**Project:** “SME Development and DCFTA in Georgia”, co-financed by the EU (EU4Business Initiative)

**PN:** 13.2144.7.008

**Activity**: **Content development for a brochure on EU-GIZ supported business clusters in Georgia**

**Period:** 21 September – 11 October, 2018

1. **Brief introduction**

The context of the Project “SME Development and DCFTA Georgia” (hereinafter SME DCFTA GE) is the Association Agreement (AA) between Georgia and the EU and its Member States, which includes implementation process of the DCFTA. SME DCFTA GE is an integral part of the Sector Reform Contract of the EU to assist the Georgian Government in the implementation process of the DCFTA, facilitating Georgia’s integration into the EU market.

SME DCFTA GE is co-financed by the European Union in the framework of the EU4Business Initiative. EU4Business helps SMEs to benefit from DCFTA by improving business environment, increasing knowledge and skills of businesses, and by supporting SMEs to get better access to finance.

SME DCFTA GE is implemented by GIZ within its Private Sector Development South Caucasus Programme, commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ).

SME DCFTA GE is implemented across four components:

***Component 1***: Improved enterprise development framework and SME participation in the political dialogue;

***Component 2:*** Comprehensive capacity development for SME support institutions with focus on improved service delivery;

***Component 3:*** Enterprise development and promotion via clustering and support to business networks on national, sector and local level;

***Component 4:*** Business clusters and networks integration into relevant existing EU networks for enterprise development, investment and trade promotion.

**Expected results:**

* Improved institutional capacities of central administrations to design and implement specific measures within the SMEs context;
* Strengthened public-private policy dialogue: improved cooperation between line ministries, SMEs bodies/agencies and stakeholders (including business and sector associations) involved in SMEs/DCFTA related areas;
* Strengthened capacities of SMEs bodies/agencies to channel business support to SMEs to help the latter in meeting DCFTA requirements;
* Improved capacity of business and sector associations, business service providers, BMOs to provide effective services to SMEs;
* Enhanced integration of Georgian SMEs bodies/agencies with EU, regional and/or international platforms.

**Key Implementing Partner:**

Ministry of Economy and Sustainable Development of Georgia (MoESD)

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

International experience illustrates that clustering is one of the efficient ways in raising the competitiveness of value chains and can successfully address the challenges facing small and medium enterprises (SMEs) in competitive market environments.

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. The 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 Qvevri pot producers. The cluster’s objective is to improve 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, GIZ/SME DCFTA GE aims **to prepare a brochure on Business Clusters** supported by the project. This brochure 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.

**3.1. Objective and tasks**

**GIZ will hire a consultant** - a native speaker English editor and content developer - to elaborate on stories **of five business clusters** in the wine, film, furniture, ICT and apparel sectors supported by the GIZ/SME DCFTA GE and prepare them for the aforementioned brochure.

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

* Development of the publication text, using existing articles and materials provided by the project;
* Selection of quotes from interview summaries provided by the project;
* Elaboration of additional content required;
* Consultation and revision with the project team;
* Finalization of layout-ready text.

The contract period for this assignment is from **21 September – 11 October, 2018**

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

|  |  |
| --- | --- |
| **Tasks – Deliverables** | **Due Date** |
| * 1. The workplan is approved by GIZ. | 21 September, 2018 |
| * 1. Elaboration of inputs for cluster-specific details and methodology part, forewords, introductory chapter. | 27 September, 2018 |
| * 1. Selection and editing of quotes from the draft articles about each cluster. Development of all draft texts for the publication. | 4 October, 2018 |
| * 1. Revision of the draft texts based on the feedback from GIZ. Development of additional content (if needed). | 9 October, 2018 |
| * 1. Final text submitted to and approved by GIZ. | 11 October, 2018 |

**3.2. Outline of the brochure content**

The content of the brochure shall fit with the suggested outline and specifications as follows:

| **Section** | **Description** | **No. of Pages (16 final layout)** | **Text Word Count** |
| --- | --- | --- | --- |
| Foreword |  | 3 | 2100 |
| Introductory Chapter: Methodology | Details of GIZ approach in cluster development | 2 | 800 |
| Introductory Chapter: Results/Impacts/Highlights | Focused presentation of the main achievements of the work | 1 | 250-300 |
| Individual Cluster Chapters (5) | Each cluster is presented via:  * **Highlights**: summary of key activities, milestones, type of support provided, experts etc. * **Personal stories**: quotes from cluster members * **Visuals**: pictures of members/activities/successes | 2 pg per chapter (total 10 pg) | Text: 500-550 per chapter |

Please note that the number of pages may vary depending on the layout chosen for the publication.

**3.3. Coordination and communication**

* The Consultant reports to the SME DCFTA GE Team Leader and the Project Communication Expert.
* The Consultant will coordinate closely on all technical aspects of this assignment with the assigned SME DCFTA GE team members.
* The Consultant will be provided with the following documents by the SME DCFTA GE:
* Draft articles prepared based on the interviews with the cluster members / project beneficiaries;
* Existing texts about clusters (i.e. detailing their establishment, activities, achievements, etc.);
* GIZ and EU guidelines on publications.

**3.4. Payment terms and conditions**

3.4.1. 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.

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

**3.5. Submission Requirements**

The offer from the bidders needs to include a Technical Proposal and a Financial Proposal (in professional English):

* **The Technical Proposal** requires the consultant to submit details pertaining to their experience and knowledge; approach to the current assignment:

**Knowledge and Experience**

* + More than 10 years of experience in the area of content development and editing of English texts for publications;
  + More than 2 years of experience in working in Georgia;
  + Familiarity with GIZ development work in Georgia;
  + Working experience with international organizations;
  + Experience with writing on business and development topics.
  + **The technical proposal shall include references/links to similar works, i.e. articles, stories, other written content. At least, 2 samples of similar previous work shall be attached to the technical offer.**

**Overview of the methodology for current assignment**

* + Suggested structure of the processes & outputs / reports, suggested approach to carrying out outlined activities

**General qualification**

* + CV
  + English writing skills (native English speaker is a must)
  + Cover letter
* **The Financial Proposal** requires the bidder to submit net daily rate (GEL)