Terms of Reference

Hiking Festival Georgia

**Project in charge:** The GRETA project | Green Economy: Sustainable Mountain Tourism and Organic Agriculture (co-financed by the EU and its member states Sweden and Austria and implemented by the Austrian Development Agency).

**How does the consultancy relate to the work plan**: 1. the unique touristic destinations Svaneti and/or Racha and their four-season products shall be introduced to international/national tourists; 2. Svaneti Destination Management Organization (key partner and beneficiary of GRETA project) shall be exposed to the exclusive opportunity of obtaining necessary skills and experience in organizing the international green tourism event through engaging in planning, organization, and implementation of Hiking Festival in Georgia.

**Outcome reference:** Outcome 2: Employment and income in both sectors is increased due to new and better products and services and through better market linkages, locally, nationally, and internationally.

**Output reference:** 2.1 Products and services for sustainable mountain tourism including trail development have been developed; 2.4 New market linkages through support of marketing activities have been created

**Budget Line:** 6.2.1.9 and 6.2.1.3

# Introduction and background

Agriculture and tourism constitute two essential sectors of income in the rural high mountain areas of Georgia.

In 2021, despite the pandemic, the **Georgian agri-food sector** showed significant positive results. According to preliminary data, the total production indicator of agribusiness products (production of primary agricultural products and products obtained through processing) amounted to about 4.2 billion euros (32.5% higher than the 2018 figure); the added value indicator was 1.2 billion euros (22.1% higher than the 2018 figure); the average monthly income of rural households calculated per one household was 320 euros (11.6% higher than in 2018).

In the same period, the persistence of the pandemic has continued affecting the **tourism sector** dramatically: the foreign exchange income from international travel (480 million EURO) was 83.4% lower than in 2019; the total value added in the tourism sector fell by 29.8%; the gross value from tourism industries as a proportion of GDP decreased from 8.4% to 5.9%. The mountainous protected areas showed a decline of number of visitors of 80% compared to the previous year and the income from tourism services registered a fall of 90.4% since 2019.

The **overall objective** of GRETA | Green Economy: Sustainable Mountain Tourism and Organic Agriculture is to facilitate an improvement of the business environment and the creation of new income opportunities in sustainable mountain tourism and organic agriculture to reduce poverty and exclusion in the selected mountain areas of Georgia.

The **expected outcomes** are:

1. The legal and policy framework for sustainable mountain tourism and organic agriculture is enabling sustainable and inclusive development;
2. Employment and income in both sectors are increased due to new and better products and services and through better market linkages, locally, nationally and internationally;
3. Access to capacity development measures for people and institutions active in the fields of sustainable mountain tourism and organic agriculture is improved and a system of knowledge management is in place enabling joint learning among public, private and civil society actors.

The **project targeted area** consists of eight municipalities in the regions of Upper Imereti (municipalities of Sachkhere, Tkibuli, Chiatura), in Racha-Lechkhumi-Lower Svaneti (municipalities of Ambrolauri, Oni, Tsageri, Lentekhi) and in Upper Svaneti (municipality of Mestia).

**Direct beneficiaries** of GRETA are going to be at least 400 small-scale business enterprises and producers in mountain tourism, 300 accommodation service providers, 300 other tourism service suppliers like tour operators (climbing-, hiking-, bicycle-, walking-, horseback-, historical- and culinary tours), tourism information centres associations and DMOs (Destination Management Organizations), 230 farmers involved in organic agriculture certification, 2 certification bodies, 76 local villagers and inspectors specialized in selected local value chains.

**Indirect beneficiaries** on the central level are six Ministries and public institutions (Ministry of Economy and Sustainable Development, Ministry of Environmental Protection and Agriculture, Ministry of Regional Development and Infrastructure, Enterprise Georgia, Georgian National Tourism Administration), some 70 extension service staff and other MEPA-representatives at municipality and central level, 6 associations, retailers and online food stores, agricultural colleges and training institutions, several thousand tourists, and thousands of consumers of organic products.

GRETA project is implemented between **2019 and 2023**.

The **project budget** totals € 6.8 Million Euros and consists of contributions of the EU (€ 3 mill.), Sweden (€ 2.8 mill.) and the Austrian Development Cooperation (€1.0 mill.).

The **governance** of the GRETA project is guaranteed by a Programme Steering Committee (SC) and an Advisory Committee (AC), where the three donors plus representatives of various government agencies are represented.

