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

**PN:** 13.2144.7.008

**Activity**: **Copywriter 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 **Georgian-English** **bilingual** **copywriter or a team of 1 native Georgian and 1 native English writers** (Consultant) to develop **5 stories featuring Georgian clusters** in the wine, film, furniture, ICT and apparel sectors. The original storylines of the publication shall be developed in two languages - **Georgian** and **English**.

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

* Develop a **concept** based on advance meetings with GIZ;
* Develop a **workplan** for the site-visits/interviews *(there will be around 30 beneficiaries to be interviewed, however, most interviews can be organised in a group setting/jointly. GIZ will coordinate arrangements);*
* Develop a list of questions that can be asked that shall feed into the overall narrative arc. The questions can be modified and supplemented in the course of an interview.
* Formulate proposals for the cluster statements based on the interviews.
* Finalise the **stories** **in Georgian and English languages** based on comments/recommendations from GIZ;
* 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:

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| --- | --- |
| **Tasks – Deliverables** | **Timeline** |
| * 1. The concept of the publication submitted to GIZ. A schedule of interviews/workplan submitted and approved by GIZ. | 20 June, 2018 |
| * 1. Develop a list of questions. Conduct interviews with beneficiaries to develop **5 stories (around 2,000-2,500 words per each story**). 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. First draft of the written text (featuring **5 stories**) in Georgian and English languages submitted to GIZ.   To include proposals for the cluster statements based on the interviews. | 16 July, 2018 |
| * 1. Final draft of the **high-quality** **content for the publication** submitted and approved by GIZ.   Note: Use of British English in case of English text.  All reports and invoices submitted to GIZ. | 31 July, 2018 |

**2.2. Coordination and communication**

* The Consultant reports to the SME DCFTA GE Team Leader and Communication 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 support by the SME DCFTA GE:
* Data on the beneficiaries to be interviewed;
* Background materials, i.e. brochures, reports, presentations, etc, as appropriate;
* GIZ corporate guidelines for story writing.
* Coordination of meetings/visits with beneficiaries and some logistics.

**2.3. Submission Requirements**

The Consultant has to meet following criteria:

* Demonstrated experience in feature writing and copywriting. A list of links and/or references to the previous work, including example(s), shall be attached to the offer.
* Demonstrated proficiency in English and Georgian languages for written communication.
* Ability to deliver feature stories in an inventive and compelling way.
* Background in journalism and content writing.
* 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 - links and references to relevant prior works to include feature articles/stories.

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, translation, etc.) and (ii) terms and mode of payment.
  1. **Intellectual property**

GIZ holds the right of use to all texts produced within this assignment. Transfer of this content 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.