

Terms of Reference

for a Consultant on Public Relations and Event Management

Georgia

Program: Economic and Social Participation of Vulnerable Displaced Persons and local populations in the South Caucasus - EPIC

Duration of Consultancy: 20 days from 11 September 2019 – 25 October 2019

Place: Georgia - Samegrelo and Zemo Svaneti and Kvemo Kartli Regions and Tbilisi

1. Project Overview

The measure "Economic and Social participation of Vulnerable Displaced Persons and Local Populations in the South Caucasus - EPIC" programme is implemented by The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a service enterprise for development cooperation with international operations and global experience. Owned by the Federal Republic of Germany, the organization operates as a private-sector enterprise with a development-policy mandate: to make sustainable improvements to the living conditions of people in partner countries.

The project serves the overall objective to improve economic and social participation of vulnerable displaced and local population in the South Caucasus. The objective is foreseen to be achieved through the following four components:

1. Strengthening capacities of public actors to promote economic and social participation of vulnerable population, both displaced and local
2. Increasing employability of target groups with a special focus on women and youth
3. Improving business development opportunities to create income and employment potential
4. Empowering displaced and local communities to stimulate social cohesion and engagement

Within the framework of international Sustainable Development Goals (SDGs), the project directly contributes to the achievement of SDG 4 (Education) and SDG 8 (sustainable growth and employment), SDG 5 (gender equality) as well as SDG 16 (peace, justice and strong institutions) and takes into account the „leave no one behind” principle of the Agenda 2030. The project promotes women in vocational qualification, business startups and self-initiatives, and it empowers them and their organizations to actively represent their own concerns and interests and to promote change in their communities, at local and national levels.

2. Situation Analysis

As a result of territorial conflicts in the 1990s and 2008 over 280 000 people have become displaced in Georgia, leaving the breakaway regions of Abkhazia and South Ossetia, and resettling in other parts of Georgia. Despite recent economic growth, Georgia continues to face challenges to overcome poverty and social exclusion that affects a significant part of the population. Displaced persons are defined as a group at particular risk when it comes to their

opportunities for economic and social development due to their uprooted status, inadequate housing and access to employment, assets and basic services. The governments and public actors lack resources and capacities to provide comprehensive support to tackle inequality and disengagement of these vulnerable groups.

Vulnerability is particularly visible among women and girls. The proportion of women in the IDP group is slightly higher (54%), however, they represent only 31% of the working IDPs. Although traditional gender roles seem to persist among IDP communities, a substantial number of women have taken over major or sole breadwinning roles for their families. That this is due to the fact that a lot of women have lost their male family members as a result of the conflict as well as men have migrated or had more difficulties to adapt to the new situation and remain unemployed. Informal care has a significant economic and social impact and on the one hand, contributes to the family cohesion and integration but on the other, it represents a barrier that hinders women to participate in paid economy, or imposes on them double burden. For women it is more difficult to establish and run a business than for men due to manifold reasons, among them socio-cultural norms and values, child care responsibilities, lack of collaterals to access finance, and lack of entrepreneurial knowledge and skills.

Gender issues, mainly women's and youth participation in the project activities is a core cross-cutting issue for the EPIC project. For this purpose, the regional Gender Analysis of the South Caucasus been conducted, that was followed by the review of studies and policies relevant to internally displaced persons in Georgia and women's empowerment, which highlights the main challenges women and specifically, IDP women face and recommendations for the improved and full integration of IDPs in the society as well as empowerment of women.

In order to strengthen the gender aspects, the project has been supported by the international gender expert at the regional level guiding the EPIC project team, key political partners¹ and implementing organizations² on measures to improve social and economic participation of women and girls and enhance their empowerment at the regional level; and a national expert has been engaged to build upon these inputs and provide advice and consultancy at a country level. This expertise facilitated the project to design the Gender Action Plan and integrate the measures for promotion of gender responsive and transformative approaches.

2. Assignment objectives

Being a starting point of the project, gender equality and women's empowerment in social and economic aspects focus on intangible assets like, skills, knowledge and expertise and on women agency, which means to the ability of women to define their goals and objectives and to act upon them.