# Objective(s) of the Assignment

The purpose of the assignment is to plan, organize and implement the hiking festival in Svaneti in the summer of 2023 (not later than 20 July 2023) and its marketing campaign starting from the signature of the contract with the service provider 2023 and ending not later than 20 July 2023**.**

The action shall promote the destination and its summer products nationally and internationally, capacitating the project’s beneficiaries and their products/services; through the contract, the organizer shall facilitate stimulation of interest around the destination and its natural areas, green environment, people, customs, products, and services (international nature‐based, adventure, soft adventure, and cultural tourism-oriented community). The Destination Management Organization of Svaneti, a key partner of the GRETA project, shall actively co-plan, co-organize and co-implement. Furthermore, the beneficiaries (organic farming producers, guesthouses' owners, tourism mountain service providers) and the stakeholders (GNTA, the local municipality of Mestia, Svaneti DMO and international projects) shall actively engage in the celebration of the festival: the project beneficiaries shall be able to promote and sell their products and services to national and international visitors, stakeholders and project partners shall have the opportunity to increase awareness and interest around their programmes and contribution.

# Tasks to be conducted

Under the close supervision of the GRETA project, the selected company shall be contracted to perform the following tasks:

1. To design and implement the marketing and communication campaign of the event in line with the GRETA project visibility guidelines)
	1. Digital campaign
	2. Media; TV shows, Ads, programmes, news cycles, etc. (involving the EU, Embassy of Sweden in Tbilisi and Austrian embassy and Austrian Development Agency’s representatives)
	3. Ads
	4. Social media
	5. Plug- ins
	6. Mail marketing
	7. Direct marketing
	8. Any other relevant marketing and communication channels.
2. To elaborate Project Management Plan (to clearly define tasks, roles, and responsibilities between event partners)
3. To conceptualize and organize the festival launching – event/s in Tbilisi and other cities (if necessary)
4. To conceptualize, design (in line with GRETA project visibility guidelines) and implement special activities to ensure the proper engagement of project beneficiaries and projects partners/stakeholders throughout the project, activities such as:
	1. Open discussion on TV, interviews
	2. Side events
	3. Exhibitions
	4. Bazaars
	5. Any other relevant marketing activities.
5. To ensure capacity building of Svaneti DMO through engaging Svaneti DMO members in:
	1. Selection of the trails
	2. Selection of the beneficiaries: SMEs, service providers, Individual entrepreneur, etc.
	3. Planning workshops, meetings, and discussions
	4. Involvement in production processes
	5. Involvement in planning and organizing promotional activities (involving beneficiaries)
		1. Bazaars
		2. Open markets
		3. City branding
		4. Fundraising and negotiations with other partners and donors
		5. Organizing activities, meetings and fundraising
6. To ensure the attraction and participation of the international and national influencers
	1. Through brand ambassadors championing the festival
	2. By engaging influencers in various specialized sales/Ads/promotion activities considering GRETA project visibility guidelines.
7. To implement minimum two hiking routes
	1. Duration: 3 days / 72 hours, distance: 55 km (+/- 5 km)
	2. Duration: 2 days / 48 hours, distance: 25 km (+/- 5 km)
8. To design (in line with GRETA project visibility guidelines), plan and implement a festival closing event engaging various beneficiaries, partners and stakeholders
9. To produce merchandising and Ads items in line with the GRETA project visibility guidelines for the festival, such as:
* Flags
* Banners
* Posters
* Billboards
* BIBs
* Back tags
* Maps
* Map covers
* Badges
* Patches
* Certificates / passports
* Stamps
* T- shirts
* Balaclavas
* Sign boards

Please, refer to the Budget template.

1. M&E reports
2. Media monitoring report
3. Progress reports
4. Workshops and working meetings
5. Final report

In undertaking these activities, the company shall adopt a fully consultative and participative approach, particularly when working with agreed beneficiaries through introducing various working discussions, seminars, specific workshops as well as coaching sessions. The consultant will work closely with GRETA project staff as appropriate and GRETA project partner service providers, also to guarantee the adequate visibility of the GRETA project as the main partner of the event. The contracted company team should be prepared to travel independently with support from GRETA field offices in arranging meetings and consultations.

