TOR for STE-Assignments / Advisory / Services Contract

Programme:	**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:	Cluster website development and enhancing cluster members' digital presence for Authentic Imereti and Authentic Kakheti Tourism Clusters
Period:	**March 17th June 5th, 2023**

Attachments:

- Review of existing cluster member's digital presence
- Cluster member's database

Terms of Reference

1. Brief information about the project

"Clusters 4 Development: Better Business Sophistication in Georgia" Project (hereafter – C4D) is a multi-donor action funded by the EU and the German Ministry for Economic Cooperation and Development (BMZ). The project is implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

C4D is an integral part of the EU Programme "Economic and Business Development in Georgia", Component 3: greater business sophistication, in particular, related to the strengthened policy framework to facilitate the development of SME, clusters and incubators (Result 3.1) and the development and functioning of the clustering approach in at least 5 pilot sectors in Georgian regions (Result 3.2).

In line with these results, the specific objectives of the project are: 1) Enhanced business performance of private sector actors in the construction, tourism and apparel sectors through cooperation mechanisms (Components 1-3); and 2) Improved institutional framework for

cluster and business development (Component 4).

Specifically, the project is implemented across four components:

- Component 1: Development and pilot implementation of a market-oriented cluster in the construction sector.
- Component 2: Development and pilot implementation of a market-oriented cluster in the tourism sector.
- Component 3: Development and pilot implementation of a market-oriented cluster in the apparel sector.
- Component 4: Enhancement of institutional capacities for cluster and business development.

Key Implementing Partner of the project is the Ministry of Economy and Sustainable Development of Georgia (MoESD).

Context and current situation in the field of assignment

Clusters4Development project supports establishment of two market-oriented clusters in the tourism sector, one in Kakheti, one in Imereti. Each cluster is comprised of approximately 30 "core" members, with additional "potential" members during the current start-up phase. Cluster members comprise the following types of business: Craft Makers, Concept Accommodation, and Food & Wine Producers. Both clusters have the theme of "Authentic", with members selected due to their passion and interest in promoting traditional methods of production. Clusters were established in October 2021, and await legal registration, which is scheduled for early 2023. To support the establishment of the clusters, the project has formulated several support activities, both directly to individual cluster members, as well as the clusters themselves.

This approach has been chosen to highlight the clusters as offering something diverse, authentic, and experience-based tourism offerings to the respective regions. In the long-term

this will not only help cluster members themselves, but also promote tourism in Imereti and Kakheti, as well as all of Georgia.

Covid-19 has hit Georgia's tourism sector hard, and this is felt especially in rural areas. Before the pandemic Tourism was a major contributor to Georgia's economy. 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. Supporting tourism recovery of cluster members is therefore an additional goal of the project.

Cluster members have been assessed by project experts, and 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 up-grade, product diversification and market access by strengthening cooperation and capacities of market players along both horizontal and vertical value chains.

The approach in both project regions reflects 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.

2. Objective of the assignment

GIZ/C4D seeks to contract an agency/consulting company (hereinafter Contractor) for a) development of visual brand identity for Kakheti and Imereti Authentic Tourism Clusters, as well as b) development and management of the website for Kakheti and Imereti Authentic Tourism Clusters.

The purpose development of the website is aimed to increasing awareness about the clusters and its members on local and international markets, attracting potential new tourists to the

locations, align them with the cluster identity, showcase each member's products and services by telling their unique business story. As well as attracting potential new members (across the value chain) and spreading information about Georgian tourism service providers.

2.1. Scope of work

Under this assignment, the Contractor is expected to:

1. **Develop visual brand identity of regional Kakheti and Imereti Authentic Tourism Clusters based on the mission, vison, core values and target audience:**

The deliverables shall include:

   − Brand identity and mission statement
   − Slogan/tagline
   − A color palette - to feature 1-3 primary colors and 2-3 secondary colors (black and white count)
   − A primary logo mark and wordmark (a full-color and one-color black versions)
   − A secondary logo mark and/or word mark (to be used in place of a primary logo, i.e. on a t-shirt, hat, or pen/pencil)
   − Fonts and typography (ENG/GEO)
   − Usage: clear space, size, co-branding guidelines
   − Social media icon and header set (including for Instagram, Facebook, LinkedIn)
   − Electronic newsletter masthead and footer
   − Other standard elements
− A complete brand visual guidelines book for two individual brands.