Following the Gender Action Plan of the EPIC project, that envisages a set of actions to promote gender equality and empowerment of women, the project in Georgia seeks for a national consultant on Public Relations and Event Management to provide support to the EPIC team in organization of the event dedicated to the International Day of the Girl. The Day was nominated by the UN General Assembly in 2011 to recognize girls' rights and the unique challenges girls face around the world. The International Day of the Girl focuses attention on the need to address the challenges girls face and to promote girls' empowerment and the fulfilment of their human rights.

¹ Ministry of Internally Displaced Persons from Occupied Territories, Labour, Health and Social Issues

² Danish Refugee Council, Action Against Hunger, DVV International

The assignment covers:

- Support to the EPIC team, including GIZ, political and implementing partners, in planning and implementation of the event
- Support to the EPIC team, including GIZ, political actors and implementing partners, to coordinate the event with the project stakeholders profiled in gender and youth work as well as local authorities
- Support to the EPIC team in publicity of the event

3. Scope of Work:

Within the above described assignment, the incumbent shall undertake the following tasks:

- Conducts meetings with the GIZ team, national gender expert, political actors and implementing partners
- Reviews the project documents, including desk review and gender action plan and activities drafted for the event
- Designs the event plan in consultation with the EPIC team
- Informs and coordinates the planned activities with the project stakeholders and local authorities
- Ensures a smooth implementation of the planned arrangements, including logistical matters
- Ensures a wider publicity of the event at a local and country levels
- Produces a report on the event reflecting the implemented activities and photos
- All activities will be coordinated closely with the assigned contact person of EPIC.

Note:

All materials produced for the preparation and implementation of the activities as well as all articles handed to media will be handed to EPIC in electronic (Word, PDF, PPT, etc.) and if available in a written form. Links to media post will be collected and handed to EPIC as well. The report will be handed in electronic format (Word format).

4. Duration and place of assignment:

| Type of service | Location | Max. estimated expert days |
|--|-----------------|----------------------------|
| Conducts meetings with the GIZ team, gender expert, political actors and implementing partners | Tbilisi | 2 |
| Conducts meetings with the project beneficiaries (women clubs and youth clubs, Employment and Entrepreneurship Shuttles) | Regions/Tbilisi | 2 |
| Reviews the EPIC gender action plan and activities drafted for the event | Tbilisi | 1 |
| Designs the event plan in consultation with the EPIC team | Tbilisi | 3 |
| Informs and coordinates the planned activities to the project stakeholders, including local authorities | Regions/Tbilisi | 2 |
| Ensures implementation of the planned arrangements for the event | Regions/Tbilisi | 4 |

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|---|--|----|
| Ensures a wider publicity of the event at a local and country levels | | 3 |
| Produces a report on the event reflecting the implemented activities and photos | | 3 |
| Total | | 20 |

An estimated total of 20 consultancy days is considered for the assignment.

5. Required qualifications and Competencies:

The incumbent is expected to have the following competencies:

- a. University degree in Public Relations or a related field
 - b. At least 5 years of proven professional experience in communication and public relations
 - c. Experience in designing communication strategies
 - d. Experience in consultancy work and trainings
 - e. Experience in organizing PR events
 - f. Good knowledge of and writing skills in Georgian and English is a must
 - g. Experience in working with international organizations and public stakeholders
 - h. Professional facilitation and communication skills
 - i. Experience in supporting teams with a service orientation
 - j. Experience in working with vulnerable population groups considered strong asset
 - k. Experience or interest in gender topics and/or women empowerment considered strong asset
 - l. Affinity and experience in social networks (twitter, Facebook Instagram...)
- o Personal attitudes and behavior:
- m. High level of cultural sensitivity, non-discriminatory attitude regarding diversity issues, and proven capacity to adapt to working environments without prejudice of any sort
 - n. Positively promotes team effort and high performance by all staff through shared successes.
 - o. Acts with high degree of integrity and professionalism.
 - p. Holds self and others to account to deliver on agreed goals and standards of behavior.
 - q. Promotes innovation and learning.
 - r. Pleasant and polite attitude at all times; ability to reflect professional standards
 - s. Willing to travel to the field and communicate with beneficiaries

6. How to apply:

Women and men are equally encouraged to apply.

Interested and qualified candidates should submit their CVs, technical and financial offers in English in separated envelopes to GIZ Office (31a Aleksandre Griboedov St, Floor 3) no later than 11 September 2019.