

Terms of reference (ToR) for the procurement of services below the EU threshold

CONFIDENTIAL

Development of a visual brand identity and website for the Kids Products Manufacturers Association	Project number/ cost centre: G-012388-001
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1. Context

QUIS - Better Goods and Services on Enhancing Company's Competitiveness through Quality Infrastructure' in Georgia (hereafter - QUIS) is a multi-donor project jointly co-financed by the European Union, the Federal Ministry Economic Development BMZ and Czech Development Cooperation (CDC) and implemented by GIZ and Czech Development Agency (CzDA). The project timeline is scheduled till January 31, 2027.

The overall objective of QUIS is to ensure safety and promote inclusive and sustainable economic growth in Georgia through improved competitiveness of the private sector and implementation of the DCFTA and its EU-related commitments, with a particular focus on business, trade, environment, and better skills matching.

Notably, QUIS targets the following outputs:

- **Optimised regulatory and policy framework for quality infrastructure in line with EU and international requirements that promotes competitiveness of the locally produced goods and services / Aspects that promote innovation and competition are incorporated into the regulatory and political framework of the quality infrastructure.**
- **Improved compliance with European and international standards and regulations of local firms / Georgian companies have the technical capacity to implement new quality requirements.**
- **Private companies' awareness on potential of private EU standards or state regulation raised / Georgian companies have become more aware of the potential that higher product quality offers**
- **Intensified cooperation between quality infrastructure institutions and private sector actors / Quality infrastructure institutions have intensified cooperation with relevant actors in the selected sectors**

QUIS project is actively supporting the capacity development of business associations, operating in the industrial sectors, as a resource to advocating business interests, providing services, promoting industry standards and helping improve the business environment. Toy sector is one of the key directions of the project with the focus on kids' products.

QUIS project is actively supporting the capacity development of business associations as a resource to advocating business interests, providing services, promoting industry standards and helping improve the business environment. **Kids Products Manufacturers Association (KPMA)** is a newly established association, engaging the local businesses in the sector. The project will facilitate the enhancement of the Association's website, branding, and digital presence to strengthen the Association's visibility in the target sectors and promote its range of services, membership schemes, training opportunities, and overall value proposition to its members, stakeholders and broader audience.

The newly designed website will serve as a strategic platform, showcasing the Association's expertise, services and role in quality and standards development in Georgia. It will act as a digital hub for enhancing stakeholder engagement, promote membership benefits, consolidate information about products and services, facilitate access to training and technical support, and strengthen cooperation with local and international partners, thereby boosting the Association's visibility and impact in the industry.

2. Tasks to be performed by the contractor

GIZ QUIS seeks to contract a company (hereinafter Contractor) to provide the following services:

- **Development of visual brand identity for the KPMA**
- **Development of the website for the KPMA**
- **Provision of technical support/guidance**

The main goal of the service is to enhance the Association's presence within the target sectors and effectively communicate its service offerings, membership benefits, training programs, and overall value to its members, partners, and target audience.

Under this assignment, the Contractor is expected to:

2.1 Develop the visual brand identity for the KPMA based on its mission, vision, core values, and target audience, including:

- **Branding:** Develop project's visual identity and brand book, including website branding for cohesive digital presence.
- **Slogan/Tagline:** Create a compelling slogan or tagline reflecting the core message and values of **KPMA**.
- **Colour Palette:** Develop a colour palette consisting of 1-3 primary colours and 2-3 secondary colours (black and white included).
- **Primary Logo:** Design a primary logo and wordmark, in both full-colour and one-color (black) versions.
- **Secondary Logo:** Create a secondary logo or wordmark (to be used in specific contexts, such as merchandise (e.g., t-shirts, hats, or promotional materials).
- **Fonts and Typography (ENG/GEO):** Select appropriate English and Georgian fonts and typography styles.
- **Usage Guidelines:** establish clear space, size specifications, and co-branding guidelines for the logos.
- **Social Media Assets:** Develop a set of social media icons and headers for platforms such as Facebook, and LinkedIn.
- **Electronic Newsletter Design:** Create a masthead and footer for **KPMA's** electronic newsletters.
- **Additional Branding Elements:** Design any other standard elements required for brand consistency (e.g., business cards, letterheads, brochures, leaflets, folders, backdrop visual for online meetings roll-up banner and other promo visual mock-ups).
- **Develop templates for future usage:** PPT, Word, Agenda, project brief, Infographic, other files as requested
- **Comprehensive Brand Guidelines:** Compile a complete brand visual guidelines manual, detailing the proper use of all brand assets.

