
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: Administrative support for the „Georgian Construction Materials Cluster”

Period: 18 July 2022 – 30 June 2023

1. Brief information about the project

Georgia has undergone significant economic reforms, but a range of critical constraints still impede business growth. SMEs still need constant 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.

To support business performance of private sector actors in construction, tourism and apparel sectors and to improve an institutional setup for cluster and business development with an ultimate objective of enhanced business performance of private sector fostering the socio-economic development in Georgia and its regions, the 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 has been 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, it is foreseen to support the establishment of sectoral clusters. This includes a cluster on “quality and innovation in construction materials”, up to three thematic clusters in tourism (1: Kakheti and Imereti local wine and food tourism cluster; 2: Imereti authentic accommodation cluster; 3: Imereti cultural heritage cluster) as well as a cluster “sustainable apparel made in Georgia”. In Component 4, it is foreseen to support a conducive

cluster development framework at the national level as well as to provide 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.

2. Background and context of the project

In July 2019, development and pilot implementation of a “market-oriented cluster in the construction sector” has successfully started. During this period the following major activities were conducted:

1. Establishment of Cluster Initiative Group
2. Development of cluster vision, mission, strategy and structure
3. Election of the board of directors and heads of working groups
4. Development of visual branding and election of the title “Georgian Construction Materials cluster” (GCMC)
5. Registration of GCMC
6. Development of cluster management approach and a road map for 2022

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

The objective of this project is to establish the market-oriented cluster in the construction sector. The focus of the cluster is to unite the **Georgian small and medium size enterprises active in construction materials sector** under one umbrella, identify their needs, challenges and opportunities and support them in their further sustainable development through networking, promotion and access to knowledge and expertise. The cluster will support the creation of synergy among cluster members, as well as help to promote the production for potential local and international buyers.

Based on the overall objective of the Project, the purpose of this assignment is to continue support of cluster development, manage and monitor the successful implementation of agreed activities and procedure. Support BOD and WG heads and international experts engaged in the further development of GCMC.

4. Relevance, Approach, Activities and Deliverables

The relevance of the assignment falls under Component 1 of the Project: Development and pilot implementation of a market-oriented cluster in the construction sector.

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

The Project seeks to contract a local junior expert to support the project for an administrative support GCMC – Georgian Construction Materials Cluster.

4.2. Activities, Deliverables and Due Dates

Following activities shall be conducted by the junior expert

Phase / Activities	Description of Deliverables	Expert Days	Due Dates
1. Preparatory work			
In order to get familiar with the project and tasks, junior expert must: 1.1.Review and get familiar with the developed documentation 1.2.Review and acquaint with GCMC members and partners 1.3.Together with the cluster manager review the road map of 2022, cluster approach and working plan of WG	<ul style="list-style-type: none"> Working plan for 2022 administrative support in accordance of the road map and marketing strategy (Excel) 	10	12 August 2022
2. Operational Activities			
Junior expert must conduct the following operational activities, in order to achieve the goals, set by the road map of 2022, such are: 2.1. Strengthening public relations of the cluster 2.1.1. Support and where needed, the management of communications tools such as e.g. the GCMC website, social media presentation etc. 2.1.2. Monitor the effective visibility of cluster at partners` and members` communication channels. 2.2. Strengthening network and trust building among cluster members and potential members / partners 2.2.1. Coordinate the meetings (online / offline) with the member companies as well as with potential new members 2.2.2. Coordinate the meetings with external stakeholders, experts and commercial organizations	<ul style="list-style-type: none"> Monthly activity report on activities carried out (word-doc) Reference report (e.g. website / social media updates, Event programmes, Main communication messages, Updated member lists / company profiles etc.) Monthly report of meetings (online / offline) (word doc) List of participants 	85	30 June 2023
3. Administrative support			

