

# TERMS OF REFERENCE (TORS) FOR THE PROCUREMENT OF SERVICES BELOW THE EU THRESHOLD

---

**Project title:** EU4ITD - Catalysing Economic and Social Life in PIRDP Regions **Project number/cost centre:** 19.2204.6-013.00/3900

**Country:** Georgia

**Transaction number:**

**Services specified in the tender:** Printing and design services of project materials

---

## 1 BACKGROUND

Georgia's [Pilot Integrated Regional Development Programme \(PIRDP\)](#) is a national initiative that addresses the social and economic territorial imbalance between the capital, Tbilisi, (and to a lesser extent Batumi), and the rest of the country. Targeting the 4 regions of Guria, Imereti, Kakheti, and Racha, Lechkhumi and Kvemo Svaneti, it is supported by the EU under its 2019 programme "[EU4 Integrated Territorial Development](#)" (**EU4ITD**) to the tune of 54 MEUR. Of this amount, 40 MEUR in budget support, together with 10 MEUR from the national budget, was channelled to **1**) municipal investment projects via the [Ministry for Regional Development and Infrastructure \(MRDI\)](#) and, to a lesser extent, **2**) individual entrepreneurs and micro-/small-enterprises via [Enterprise Georgia](#) and the [Georgian Innovation and Technology Agency](#) (GITA), both under the Ministry of Economy and Sustainable Development), as well as the [Rural Development Agency](#) (RDA) under the Ministry of Environmental Protection and Agriculture. In addition to this budget support initiative, which has already been completed, EU4ITD is also funding a number of complementary measures, including a grant scheme for municipalities (2.5 MEUR in grant funding to the municipalities of Chokhatauri, Kutaisi, and Khoni), technical assistance (2.25 MEUR), and 2 Contribution Agreements,<sup>1</sup> the first with UNDP (2 MEUR, "EU4ITD: Advancing decentralized, effective, and inclusive governance in Georgia"), and the second with GIZ (outlined in the next paragraph).

"**EU4ITD - Catalysing Economic and Social Life in PIRDP Regions**" (CESL) is implemented under the wider GIZ regional programme "Good Governance for Local Development South Caucasus" and has a total budget of 7.5 MEUR (6.5 from the EU and 1 from the German government); it runs from 28 January 2022 to 27 September 2025. It addresses on one hand municipalities to improve the quality of life locally,<sup>2</sup> and on the other individual entrepreneurs and micro-enterprises to stimulate income generation and economically activate "hard-to-reach" target groups.<sup>3</sup> Interventions are limited to the 4 PIRDP regions, while they should, in principle, also be "integrated" in nature.<sup>4</sup> Given the project's scope, stakeholders are varied and numerous at both central, regional, and local level; of particular note are the MRDI (the ministry responsible for the PIRDP and therefore the project team's prime interlocutor), the Governor's Offices in each of the 4 regions, and the 27 constituent municipalities. The implementing team's front office comprises 5 staff based in Tbilisi, 2 in Kutaisi (covering Guria, Imereti, and Racha) and 1 in Telavi (for Kakheti).

---

<sup>1</sup> Under Contribution Agreements, the EU entrusts project implementation to international or Member State organisations which it has assessed as fulfilling criteria related to managing of public finances.

<sup>2</sup> Financing 23 projects, with budgets ranging from 65,000 to 800,000+ GEL on urban renewal (e.g. Art gallery in Chiatura), tourism development (e.g. Bakhtrioni forest park in Akhmeta), and economic activation/income generation (e.g. Agro market in Lentekhi)

<sup>3</sup> 5 schemes have been or are being implemented to support rural women and youth to start up or expand business ideas – 2 implemented by municipalities and 3 by CSOs. Additionally, support is given to target gaps identified in regional or location specific value chains (e.g. the wine sector in Kakheti, use of Oda houses for economic activity in Western Georgia).

<sup>4</sup> e.g. an initiative concerning urban renewal should be "place-based" (i.e. sensitive to the needs of a particular location) and multi-sectoral, involve different stakeholder groups (e.g. local administration, CSOs, businesses), combine hard and soft measures, and, ideally, bring together different levels of government

# 1

**Communication and visibility activities** are very important to CESL implementation. Firstly, communication is necessary to involve as many stakeholders as possible and to transmit key messages. And secondly, visibility is crucial not only to honour the funding received from donors, but also in the wider political context (e.g. promoting a positive attitude towards the EU). The overall objective of these activities is “to support the implementation of the Action by highlighting its results and impacts, while ensuring a high participation of partners and target groups”.