The design files (e.g., logos, letterheads) shall be delivered in JPEG, PNG, and EPS formats, suitable for use in Microsoft Word, Mailchimp, G Suite apps, InDesign, and other standard platforms. All files must be provided in both low- and high-resolution formats.

Additional Considerations:

- o Ensure that all brand elements are scalable and adaptable to different digital and print formats.
- o Incorporate both English and Georgian language options where applicable.
- o Include a brief style guide for digital use, covering web, social media, and mobile display considerations.

2.2 Develop a bilingual (Georgian and English) website for the KPMA and update with the provided materials

The website will serve as a centralized platform for the kids products manufacturers providing comprehensive information about the products and services offered by the **KPMA**. Its purpose is to consolidate all services and products into a user-friendly interface, making it a key resource for stakeholders seeking detailed information.

The website development should include:

- web-platform testing,
- and ongoing technical support, including: a short training session for the KPMA team to ensure they are proficient in managing the website, and a user-friendly manual/document to guide them in its future use and maintenance.

The website shall contain (not limited to) the following sections/pages:

- **Home page:** top menu in header, image banner, language option, search tool, social media links, news section (1 row, 4 blocks), blog section (1 row, 4 blocks), Footer, logo, disclaimer, contact information
- **About us / Our members:** a section featuring member thumbnails and short introductory summaries, each with a 'Read More' link that leads to a dedicated profile page. This allows visitors to quickly get to know who we are, then explore individual stories (title, text and images)
- **News:** a section displaying thumbnails with short summaries, each leading to a full **News Post Page** via a *Read More* link.
- **News Post Page:** Includes the news title, full article text, and accompanying images.
- **Blog:** A collection of blog entries presented with thumbnails and brief summaries, each linking to a dedicated **Blog Post Page**.
- **Blog Post Page:** Features the blog title, full blog text, and relevant images.
- **Services Offered:** A section with thumbnails and concise descriptions of each service, each accompanied by a *Read More* link that opens the corresponding **Training Video Page**.
- **Photo/Video Gallery Page:** Contains a title, a short description, and embedded YouTube videos.
- **Content-Specific Pages:**
 - **Text Pages:** Structured information for About Us, Services, Membership benefits, and news articles. Filtration by categories
 - **Photo/Video Pages:** Image galleries, event photos, and video content for tutorials or product showcases, showcase videos uploaded from YouTube in a proper manner
 - **Registration Pages:** event sign-ups. Newsletter subscription (no user registration is needed)

2.3 Provide technical support/guidance - The contractor shall provide technical support to guide the KPMA in maintaining and managing the website. This includes CMS operation, content updates, user management, backups and recovery, security practices, performance monitoring, plugin updates, and reporting procedures. Optional training on SEO, analytics, and integrations may be provided.

The contractor shall provide ongoing technical support to guide KPMA in running and maintaining the website, ensuring long-term functionality, usability, and security. Key tasks include:

- **Website Maintenance Guidance:** Provide instructions for updating website content (text, images, videos) using the CMS. Demonstrate best practices for maintaining design consistency and brand identity.
- **User Management and Access Control:** Guide KPMA staff on creating and managing users, roles, and permissions.
- **Website Backup and Recovery:** Provide instructions for regular backups of website files and databases. Explain restoration procedures in case of errors or accidental data loss.
- **Security Management:** Advise on website security practices, including password management, plugin updates, and monitoring for potential threats.
- **Performance Monitoring and Optimization:** Train staff to monitor website speed, uptime, and functionality. Provide guidance on troubleshooting broken links, display issues, or plugin conflicts.
- **Plugin and Feature Updates:** Guide the client on safe updates of CMS, plugins, and themes. Recommend essential plugins for SEO, analytics, security, and performance.
- **Reporting and Analytics:** Demonstrate how to use integrated tools such as Google Analytics for website performance monitoring. Provide procedures for reporting technical issues or requesting support from the contractor.
- **Training and Documentation:** Conduct hands-on training sessions with KPMA staff for content updates, maintenance, and security practices. Deliver a user-friendly **technical manual** covering all procedures for ongoing website management.

The contractor shall ensure that all post-launch activities maintain cross-browser compatibility, device responsiveness, functional integrity, performance optimization, and SEO readiness, in line with the original project requirements.