# Deliverables

|  |  |  |
| --- | --- | --- |
| # | Preparation | Documentation |
| **1** | Project management plan  | Detailed Management Plan including timeframe (per task) for the implementation and implementors, including, but not limited to a clear division of tasks, roles and responsibilities between event partners: Hiking Festival Service Provider, the GRETA project, Svaneti DMO, GNTA, Mestia Municipality and other stakeholders and potential municipalities, beneficiaries of GRETA project |
| **2** | Concept note of the Launching event in Tbilisi  | A comprehensive and high-quality document describing the event, parties and roles and responsibilities in line with GRETA project visibility guidelines |
| **3** | Launching- event in Tbilisi  | The presentation of the Hiking Festival event with participation of the GNTA, Mestia municipality and other stakeholders, potential municipalities beneficiaries of GRETA project, DMO, GRETA, donors’ representatives, and the media  |
| **4** | 5 Plug-ins up in 5 events/public gathering places such as presence (info desks, banners, flyers)  | 1. MZIURI FEST
 |
| 1. TBILISI PARK FESTIVAL
 |
| 1. Tbilisi OpenAir
 |
| 1. East point / OR / Tbilisi Mall / OR / City mall / OR / Galleria Tbilisi (or any other concept related crowded shopping mall)
 |
| 1. World Class (gym)
 |
| **5** | 1 Press Conference  | Media presence in 5 central TV channels and 5 Digital media outlets (considering the GRETA project visibility guidelines) |
| **6** | Brand ambassadors  | 6 Brand ambassadors (travel bloggers, athletes, artists) with 500.000 followers visit Georgia  |
| # | Merchandising and Ads items for the festival (in line with the GRETA project visibility guidelines) | Documentation |
| **7** | Flags  | 15 Event flags  |
| **8** | Sponsors flags  | 15 Sponsors flags  |
| **9** | BIB #s  | 180 BIB #s  |
| **10** | Participants “passports” | 180 participants passports |
| **11** | Bag tags  | 180 Bag tags  |
| **12** | Maps  | 180 Maps  |
| **13** | Maps cover | 180 Map cover  |
| **14** | Badges  | 180 Badges  |
| **15** | Patches  | 180 Patches  |
| **16** | Certificates  | 180 Awards certificates  |
| **17** | Medals | 180 Medals |
| **18** | T – shirts  | 200 T – shirts  |
| **19** | Balaclavas | 200 Balaclavas |
| **20** | Check point stamps  | 2 Check point stamps  |
| **21** | Flyers  | 5000 Flyers (5,000 pc.)  |
| **22** | Sign boards  | 15 Sign boards  |
| **23** | Banners | 6 Banners |
| **24** | Billboards  | 6 Billboards  |
| **25**  | Posters  | 1000 Posters (1,000 pc.)  |
| # | Execution | Documentation |
| **26** | Capacity building of Svaneti DMO:(3 educational sessions, with the direct involvement of DMO members and other stakeholders/beneficiaries of the GRETA project) | It is a learning by doing process, improving and increasing the capacities of Svaneti DMO and its members in planning, organizing, and implementing international events through short ad hoc workshops, teamwork discussions, specific technical and organizational meetings, coaching sessions. |
| * 1. Organizing international events – from planning to the execution
 |
| * 1. Green and low environmental footprint events – main features
 |
| * 1. Safety measures – how to guarantee the safety of the participants
 |
| **27** | Route #1 | Duration: 3 days / 72 hours Distance: 55 km (+/- 5 km) |
| **28** | Route #2 | Duration: 2 days / 48 hoursDistance: 25 km (+/- 5 km) |
| **29** | 5 side events (In line with the GRETA project visibility guidelines) | Local food masterclasses with the direct involvement of up to 6 beneficiaries of the GRETA project in both components: SMT and OA  |
| Local food degustation with the direct involvement of up to 6 beneficiaries of the GRETA project in both components: SMT and OA  |
| Local handcraft masterclasses with the direct involvement of at least 1 Heritage Handcraft Association and  up to 3 beneficiaries of the GRETA project (TDI beneficiaries)  |
| Concert at the finish point in line with the GRETA project visibility guidelines |
| EXPO zone at Start & Finish with the direct involvement of OA producers and SMT service providers in line with the GRETA project visibility guidelines |
| **30** | Closing event | Festival closing event in line with the GRETA project visibility guidelines |
| **31** | 150 participants’ registration lists and payment proofs  | 150 registered national and international participants (with evidences of registration lists, payment proofs, gender, age, etc.)  |
| # | Marketing campaign | Documentation |
| **32** | Media products  | Up to 12 visits/Media Presence to programmes/talk shows + footage in line with the GRETA project visibility guidelines and involving project donor’s representatives |
| **33** | Social media reach  | Social media (FB, Instagram, LinkedIn) in total: reach 1.000.000 in line with the GRETA project visibility guidelines |
| **34**  | Newsletters  | 2 newsletter - 25 000 newsletter to international Hiking Community per newsletter in line with the GRETA project visibility guidelines |
| **35** | Media articles  | 20 – 25 Traditional (print) and/or online media articles (20-25 articles)  in line with the GRETA project visibility guidelines |
| # | Monitoring and reporting | Documentation |
| **36** | Monthly progress report  | A document up to 10 pages documents describing the working progress  |
| **37** | M&E  | A document up to 10 pages tracking and assessing the results of the project and collecting evidences, including but not limited to:   * contractual documentation
* photo/video material
* financial transfers
* participants list + signatures
* registration lists
* payment status
* Google analytics reports
 |
| **38** | Meeting minutes and list of participants of different capacity building activities for Svaneti DMO  | Workshops, teamwork discussions, specific technical and organizational meetings, coaching sessions with various stakeholders related to the 3 educational sessions – see point 26 |
| **39** | Final report combining all the deliverables  | A compilation of all documents, reports, deliverables, assumptions, and concerns.  |

# Size and Qualifications of the Assessment Team

Collectively, the team will be expected to include a balance experts, context, content, and process to successfully complete this assignment.