## 2 RATIONALE

As indicated above, communication with CESL stakeholders/partners is important to “get the message out”, while visibility is deemed crucial by its donors (EU and German government). It is therefore necessary to ensure CESL outreach and visibility. It is therefore highly desirable that CESL secures additional targeted support for the communication and visibility portfolio.

## 3 OBJECTIVES OF THE ASSIGNMENT

To ensure effective and efficient visibility activities of CESL

## 4 ACTIVITIES, OUTPUTS, PAYMENT, INDICATIVE TIMELINE

### 4.1 Activities

The contractor is responsible for designing, ensuring production of, and delivering the outputs indicated below in the sub-section 4.2. All such outputs will relate directly to CESL’s C&V measures, and, as such, will need to respect EU and GIZ regulations for communication and visibility, and also take into account, as appropriate, input from CESL’s political partner (MRDI) and beneficiaries (e.g. municipalities).

# TERMS OF REFERENCE (TORS) FOR THE PROCUREMENT OF SERVICES BELOW THE EU THRESHOLD

## 4.2 Outputs

#	Category	Item	Description	Quantity	Purpose	Quarter
1	printing material	Notepads	A5 notepad in PU with pen holder (pen included). Pouch: 185 x 240 mm	50	Project promotion	1Q25; indicatively
2	printing material	Cotton shopping bag	Recycled cotton shopping bag (180 g/m2) with 65 cm handles. 380 x 420 mm	100	Project promotion	1Q25; indicatively
3	printing material	Raincoat	PVC thick Raincoat with built-in zipper. Convertible into a waist bag. In sizes M-L, XL-XXL	150	Project promotion	1Q25; indicatively
4	printing material	Backpack	Laptop backpack with several interior and 2 front pockets and a customizable board for laptops. Padded straps and back with padded support system for the back.	100	Project promotion	1Q25; indicatively
5	printing material	Hoodie	Hooded sweatshirt (unisex) with marsupial pocket and drawstrings on the cuffs and waistband. In different sizes	200	Project promotion	1Q25; indicatively
6	printing material	information board	Foam board, A3,	13	Project advertising	1Q25; 2Q25; 3Q25
7	printing material	Plaque	Thick Glass, A3	42	Project advertising	1Q25; 2Q25; 3Q25
8	printing material	Banner	Foam board A3, Sticker attached	25	Project advertising	1Q25; 2Q25; 3Q25
9	Design concept	Project design	Create several material design concepts for each funded project (23)	23	Project promotion	1Q25; 2Q25; 3Q25
10	Printing materials	Thin notepads	A 5 notepad with extra design offered by applicant	150	Workshops	2Q25;
11	Printing materials	Lifebuoy	Floating emergency life ring designed for water-related activities. Diameter: 60 cm - 76 cm	3	Project promotion	2Q25;
12	Printing materials	Helmets	Standard Size (52 cm - 64 cm) protective headgear designed for use on construction sites. Made of high-strength materials with an adjustable strap.	20	Project promotion	2Q25;

13	Printing materials	Wall watch	Timepiece designed for wall mounting. Ideal for offices and living spaces. Diameter: 40 cm - 50 cm.	5	Project promotion	2Q25;
14	Printing materials	Street watch	Weather-resistant timepiece for outdoor use in urban environments. Easy to read in all lighting conditions. Diameter: 45 cm - 60 cm Depth: 8 cm - 15 cm.	3	Project promotion	2Q25; indicatively
15	Printing materials	Soccer ball	Size 5 high-quality, durable ball designed for professional and recreational soccer play.	30	Project promotion	2Q25;
16	Printing materials	Basketball ball	Size 7 and 6 durable basketballs - designed for indoor and outdoor play.	20	Project promotion	2Q25;
17	Printing materials	Outdoor Panel with Clock and Temperature	Designed for outdoor use with weather-resistant materials, easy-to-read display showing the time and real-time temperature. Size: 45 cm - x 60 cm.	2	Project promotion	2Q25; indicatively
18	Printing materials	T-Shirts (Various Sizes)	Unisex T-shirts available in multiple sizes (S, M, L, XL).	200	Project promotion	1Q25;
19	Printing materials	Blanket	127 cm x 152 cm sized blanket made from high-quality fabric.	30	Project promotion	2Q25;
20	Additional materials	See column "description"	CESL may commission the design, production, and delivery of materials additional to those indicated above (e.g. umbrellas, USB sticks, jars, mugs, pens, stickers, binders, hats, water bottle); these cannot, however, be defined at present.	228	Project promotion	2Q25;

