
Programme: Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): “Clusters4Development” Project

PN: 16.2179.6-007.00

Activity: Support for development and pilot implementation of a market-oriented cluster in the **Food and culinary** sector

Period: April 1st, 2022 – October 1st, 2022

Terms of Reference

1. Context

Georgia has undergone significant economic reforms, but a range of critical constraints still impede business growth. SMEs require support to enhance capacities and technological up-scaling, improve adherence to international industrial standards and quality frameworks, contribute to further product diversification and increase their access to global value chains. Moreover, cooperation among sector actors and with public authorities needs to be enhanced to fully exploit market opportunities. The impact of the corona crisis brings further challenges.

To support the business performance of private sector actors in construction, tourism and apparel sectors and to improve the institutional setup for cluster and business development with the ultimate objective of enhanced business performance of private sector fostering the socio-economic development in Georgia and its regions, the Private Sector Development and TVET in the South Caucasus Programme (PSD TVET SC) within the framework of the EU Programme “Economic and Business Development in Georgia”, Component 3: Greater business sophistication, implements the “Clusters4Development” Project (hereafter – the project) for the period of 3,5 years (from July 2019 to January 2023). The Project is integrated into the PSD TVET SC implemented by GIZ on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ).

The Project is composed of four components: (1) development and pilot implementation of a market-oriented cluster in the construction sector; (2) development and pilot implementation of a market-oriented cluster in the tourism sector; (3) development and pilot implementation of a market-oriented cluster in the apparel sector; and (4) enhancement of institutional capacities for cluster and business development.

Within components 1-3, the establishment of sectoral clusters is supported. This includes a cluster on “quality and innovation in construction materials”, up to three thematic clusters in tourism as well as



a cluster “Sustainable Apparel Made in Georgia”. Component 4 contains support to a conducive cluster development framework at the national level as well as specific assistance to Enterprise Georgia (a business development agency under the Ministry of Economy and Sustainable Development of Georgia) to strengthen its role in promoting business development and providing demand-oriented services and support to the private sector. Throughout all four components, a focus will be put on ensuring direct impact on the business performance of private sector enterprises.

Tourism was a major contributor to Georgia’s economy before the corona pandemic. It accounted for 7.5 percent of GDP growth in 2018. Georgia received a record number of 8.7 million international visitors (tourists, transit, other) in 2018, a 10 percent increase over 2017.

Still, Georgia considers tourism as a major economic sector and currently works towards the post-corona recovery of the sector.

To cope with challenges and unlock potentials of the tourism sector, especially in the aftermath of the pandemic, capacities need to be enhanced in terms of general and facility level management, quality service and infrastructure (e.g. product diversification, new marketing approaches, sustainable product development, digitalization), quality education in tourism related specialties. This mainly refers to the significant number of small-scale, family-owned businesses in the sector, which often lack adherence to quality and standards and have limited oversight on up-coming challenges and market trends. The cluster-based approach will contribute to enhanced sector-wide capacity and quality upgrade, product diversification and market access by strengthening cooperation and capacities of market players along both horizontal and vertical value chains.

With the cluster-based approach the Project focuses on promoting tourism through higher competitiveness of tourism actors in the two project regions: **Imereti** and **Kakheti**. Both regions have a need to further develop their tourism profile, products, quality and cooperation to better exploit their touristic potential. The development of touristic clusters will improve networking and cooperation among actors in the tourism sector in both regions, help up-grade service quality, promote more harmonized approaches to tourism product development, support an enhanced understanding of customers’ needs and expectations, also in view of sustainable and green tourism, and joint visibility activities.

The approach in both **project regions** will reflect the strategic policy framework, in particular the efforts undertaken by the Georgian National Tourism Administration (GNTA) in raising regional tourism profiles both nationally and internationally. The most recent marketing and branding propositions for both regions suggest building the tourism offer around “the primary wine-making region and wine destination in Georgia” in Kakheti and the “ancient, diverse and rich history, culture and food plant heritage” in Imereti.

Despite the pandemic and until March 2021 the Project conducted significant work to prepare one cluster per region. A team of national and international experts identified around 70 potential cluster members per region.

1.1 Food plants in Georgia - a background

The Caucasus is one of the global biodiversity hotspots, and Georgia holds a large share of the diversity of the region. Most ecosystems of the Caucasus have been shaped by human activity for thousands of years and are one of the cradles of agriculture. They are rich in endemic species, many of which widely used for anything from construction to firewood, medicine and especially food. However, scientific information of the present-day use distribution and use of plant species in the Caucasus region in general, and Georgia in particular, is very limited. In addition, the far-reaching impacts of land-use change after the end of soviet occupation occurred especially in the Central and Southern Caucasus.

Most literature on traditional plant knowledge dates back to soviet times and is only available in printed form in Russian and the languages of the region. Much information is only accessible in grey literature. While knowledge about plant use is still widespread in the older generation, little to no information exists about the knowledge status of younger people.

Using the Imereti - Kakheti clusters as examples, synthesis of data on traditional and modern uses, and current habitat preferences of food plant species needs to be conducted to and to ensure a sustainable and modern integration into tourism gastronomy and wider.