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones/partial works	Deadline/place/person responsible	Criteria for acceptance
1. Preparatory work - Review and get familiar KPMA's vision, mission, structure, members and partners - Kick off meeting - Provide a detailed workplan and timeline	August 15 th	• Presentation including the short introduction of the team, provided by service provider. • Discussing the workplan and setting a timeline (PPT – ENG) • Workplan and timeline provided
2. Development / Branding	October 20 th	• Draft visual identity (ENG)

- Development and provision of first draft of three samples of visual brand identity presented to GIZ for selection - Feedback provided by GIZ/QUIS and KPMA representatives - Revise the visual identity based on the feedback received and presenting modified final draft version - Provision of final report and a brand book submitted to GIZ for review and comments if any. - Final visual brand identity provided approved by GIZ		• Final draft visual identity (ENG) • Full package brand book and all templates (All design files provided in low- and high-resolution formats such as JPEG, PNG, and EPS files.)
3. Development / Website - In close cooperation with the KPMA representative and program expert, develop a strategy and action plan for the web page to ensure the activities are planned and so that the requirements listed are reached. - Identify and purchase the domain - Develop and introduce the layout, structure and content to GIZ/QUIS team, KPMA representative. Ensure the compliance with the branding strategy - Feedback provided by GIZ/QUIS and KPMA representatives - Revise the layout based on the feedback received and present modified final version - Ensure the content provided by the KPMA representative is suitable for website, adjust if needed and ensure high-quality of content in both	December 15th	• Draft strategy and action plan. • Domain • Layout demo (test web page) • Final Layout • Content (including graphics)

Georgian and English languages - Create high quality photographs for individual member's products - Update content, develop and update graphics - Conduct comprehensive testing before launch and ensure post-launch functionality meets all project standards.		• 5 photos per product • Standalone product • Child playing/using the product • Website is launched
4. Technical support 4.1. Provide training for the KPMA designated persons on how to manage website 4.2. Development and submission of the user-friendly manual (a separate document)	January 25 th	• Training conducted / Training report • Manual Submitted

Period of assignment: from **August 2026 until January 2027.**

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit **strategy** (1.1) with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation** with them (1.2.1); and explain its approach to **steering** the measures with the project partners (1.3.1). The tenderer is required to describe the key **processes** (1.4) for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) under **learning and innovation**.

Project management of the contractor (1.6)

The tenderer is required to explain its approach (1.6.1) for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Team leader

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular identifying the need for short-term assignments, as well as planning and steering assignments
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- **Education/training** (2.1.1): university master's degree in Multimedia, Digital Marketing or Business Administration
- **Language** (2.1.2): C1-level language proficiency in English; Georgian – Native
- **General professional experience** (2.1.3): 5 years of professional experience in Project Management; working with business associations, NGOs, international organizations, or private-sector clients; Digital Strategy & Content, technical experience in modern web technologies
- **Specific professional experience** (2.1.4): 5 years of professional experience in supporting or managing business associations, managing digital design projects, including websites and brand identity projects experience in toy, furniture, crafts or creative industries;
- **Leadership/management experience** (2.1.5): 5 years of management/leadership experience as project team leader or manager in a company; ability to lead a multidisciplinary team of designers, developers, and content creators.
- **Development cooperation (DC) experience** (2.1.7): 5 years of experience in DC projects
- **Other** (2.1.8):
 - **Sector knowledge:** Demonstrated experience of working with small and micro enterprises in the toys, children's products, authentic crafts, or creative industries sector,

Key expert 1 - Branding Expert

Tasks of key expert 1

Developing and implementing the brand strategy, ensuring visual and communication consistency, advising on marketing and promotional activities, and coordinating with stakeholders to enhance brand recognition and visibility.

Qualifications of key expert 1

- **Education/training** (2.2.1): University degree (BA) in Marketing, Branding, Business, Design, Communication/PR or advertising
- **Language** (2.2.2): C1 -level language proficiency in English, Georgian – Native
- **General professional** experience (2.2.3): 5 years experience in marketing; creating brand identity systems, and brand guidelines, preferably with business associations, NGOs, or private-sector entities.
- **Specific professional experience** (2.2.4): 5 years experience of Developing brand strategies for companies or campaigns for individual products, digital design projects, including websites and brand identity projects experience in toy, furniture, crafts or creative industries;
- **Leadership/management experience** (2.2.5): 3 years of experience in advisory or leadership roles related to organizational development, including coordination with senior management and key stakeholders.
- **Development Cooperation** (DC) experience (2.2.7): 5 years of experience in DC projects
- **Other** (2.2.8):
Demonstrated experience of working with small and micro enterprises in the toys, children's products, or traditional/authentic crafts/cultural heritage

Short-term expert pool with 4 members

For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV for each pool member (see below Chapter 7 Requirements on the format of the bid) for the assessment.