The design files (i.e. letterhead, logos) shall be delivered in JPEG and EPS formats for use with Microsoft Word, MailChimp, G Suite apps and InDesign. All design files shall be provided in low- and high-resolution formats.

2. **Develop and manage one bilingual (Georgian-English) website** for Kakheti and Imereti Authentic Tourism Clusters to increase awareness of the clusters locally and internationally. It will serve as an integrated hub for potential tourists and interested parties to get full and comprehensive information about available products and services offered by the regional clusters and their members. The website seeks to bring all products and services under one easy-to-use interface. It will provide easier access to Georgian regional tourism sector and industry and will be an important bridge between tourists and cluster members, making its services easier to access, more flexible to use, and more transparent. Website development should include web-platform testing, training, and technical support.

Anticipated Deliverables:

Deliverable 1: Purchase domain and 1-year hosting for the website. Select technologies to be used for the development of the website (HTML5, CSS3, PHP, JQuery, Javascript)

Deliverable 2: Create a sitemap, in accordance with specifications, user interface wireframes, content creation and layout.

Deliverable 3: Website launch and testing phase

Contractor is required to take under consideration accomplishment of following tasks:

Tasks	Reporting
Design work plan (distribution of tasks to development teams)	Client Meeting & Review Work Plan
Quick wireframes to confirm with client (all pages)	Client Review
Architecture Design and Navigation	Client Meeting & Review
Functionable Prototype Design / Necessary integration	Client Review
Mobile Responsive Version	Client Review
Graphic and User Interface Design	Client Meeting & Review
Hosting environment setup with staging and production servers of core web architecture	Client Review
Front End Development (Laravel Framework)	Client Review
Framework and CMS Back-end Development	Client Review

Usability Testing (UX)	Client Review
Functional Testing	Client Review
Desktop Deployment	Client Review
Branding design prototypes	Client Review
Final Brandbook	Client Review

3. The website shall have excellent search engine properties, including incorporated search engine optimization (SEO) to ensure high rankings in search engines.

   Contractor is expected to **allocate qualified technical staff and resources for management of the website** throughout the entire period of assignment, website maintenance and support. Content development task will be managed together with the GIZ team and other hired experts.

2.2. Intellectual Property

GIZ shall be entitled to all intellectual property and other proprietary rights including, but not limited to codes, documents and other materials, which the Contractor will develop under the assignment and which bear direct relation to fulfilment of the assignment. The Contractor shall take all necessary steps in transferring intellectual property (codes, documents, software backup files, accounts, domain etc.) to GIZ.

GIZ shall be entitled to keep backup files of all software created in the framework of this assignment. The contractor is expected to allocate qualified technical staff and resources for the tasks throughout the entire period of assignment.

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2.3. Deliverables and timeline

The contract period for this assignment is expected to be from March 17th 2023 June 5th 2023.

An indicative structure of **tasks/deliverables** and **due dates** is suggested as follows:

Phase/Tasks	Deliverables	Expert Days	Due Date
1. Preparatory work			
1.1. Review and get familiar cluster's vision, mission, structure, members and partners 1.2. In a close cooperation with the cluster manager and programme expert, develop a strategy and action plan for web page in order to ensure the activities are planned and so that requirements listed are reached.	• Strategy and action plan (word doc. Excel doc)	10	31 March 2023
2. Development – Branding			
4.1 Three samples of visual brand identity presented to GIZ team for selection. 4.2 Final visual brand identity developed, approved by GIZ team.	• Comments/revisions from GIZ applied to the selected option. • All design files provided in low- and high-resolution formats as JPEG and EPS files. • A complimentary brand book submitted to GIZ. To include brand identity, mission statement and slogan/tagline.	60	10 April 2023