1.2 Objective of the project and assignment

The objective of the current assignment is to cover the **food and culinary heritage aspects** related to the establishment and further development of one tourism cluster in in Kakheti and one tourism cluster in Imereti.

The focus of the clusters is to unite **Georgian small and medium size enterprises active in Tourism sector**, identify their needs, challenges and opportunities and support them in their further sustainable development through networking, promotion and access to knowledge and expertise.

The vision for the clusters is to develop a cooperative, innovative space where tourism, technology, sustainability and knowledge meet - a space where different stakeholders within Georgia's tourism industry support and collaborate with each other to build a strong image of Georgia's tourism industry both locally and internationally

The mission is to represent, promote and support Georgian SMEs in Tourism sector while increasing their competitiveness in the local and international market as well as providing Tourism service producers with tools and skills which allow them to be more competitive in terms of sustainability, product development, marketing, and international exposure/outreach.

In 2020, the Project has already identified opportunities for establishing and assuring sustainability and competitiveness of a business clusters related to tourism and hospitality, with sub-clusters in Food plant Heritage in Imereti and Kakheti and identified potential cluster members in both regions. Food and culinary heritage are understood in terms of both tangible and intangible food traditions, i.e.



materials used to produce food (including drink), no matter if wild collected or cultivated, the associated dishes, and the traditional historic context of food gathering and production in Imereti and Kakheti

Based on the overall objective of the Project, the purpose of this assignment is to help establish the two clusters (one in Imereti and one in Kakheti) to realize their vision, mission and objectives. The local expert for Food and Culinary Heritage shall, in collaboration with a team of international and a further local expert on Tourism, and key stakeholders:

- a) Study and analyse historic records of food plant use in Imereti and Kakheti
- b) **Co-Develop the Cluster Strategies and implementation plan** - Document the current traditional use of food plants in the two cluster regions, collect important food species, assess the possibility for ex-situ conservation of threatened food plant species, and support the development of training materials and co-conduct trainings in (including but not limited to): product development, product diversification etc. with regards to food plant heritage
- c) **Contribute to the development of an efficient communication strategy** regarding sustainability and development both for local and international markets with regards to food plant heritage aspects
- d) **Support the marketing and digitalization process within the clusters and selected member companies.**
- e) **Assess food plant heritage-related challenges and needs of the cluster.** The central idea is to ensure the sustainability of the cluster. The international consultant team will develop and monitor the implementation of necessary measures to achieve sustainability.

All activities will be conducted in close cooperation with the team of international and other Local experts as well as GIZ staff.

2. Approach to the Implementation & Specification of Inputs and Outputs

To serve the purpose outlined in section 1, the Project seeks to contract a competent local consultant / Food Plant Heritage expert (an individual) to prepare grounds for, to support and work in tandem with another local expert providing expertise in sustainable food plant heritage tourism and an international consulting company to be implementing activities serving the purpose outlined in section 2.1. through a team of international experts in the fields of (1) clustering in tourism, (2) gastronomy and (3) food plant heritage (4) Marketing/Digitalization (hired separately).

The details of the assignment components are provided below.

2.1. Tasks to be performed by the contractor

All tasks relate only to the food plant heritage aspects of the clusters in the two regions

Phase / Activities	Deliverables	Amount of days
1. Preparations		
1.1. Review the findings and results of published and grey literature, databases and specimens regarding food plants	<p>1.1.1. An assessment report of existing documents and additional recommendations for measures are developed</p> <p>1.1.2. Potential member SME overview reviewed, if necessary, amended and submitted</p>	5 days
2. Organizing field trips in regions		
2.1 Planning of a field mission with regards to food plant heritage	2.1.1 Scope, agenda, itinerary and logistics plan for the international experts' second or further missions to Georgia (English, *.docx)	14 days – in the field (7 in each region,
2.2. Shortlisting of stakeholders to be met with regards to food plant heritage	2.2.1 A short-list of stakeholders to be met during the field mission (English, *.docx)	
2.3. Mission planning with regards to food plant heritage	2.3.1 The scope, agenda, itinerary and logistics plan of the field mission to conduct relevant meetings, on-site visits and interviews (English, *.docx)	
2.4 Implementation of stakeholder meetings and interviews with regards to food plant heritage	2.4.1 Documentation of the meetings and interviews with the Project stakeholders: actual itinerary, list of meetings held, minutes of meetings copies of filled-in forms and interview questionnaires if applied (*.pdf)	