Tasks of the short-term expert pool

- **Graphic Designer**
- **Website Developer**
- **Photographer**
- **Copywriter**

Qualifications of the short-term expert pool

- Education/training (2.6.1):
 - **1 expert/graphic designer** with university qualification/Bachelor's degree in Graphic Design, Visual Communication, Multimedia Design, or Fine Arts;
 - **1 expert/Web developer** Bachelor's degree in Computer Science, Web Development, Information Technology, or equivalent
 - **1 expert/Copywriter** with university qualification/Bachelor's degree in linguistics, journalism, communication or public relations

- **1 expert/photographer** with qualification/portfolio in Photography, Visual Arts, or Multimedia;
- Language (2.6.2): 3 experts Georgian – Native
- General professional experience (2.6.3): All experts should have 3 years of experience working in Toys, artisan and handmade producers in the traditional arts and crafts sector
- Specific professional experience (2.6.4):
 - **1 expert/graphic designer** with 3 years of professional experience/portfolio in proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools.
 - **1 expert/web developer** with 3 years of professional experience/ portfolio in web development, including corporate or brand websites (HTML, CSS, JavaScript, PHP, Python, Node.js, etc).
 - **1 expert/Copywriter** with 3 years' experience/portfolio in writing and editing; digital and social media; campaign/communication experience
 - **1 expert/photographer** with 5 years' experience / portfolio in commercial, corporate, or product photography
- Development cooperation (DC) experience (2.6.6): all experts with 3 years of experience in international projects
- Other (2.6.7): In addition to their specialist qualifications, the following qualifications are required of team members:
- Demonstrated experience of working with small and micro enterprises in the toys, children's products, or traditional/authentic crafts/cultural heritage
- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

The tenderer must provide a clear overview of all proposed short-term experts and their individual qualifications.

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Company Experience (3.1): The contractor must demonstrate proven experience in delivering comprehensive digital design and development projects, including brand identity creation and corporate website development. Specifically, the company should:

- Have at least 3-5 years of experience in branding and web development projects, specifically, working with medium, small and micro businesses, especially, with artisan producers, in the sector of traditional arts & crafts and handmade producers, either with individual businesses or thematical BSOs, cluster, associations
- Possess a portfolio of successfully completed projects showcasing development of corporate websites with responsive design and CMS integration, creation of visual identities, including logos, color palettes, typography, and other brand assets, implementation of user-friendly interfaces and performance-optimized websites.
- Have experience providing post-launch technical support and website maintenance guidance to clients.

And demonstrates the **capacity** to coordinate multidisciplinary teams, including designers, developers, and content specialists **(3.2)**.

In addition to the technical concept, the offer should include:

- Portfolio describing previous works that demonstrate the capability of tackling this assignment and submission of high-quality deliverables.
- Enclosed 3 websites/branding (preferably in English) prepared within the last 3 years and the contact information of clients who accepted those deliverables.
- Work plan for the assignment.

5. Costing requirements

Assignment of personnel

Specification of inputs

The following basic calculations for the contract for works are a reference value based on the acceptance criteria for each partial work/milestone specified in Chapter 2 (Tasks to be performed by the contractor).

Since the contract to be concluded is a contract for works, we would ask you to offer your services at a lump sum price.

In addition, the assessment of the financial bid is also based on the underlying daily rate. Please also provide the underlying daily rate. A breakdown of days is not required.

Milestones/partial works	Estimated expert days for orientation	Deadline/place/person responsible
Development / Branding	50	October 2026
Development / Website	65	December 2026
Technical support	25	January 2027

Workshops, events and trainings

The contractor implements the following workshops/study trips/training courses:

- Training session for the KPMA dedicated staff on website maintenance

6. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English (language).

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

In addition to the technical concept, the contractor should provide:

- Portfolio describing previous works that demonstrate the experience and capability of tackling this assignment and submission of high-quality deliverables.
- Work plan for the assignment.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

7. Outsourced processing of personal data

No personal data will be processed by contractor