Phase/Tasks	Deliverables	Expert Days	Due Date
3. Development – Website			
3. 3.1. Appoint a responsible person / team for development of web page layout and content 3.2. Identify and purchase the domain 3.3. Develop and up-date constantly a profile of each member via collecting all relevant data (i.e. short story, high quality photos, local and international news etc.) 3.4. Ensure the compliance with the branding strategy 3.5. Introduce the layout, structure and content to GIZ/C4D team, cluster manager 3.6. Agree the posts related to project with program expert and communication expert of GIZ	• Domain • Layout and content demo (test web page) • Profiles of members Introduction meeting report	60	20 May 2023
4. Management - Website			
3.1 Ensure information is updated and relevant 3.2 Ensure the profile of members are included 3.3 Ensure relevant news regarding clusters and members are posted 3.4 Ensure GAFA partners are presented 3.5 Ensure high quality of content in both Georgian and English languages	• Content into updates •	50	30 May 2023
		Total number of days : 180	

3. Coordination and Communication

– The Contractor reports to the GIZ/C4D Team Leader and Programme Expert.

– The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ/C4D team

4. Visibility

Development of all products under this assignment is funded by the EU and the German Federal Ministry for Economic Cooperation and Development (BMZ) and must follow communication and visibility requirements for the EU and BMZ financed external actions (i.e. inclusion of logos and disclaimers).

5. Submission Requirements

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

Information about the company demonstrating its strong record in the area of web, social media, content development in Georgian and English languages and management, branding and marketing.

   a. Assignment relevant portfolio – links to similar past works that demonstrate ability of the company to deliver on this assignment and produce creative, high-quality products.
   b. A work plan to include proposed implementation schedule and activities to be performed by Contractor and suggested professionals for completion of this assignment.
   c. A list of proposed professionals to be involved in implementation of this assignment (please include their CVs and relevant works). Implementation team shall include the experts listed below:

5.1. Personnel Concept
Expert 1: Branding Expert (60 days)

– Education/training: Marketing/PR/Journalism/advertising (BA)
– Language: Excellent language skills in English and Georgian
– General professional experience: 3+ years' of marketing experience
– Specific professional experience: 2 years' experience of Developing brand strategies for companies or campaigns for individual products
– Preferable experience in promotion of the tourism / cultural heritage/gastronomy sector
– Development Cooperation (DC) experience: will be an asset

- Portfolio

Expert 2: Web Developer (60 days)

- Education/training: Bachelor's degree in Web development or related field, or relevant experience.
- Language: Excellent language skills in English and Georgian
- General professional experience: Solid knowledge and experience in programming applications, Knowledge of programming language and technical terminology.
- Specific professional experience: 2 years' experience of Web Development
- Proficient in JavaScript, HTML, CSS.
- Preferable experience in promotion of the tourism / cultural heritage/gastronomy sector
- Development Cooperation (DC) experience: will be an asset
- Portfolio

Expert 3: Designer (60 days)

- Education/training: A relevant diploma in a related field.
- Language: Excellent language skills in English and Georgian
- General professional experience: Proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools.
- Good understanding of content management systems and engine optimization principles.
- Preferable experience in promotion of the tourism / cultural heritage/gastronomy sector
- Development Cooperation (DC) experience: will be an asset
- Portfolio

5.2. The financial proposal shall clearly state:
- All types of costs to be charged to the project for implementation of this assignment, **excluding VAT, as per attached price schedule. The attached price schedule is to be used for the preparation of the financial offer.**
- Fee rate of experts assigned that shall cover all personnel costs, including ancillary personnel costs, backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc.

6. Evaluation criteria

Technical Proposal will be assessed based on the following criteria:

– Credentials of the company and assignment-relevant experience;
– Interpretation of the assignment objectives by the bidder;
– Professional credentials and qualifications the proposed staff;

* For the detailed information, please review assessment grid, attached to this document.

7. Conditions and payment terms

Payments will be carried out based on the implementation of this assignment and the acceptance of all deliverables and provision of the invoices according to the following schedule:

Interim payment in up to 30 %will be made upon submitting deliverable 2 **Development – Branding.**

Final payment will be made upon the completion of all Phases and final report regarding the completion of assignment.