<p>Junior expert must conduct the following administrative activities, in order to achieve the goals, set by the road map of 2022, such are:</p> <p>3.2. Stimulate the business development of member companies of the cluster</p> <p>3.2.2. conduct program related activities (e.g.travel missions, training events etc.). This includes supervision of the mission, accompanying participants etc. at various exhibitions, construction material trade shows, study visits in European construction, construction materials and related clusters and associations in order to promote Georgian construction materials and support development of GCMC as a cluster both locally and internationally</p> <p>3.2.3. Coordinate B2B events and support event management tasks</p> <p>3.2.4. Twice a year conduct the survey among member companies (turnover, number of employees, gender balance, new partners) in order to identify the development status and support further growth</p> <p>3.3. Boosting skill development initiatives</p> <p>3.3.2. Quarterly conduct needs assessment (survey) in order to identify the required trainings.</p> <p>3.3.3. Identify and communicate with VET or other educational organizations or training centers for the further partnership</p> <p>3.3.4. Monitor the sufficient information flow between cluster, and partner educational organizations in order to enable member</p>	<ul style="list-style-type: none"> • At least up to 10 reports of conducted missions (local / international) (word doc) together with the list of participants • List of training centers / VET (excel) • List of GCMC member and partner companies (word doc) • Final report (word doc) 	<p style="text-align: center;">60 (including 10 days for the international travels in EU and 10 days local travel in Georgia outside Tbilisi)</p>	<p>30 June 2023</p>
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Phase / Activities	Description of Deliverables	Expert Days	Due Dates
companies to participate in different trainings 3.4. Support the development of the final report on conducted activities and achievements of the cluster			
	TOTAL	150	

5. Coordination and Communication

Close coordination and reporting with the Project Team Leader and the dedicated Programme Expert, cluster manager as well as an active cooperation with the international experts, is mandatory during the implementation of the assignment.

6. Conditions and payment terms

6.1. Eligible costs

6.1.1. Payment will be divided in three part: advanced, interim and final payment.

6.1.2. Interim and final payment will be carried out based on the acceptance of deliverables and provision of the invoices according to the agreement signed by the parties.

6.1.3. Travel costs, such as tickets and accommodation will be covered by the program.

7. Submission Requirements

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

7.1. The **technical proposal** shall contain information about interpretation of objectives, work schedule and timeline, resume with expert`s relevant experience, letter of motivation and at least one letter of recommendation form the previews employee from the past 2 years

7.2. The **financial proposal** shall clearly state all types of costs (income tax, pension if applicable) to be charged to the Project to implement this TOR.

Additionally, financial proposal shall separately include per diems for international trips in Europe and local trips in Georgia outside Tbilisi. (see attachment form)

8. Evaluation criteria

A technical proposal by a bidder shall be evaluated based on the quality of a technical proposal, bidder`s qualifications and experience and consideration of recommendations.

8.1. Evaluation criteria for a technical proposal

A technical proposal by a qualified bidder shall be evaluated based on the relevance of the chapters of the technical proposal to include

- 1) Interpretation of objectives;
- 2) Work schedule and timelines;
- 3) Letter or motivation;
- 4) Letter of recommendation.

8.2. Evaluation criteria for a bidder

8.2.1. Education

Bachelor`s degree in Business Administration, Economics, Marketing or a related discipline.

8.2.2. Knowledge and skills

- a) Excellent written skills both in Georgian and English languages
- b) Advanced computer skills including Microsoft Office and web-based applications;

8.2.3. Work experience

At least 2 years of relevant professional experience providing administrative support in construction sector to one of the following: 1. Local or international project 2. Team or division of an organization 3. CEO / director of local or international organization / association.

Working experience with the international organizations / projects will be considered as an advantage.

Attachment: Template for Financial proposal

Contractor's Name	
Personal ID #	
Address	
Telephone	
Email	
BANK DETAILS	
Name of Bank	
Address	
SWIFT	
Account #	

Assignment	Days	Unit Price	Total
Fee rate of Expert	150		
Per Diem Europe	10		
Per Diem local	10		

Signature: