



TOR for STE-Assignments / Consulting / Services Contract

1. Brief introduction

“Clusters 4 Development: Better Business Sophistication in Georgia” Project (hereafter – C4D) is an EU and German Government funded action implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of German Federal Ministry for Economic Cooperation and Development (BMZ).

The Project is an integral part of the EU Programme “Economic and Business Development in Georgia”, Component 3: greater business sophistication, in particular related to the strengthened policy framework to facilitate the development of SMEs, clusters and incubators (Result 3.1) and the development and functioning of the clustering approach in at least 5 pilot sectors in Georgian regions (Result 3.2).

In line with these results, the specific objectives of the Project are: 1) Enhanced business performance of private sector actors in the construction, tourism and apparel sectors through cooperation mechanisms (Components 1-3); and 2) Improved institutional framework for cluster and business development (Component 4). The Project will build on the cluster development approach introduced by the Private Sector Development Programme South Caucasus commissioned by the German Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ.

The Project is implemented across four components:

- Component 1: Development and pilot implementation of a market-oriented cluster in the construction sector.
- Component 2: Development and pilot implementation of a market-oriented cluster in the tourism sector.
- Component 3: Development and pilot implementation of a market-oriented cluster in the apparel sector.
- Component 4: Enhancement of institutional capacities for cluster and business development.

Key Implementing Partner:

Ministry of Economy and Sustainable Development of Georgia (MoESD).

2. Context and current situation in the field of assignment

C4D came into existence in July 2019 with the objective to upscale the cluster development approach previously tested successfully and to establish sustainable business clusters. Furthermore, the project aims to support individual SMEs. C4D Project has successfully established several clusters – including GAFA – Georgian Apparel and Fashion Association. The Association has currently 35 members.

In the framework of the C4D, GIZ will contract a cinematographer (“Contractor”) for the production of a short video story.

3. Conditions of the assignment

The aim of the assignment is to hire a production company for the production of a short video feature story, highlighting a GAFA cluster member – Colors of Caucasus. The objective of the video clip is to demonstrate the work of a fashion company, its style, support received from C4D project, and the story behind in an interesting and attractive manner. Video will be originally in Georgian language and will have English subtitles. The contractor will work in close cooperation with the C4D Communications expert.

3.1.1 Objectives and tasks

The contractor is responsible for providing the following services:

- Video production services including transportation and accommodation service required for the shooting locations;
- Translation services to provide the subtitles by timecodes.

Quantity of video clip: 1 video

Length of video clips: Up to 2 minutes

Use of the video: Video will be highlighted by EU4Georgia channels on web and social media.

Technical specifications of video clips:

- Resolution: Full HD/ 4K
- Video frame rate: at least 25 frames per second (Frame Rate (fps)).
- Code: H.264 mov / mp4
- Audio Quality: 16 bit/48000 Hz
- Format: MP4
- Language of the video clip: Georgian
- Subtitles: English, BPG Ingiri 2008, font size 60
- Georgian to English translation: To be provided by the contractor, to be approved and reviewed by the GIZ Communications expert

Video should be provided in smaller and bigger size.

3.1.2 Deliverables and timeline

The contract period for this assignment is expected to be from May 10, 2022 to June 6, 2022.

An indicative structure of tasks/deliverables and due dates is suggested as follows:

Task/Deliverable	Description of Deliverables	Date
Coordination Meeting	Meeting between C4D communications expert and Contractor to set the objectives and create a timeline for production	May 11, 2022
Production	3 days of shooting, 3 locations: <ul style="list-style-type: none">- Tbilisi, Georgia- Kiketi, Georgia- Kutaisi, Georgia	May 16 – May 21, 2022
Post production	<ul style="list-style-type: none">- Original/raw footage submitted to GIZ- First version of the video rough cut should be presented to GIZ for comments- Revisions introduced- English subtitles developed and integrated to the video- Additional comments and edit request by the EU delegation- Approval by the EU delegation	May 24 – June 1, 2022
Contract close out	<ul style="list-style-type: none">- Final video submitted to GIZ- Final invoice submitted to GIZ	June 6, 2022

4. Coordination and reporting

- 4.1. The Contractor reports to the GIZ/C4D Team Leader and Communications Expert.
- 4.2. The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ.
- 4.3. GIZ is the owner of the raw and final video material and the contractor is not allowed to use any of the footage within this framework for producing any other material.
- 4.4. The Contractor will be provided with the following support by the GIZ:
 - A kick-off meeting at the start of the assignment;
 - All needed information to successfully complete this assignment.
 - Contractor is supposed to make changes in the editing as requested by the Client.

5. Payment terms and conditions

5.1 A single final payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

6. Submission requirements and payment terms and conditions

Technical and financial proposals should be submitted to comply with the following requirements:

6.1. Technical proposal:

The technical proposal shall contain:

- **Assignment relevant work** – list of similar past work that demonstrates applicant’s qualification/expertise. Minimum three examples of similar videos or feature stories, produced within the last 3 years, Prior experience in working with international donor organizations on similar assignments is an asset.
- Technical proposal should include the description of staff involved (number of technical staff) and **dissemination on the assigned roles should be clearly described.**
- **Proposed Key experts** to be involved in implementation of this assignment (please include CVs). Please specify in which capacity they will be involved.
 - o Qualifications of the key expert 1: Team leader:
 - 5 years of experience working with international donor organizations or IFIs
 - 3 years of experience in PR, professionalized in creation of video visibility materials
 - 3 years of experience in creating video stories, feature stories, etc.
 - o Qualifications of the key expert 2: Video production manager:
 - Experience working with international donor organizations or IFIs, minimum 4 projects
 - 5 years of experience working in video production
 - 5 years of experience in creating and editing video stories, feature stories, etc.

- 6.2. **The financial proposal** shall clearly state the all-inclusive price for delivering the video. (including production costs, honorarium for experts and technical team, translation cost, transportation and per diems for the shooting day in Kutaisi, Kiketi), excluding VAT.