	1. **Deliverables and Timeline**

The contract period for this assignment is expected to be from **26 July to 8 September 2017**.

The structure of **tasks/deliverables** and **due dates** are suggested as follows:

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| **Task/Deliverable** | **Due Date** |
| 1. **Content of Video and Production Plan Developed**
2. A content strategy for video is mapped in consultation with SPA.
3. Content is scripted on storyboard that details how the video will progress. It shall include:
	* Narration - what is being said by whom on-screen or as voice-over?
	* What is being shown on screen – where is the action taking place and who or what is in each scene?
	* What other elements (logos, text, music track, etc.) are needed to support what is being said and shown?
4. Main messages are developed in line with video objectives.
5. Storyboard for the video is reviewed and approved by SPA.
6. English version of the storyboard submitted to GIZ for securing EUDEL approval.
7. A video production plan developed and agreed with SPA and GIZ, with:
	* Exact locations for filming (including in regions) identified.
	* List of interviewees defined.
	* Length of video defined.
	* Production timeframe defined.
 | 14 August 2017 |
| 1. **TOR for Video Production Prepared and Budget Estimate Defined**
2. Terms of Reference (ToR) for procurement of video production services developed in English and Georgian. Includes an outline of tasks to be completed by a subcontractor at all stages of video production (pre-production, production, post-production) as well as coordination of production process and a detailed list of technical specifications for the video to be produced.
3. Estimate budget for video production defined and submitted to GIZ – *this may require identification of a similar video sample for obtaining preliminary cost assessments from production companies.*
 | 4 September 2017 |
| **Contract Closeout**(a) All deliverables approved by GIZ.(b) Final report and invoices accepted by GIZ. | 8 September 2017 |

* 1. **EU visibility**

Development of a video content in the framework of this assignment is funded by the EU and must be approved by the EU Delegation to Georgia.

**2.4 Submission requirements and payment terms and conditions**

The Consultant shall submit technical and financial proposals to comply with the following requirements:

2.4.1. The technical proposal shall contain **information about the Consultant**, **relevant portfolio/experience**, proposed **professional(s) to be involved** in implementation of this assignment (include CVs) and a **work plan to include implementation schedule and tasks to be performed by suggested professional(s) for completion of this assignment**.

2.4.2. The financial proposal shall clearly state (i) all types of costs to be charged to the project for implementation of this assignment as per cost item (i.e. honorarium, translation cost, etc.) and (ii) terms and mode of payment.

2.4.3 For a final payment (and for any interim payment if such a payment is agreed in the contract) to realize a final (and an interim) contract implementation report shall be submitted by the Consultant along with the documentary evidence of costs incurred to implement tasks during the reporting period.

2.4.4. Final payment shall be effected upon the completion of the implementation of this assignment and the acceptance of deliverables by GIZ.

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