Phase / Activities	Deliverables	Amount of days
3. Development of strategies related to food plant heritage implementation		
3.1 Develop and introduce a report to the international team with the list of proposed interventions and trainings for cluster`s member companies with regards to food plant heritage	3.1.1. Overview of the potential interventions with recommendations is submitted.	2 days
4. First field mission and Workshop		
4.1 Together with the international experts, finalization of the concept for the workshop with each cluster with regards to food plant heritage	4.1.1 Overview on needs and vision of cluster partners	14 days – (7 days in each region,)
4.2 Supporting international experts` inputs in preparation of the workshop with regards to food plant heritage	4.2.1 Work jointly on the concept of the workshops 4.2.2 Work jointly on Workshop moderation plan	
4.3 Participation in the workshop with regards to food plant heritage	4.3.1 Supporting the international team in preparation of the Mission implementation report with annexes (minutes of preparatory and wrap-up meetings with the Project and the local consultants, minutes of meetings, workshop implementation report to be submitted by the local experts as well as all other relevant documents for the Mission implementation report, survey of participants feedback)	
4.4 Joint preparation of a mission and workshop report which shall include the cluster initiation roadmaps for each cluster and documentation of feedback from participants with regards to food plant heritage.	4.4.1 Workshop report	
5. Mid-term assessment		

Phase / Activities	Deliverables	Amount of days
5.1 Advise the international team in communicating the action plan and results of intervention plans with local SMEs with regards to food plant heritage	5.1.1 List of actions that can / will be supported until 2022, is agreed with members and GIZ	3 days
6. Food plant use strategy		
7.1. Preparation of food plant use strategy for regions	7.1.1 Documentation of traditionally used food plants and respective dishes in the two regions (English, *.docx)	15
7.2. Preparation of food plant guides	Provide completed research and materials for the publication of Regional Cook Books in both regions (English, *.docx)	
7.3 Strategy of ex-situ conservation of important threatened food plants	7.6.1 Guidelines for ex -situ conservation (English, *.docx)	
Total Number of Days		53 days

2.2. Activities, Deliverables and Due Dates

Expected deliverables and corresponding due dates are provided in the table below. Based on the current pandemic and uncertain situation, all the dates correspond to an ideal implementation of the contract and may be modified, based on the existing situation in Georgia at the time of the implementation.

Milestones – all with regards to food plant heritage only	Deadline
Study and analyse published and grey literature and available databases and specimen collections on food plants in Imereti and Kakheti	April 31, 2021
Organizing field trips in regions	June 1 st , 2022
Documentation and collection of food plant use in Imereti and Kakheti	June 20 th , 2022
Organizing the First cluster workshops on food plants (one in Imereti, one in Kakheti)	September 20 th , 2022
Elaboration of an action plan and identification of priority areas for pilot activities	August 31, 2022
Creation of Food plant use strategy	September 15 th , 2022
Final Reporting	September 25 th 2022



3. Coordination and Communication

Close coordination and reporting with the Project Team Leader and the dedicated Programme Expert, as well as an active cooperation with the international consulting company/international experts and the local tourism and hospitality expert, is mandatory during the implementation of the assignment.

4. Other Conditions

4.1. Additional means of support

Items to be provided for by the Project separately shall include:

- a) Venue(s), facilities, interpretation and refreshments for workshops;
- b) Hotel accommodation to implement visits to regions of Georgia, as appropriate;
- c) Transportation to implement visits to region of Georgia, as appropriate;
- d) In case of the expert traveling to the regions (Imereti or Kakheti) without the GIZ provided transportation, GIZ will cover the transportation costs according to the submitted financial proposal. (Section 6.2 of the ToR)

4.2. Conditions and payment terms

Payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

5. Other provisions

5.1 The cost of services agreed with this Agreement shall include income tax and cumulative pension contributions (employer's contribution as well as payment to be made on behalf of the contractor) envisaged by the legislation of Georgia.

5.2 Payment will be made via bank transfer.

6. Submission Requirements

The bidder shall submit technical and financial proposals to comply with the following requirements:

- 6.1. The **technical proposal** shall contain proposed concept and work plan to implement the assignment, CV with bidder's relevant experience, and recommendations;
- 6.2. The **financial proposal** shall clearly state all types of costs to be charged to the Project to implement this assignment (e.g. honorarium; transportation cost, in case of expert's travel to regions (Kakheti & Imereti) without the GIZ provided transportation, up to two times per region (including the including income tax and pension saving 2%.) considering provisions of Section 4.1



of the ToR.

7. Evaluation criteria

A technical proposal by a bidder shall be evaluated based on the assessment of: (1) proposed concept and work plan, (2) bidder's qualifications and experience, and (3) recommendations.

7.1. Evaluation criteria for a technical proposal

A technical proposal shall be evaluated based on the relevance of the chapters of the concept and work plan to include:

- a) Interpretation of objectives;
- b) Strategy of implementation;
- c) Management of processes, cooperation, learning and innovation;
- d) Work schedule and timelines;
- e) Monitoring and evaluation concept.

7.2. Evaluation criteria for a bidder

- Education: Higher education in Botany or a related field.
- Language: Excellent academic language skills in English both written and spoken.
- Leadership/management experience: Excellent communication, facilitation and moderation skills;
- General professional experience: Strong research, analytical and report writing skills;
- Specific professional experience: Experience in identifying aspects of tangible and intangible heritage and assessing them from the perspective of food heritage preservation and use
- Experience in researching and assessing potentials of food tourism aspects and proposing programs/projects in sustainable development of respective tourism products;
- Development Cooperation (DC) experience: will be an asset