**Project:** “SME Development and DCFTA in Georgia”, co-financed by the EU

**PN:** 13.2144.7.008

**Activity**: **Photographer for a publication on business clusters**

**Period:** 14 June – 31 July, 2018

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

GIZ has pioneered introduction of the business clustering approach in Georgia with Government of Georgia embracing it as a right step on the path of Georgia’s further economic development. First business cluster - the Qvevri wine cluster, was established within the frames of the Private Sector Development South Caucasus Programme in 2014-2017. The cluster brought together small producers of Qvevri wine, operating in specific regions of Georgia who were also joined by the Qvevri pot producers. The cluster’s objective is to imporve performance of the full production chain and to jointly explore international markets, so that in the long run, economic benefits for all participants in the cluster increase. The members have already jointly exported wine to Germany and improved their business performance via diversification of business clients, increasing sales, developing wine tourism and of course enhancing wine quality. The cluster is offering a portfolio of non-commercial and commercial services to its members.

GIZ has successfully applied clustering methodology in Georgia to four other sectors in frames of an EU co-financed “SME Development and DCFTA in Georgia” project (SME DCFTA GE). These sectors are apparel, furniture, film production/post-production and ICT. SME DCFTA GE supports Georgian SMEs to develop and become more competitive via clustering and helps business clusters and networks connect with European partners as well as integrate into relevant existing EU networks for enterprise development, investment and trade promotion. With the clustering methodology SME DCFTA GE currently supports more than 150 Georgian SMEs benefiting altogether more than 1,000 employees.

1. **Conditions of the assignment**

In order to raise awareness about the support of the European Union and German government

toward development of business clusters in Georgia, SME DCFTA GE aims **to prepare a bilingual (Georgian-English) profile book on Business Clusters that will combine a visual and verbal presentation**. This book will be disseminated as part of the project visibility activities to highlight achievements in promoting business clustering as an effective mechanism that benefits Georgian SMEs.

**2.1. Objective and tasks**

GIZ will hire a professional photographer (Consultant) to develop **a visual story of 5 business clusters** in the wine, film, furniture, ICT and apparel sectors. The photo collection shall complement a narrative arc that will be featured in the book.

Under the direct supervision of GIZ/SME DCFTA GE project team the Consultant will be responsible to:

* Develop a **visual concept** and **schedule/workplan** of photoshoot**;**
* Visualise stories through photography – a photo gallery of 15 photos per each cluster, showing cluster members. The photos shall be as different as possible. Note: Consultant will be provided with a detailed briefing.
* Deliver **5 final sets (w/ 15 photos each) of high-quality professional photos** to include both **portraits and in action shots**of beneficiaries.

**Please note that the photoshoot may take place both indoors and outdoors.**

* Closely collaborate with GIZ/SME DCFTA GE team at all stages of this assignment.

The contract period for this assignment is from **14 June to 31 July 2018**.

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

|  |  |
| --- | --- |
| **Tasks – Deliverables** | **Timeline** |
| * 1. The visual concept and workplan is approved by GIZ. | 20 June, 2018 |
| * 1. Set-up and photoshoot of 5 clusters. This may include traveling to Mtsketa (2 beneficiaries) and Kakheti region (2 beneficiaries).   GIZ will organise for a roundtrip travel to regions. | June-July, 2018 |
| * 1. Image processing and photo editing | July, 2018 |
| * 1. **5 sets** of final photos  **(w/ 15 photos per each)**  in both (i) high and (ii) low resolution – to include portraits and in action shots - submitted to GIZ. | 31 July, 2018 |

**2.2. Coordination and communication**

* The Consultant reports to the SME DCFTA GE Team Leader and Project Expert.
* The Consultant will coordinate closely on all technical aspects of this assignment with the assigned SME DCFTA GE team members. **All activities undertaken by the Consultant shall be approved by GIZ in advance.**
* The Consultant will be provided with the following documents by the SME DCFTA GE:
* Data on the beneficiaries;
* GIZ and EU guidelines for photography.

**2.3. Submission Requirements**

The Consultant has to meet following criteria:

* Demonstrated experience in feature and documentary photography. A portfolio with links and references to the previous works shall be attached to the offer;
* Technical proficiency with artistry to create images of people, objects and spaces (demonstrated by Consultant’s portfolio);
* Demonstrated ability to deliver feature photography in a creative, artistic, inventive and compelling way;
* Formal education/training in photography will be considered an asset;
* Excellent understanding of and ability to meet the demands and standards of an institution of international development cooperation;
* Excellent understanding of how to approach and communicate with private businesses and international organisations;
* Ability to deliver assignment in efficient and professional manner;
* Ability to meet strict deadlines.

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

**2.3.1.** **The technical proposal shall contain:**

* CV emphasizing Consultant’s assignment-relevant skills and experience;
* Consultant’s portfolio that shall include links and references to selected prior photography works;
* Information on professional equipment to be used;

Please note that submission of recommendation letters or references from prior clients will be considered an asset.

**2.3.2.** **The financial proposal shall clearly state:**

* All types of costs to be charged to the project for implementation of this assignment as (i) per cost item (i.e. honoraria, rental of equipment, etc.) and (ii) terms and mode of payment.
  1. **Intellectual property**

GIZ holds the right of use to the images produced in the framework of this assignment. Transfer of the images to third party by the Consultant, its commercial, unauthorised use or distribution is impermissible.

* 1. **EU visibility**

Development of the publication is co-financed by the EU and must follow communication and visibility requirements for the EU-financed external actions.