# TERMS OF REFERENCE (TORS) FOR THE PROCUREMENT OF SERVICES BELOW THE EU THRESHOLD

## 4.3 Payment

Indicatively, the contractor will be remunerated for its work on the basis of outputs delivered to CESL and accepted by the same. Invoices are to be submitted on a quarterly basis (for the three months ending 31.3.25, 30.6.25, and 30.9.25) for costs incurred by the contractor during the previous quarter - such costs will be calculated by multiplying the unit rates indicated in the contractor's financial offer per output by the quantity delivered in the relevant quarter. In the case of costs under the output "additional materials", unit rates will be agreed between CESL and the contractor by e-mail for each type of material commissioned by CESL (prior to their production) and then used for calculating associated amounts in invoices submitted.

## 4.4 Indicative timeline

Indicative timing for the production/delivery of outputs is given in the table in sub-section 4.2. above.

## 5 DURATION AND LOCATION OF THE ASSIGNMENT

The anticipated duration of the assignment is 1 February 2025 to 27 September 2025, though the final start/end dates will be set in the contract itself.

## 6 REQUIRED INPUTS

No inputs from the side of contractor are defined, since remuneration will solely be based on outputs delivered and accepted by CESL. It is therefore up to the contractor to define internally what inputs it needs to mobilise to ensure delivery of the outputs in these terms of reference.

## 7 LIAISON WITH CESL

The local expert contracted for the performance of this ToR shall ensure regular liaison with the CESL team as necessary/appropriate; Candidates will have the opportunity to conduct a Q&A session on all content and technical aspects with the relevant contact person before signing the contract.

## 8 FORMAT OF TENDERERS' BIDS

Tenderers' bids shall comprise **1)** a technical offer, and **2)** a financial offer (submitted in separate envelopes).

The **technical offer** (no more than 10 pages, in English, minimum font size 11) shall cover the issues indicated in the table below; they will be assessed during the evaluation of bids against the positively weighted criteria included in the assessment grid (these criteria are included in the table below for ease of reference).

Issues to be covered in the technical offer	Assessment criteria
The <b>tenderer's understanding of the services required</b> , including any comments on context, general purpose, etc. Here, the technical offer will be positively assessed when information included in the technical offer shows that the tenderer in question has good and	1.1.1 - Interpretation of the objectives in the ToRs, critical examination of tasks

Issues to be covered in the technical offer	Assessment criteria
relevant background knowledge and understands what role the contract will play in CESL's implementation.	
The tenderer's proposals concerning <b>how it plans to implement the project</b> – i.e. design, produce, and deliver the outputs indicated. Here, offers will be positively assessed when it is clear that tenderers have given some thought as to how contract implementation will proceed - e.g. what to be taken into consideration when developing design, the dimensions of outputs or the material to be used (if not indicated in this terms of reference), suggestions for outputs which could be produced under "additional materials".	1.1.2 - Description and justification of the contractor's strategy for delivering the services put out to tender
An <b>outline of the personnel</b> who will be involved in contract implementation from the side of the tenderer, including a designated person who will be the main contact point for CESL, as well as any other staff deemed necessary/appropriate. A description of each person should be included setting out their education, experience, and any other relevant skills (e.g. languages).	2.8.2 - Qualifications and sufficient assignment duration of the team (professional experience and other specific experience) in order to process theme 1
<b>Evidence that a tenderer can supply materials in satisfactory quality</b> – as a result, tenderers are to send the following example materials as part of the technical offer: raincoat, notepad, laptop bag, cotton bag and t shirt.	3.1 - Quality of provided materials

The **financial offer** is to be drawn up using the format included in the tender dossier circulated to tenderers. Items and quantities are to be inserted identical with those given in sub-section 4.2 above, and then the unit costs offered by the tenderer per item included; totals are calculated automatically. **As an exception, the quantity to be indicated for the output "additional materials" is "1", and the unit cost to be included is 15000 GEL.**

## 9 OTHER PROVISIONS

If restrictions are introduced to **combat coronavirus/COVID-19** (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.

**VAT:** The contract amount doesn't include VAT. According to the article 71 of Order N 996 of the Ministry of Finance on "Tax Administration" and in compliance with international agreements on Technical Cooperation between the government of The Federal Republic of Germany and the government of Georgia dated December 19 2008, (which is previously based on international agreement dated May 11, 1998) GIZ enjoys tax exemption and will procure goods/services exclusive of VAT (issuing "0" VAT rate), using off-setting right. The relevant status may be found at the webpage [www.rs.ge](http://www.rs.ge) - საგადასახადო შეღავათით მოსარგებლეთა რეესტრი .