Minimum Required Personnel

|  |  |
| --- | --- |
| REQUIRED PERSONNEL | Minimum years of experience in handling either national or international wide accounts/festivals/events |
| 1. Project Director
 | 7 years |
| 1. Marketing & Branding Manager
 | 5 years |
| 1. Sport Director
 | 7 Years |
| 1. Technical Event Director
 | 5 years |
| 1. Production Manager
 | 5 years |
| 1. Registration Platform Manager (Web and Social media Manager)
 | 3 years |
| 1. Graphic Designer
 | 4 years |
| 1. Hospitality Manager
 | 3 years |

Note: Bidder is free to recommend additional personnel that is deemed to be fit for the Team

# Qualifications:

The minimum requirements to the consultant are:

Proven experience in organizing international and diverse large-scale events

Proven experience in planning, coordinating, and implementing multi stakeholder events

Proven experience in implementing marketing campaigns of the similar events

Good understanding of green mountain tourism in Georgia

Knowledge of the region

Proved experience of working with marketing and branding of various groups of producers.

# Evaluation and Selection:

The overall proposal will consist of two separate parts - the technical proposal and financial proposal. Proposals should be prepared as per format below and they will be evaluated based on the scoring criteria mentioned here below. Bidders are also encouraged to avoid overly generic proposal language and instead provide a contextually appropriate, descriptive, and specific plan for managing the activities and reaching the expected deliverables.

Technical Bid/Proposal Criteria and Rating

|  |  |  |
| --- | --- | --- |
| CRITERIA  | DESCRIPTION | RATING |
| 1. Festival concept/design
 | Detailed scenario and concept of the festival and its implementation involving all the stakeholder and various parties | 20% |
| 1. Quality of Personnel to be assigned to the project
 | Minimum Required Personnel | 20% |
| Team composition / Pool of Experts  |
| 1. Expertise and Capability of the bidder
 | Previous experience of international large-scale similar events | 25% |
| Number of hosted/implemented branded event |
| International marketing experience |
| Experience in working with tourism event |
| Experience of working with international outdoor community  |
| Experience of working with the international and local influencers |
| Experience of working with donor projects |
| 1. Project management Plan
 | Operational plan  | 5% |
| Team structure/roles and responsibilities  |
| Timeframe  |
| Reporting  |
| 1. Financial Offer
 | Financial proposal should indicate professional fees, including level of people and number of days and out of pocket costs like travel, per diems, etc. as well as the costs of workshops and meetings to be organized, travel related expenses, etc | 30% |
| TOTAL | 100% |

Note: technical proposal should not exceed 20 Pages.

# List of the required documents

* The TECHNICAL PROPOSAL should include:
	1. Scenario and concept of the hiking festival;
	2. Company profile;
	3. Institutional Capacity and Past Performance;
	4. CV(s) and portfolios of the Personnel(s);
	5. Project Management Plan (Operational Plan, Team structure/roles and responsibilities, Timeframe, Reporting sample);
* The FINANCIAL PROPOSAL in EURO Gross excluding VAT:
	1. The financial proposal must be compliant with the budget template attached to the ToR. The bidders are requested to provide the financial proposal filling in the budget template attached to the ToR ONLY. Financial proposal not compliant with the budget template will be rejected.
	2. Organization Identification Number.

\*You can check the VAT exemption status effective within Georgia at RS.GE (ID: 205305560)

# Deadlines and Submission:

Non-binding offer free of charge in the English language should be submitted via E-mail to greta@ada.gv.at before 13.04.2023 17:00 in the form of two separate, signed, documents in pdf format. One document clearly marked TECHNICAL PROPOSAL and one document clearly marked FINANCIAL PROPOSAL.

The GRETA project, its donors and implementing agency reserve the right to reject all proposals and cancel, reschedule and/or terminate the call for Expression of Interest and/or Tender at any time.

# Processing of Personal Data

During initiation and performance of contracts, ADA may process personal data of natural persons that are collected by ADA or transferred or disclosed to ADA by prospective contractors or third parties under their instruction, e.g., personal data of employees, legal representatives, agents or other partners of the prospective contractors or such third parties.

By submitting information to ADA, you, as a prospective contractor, acknowledge:

* to have taken note of ADA’s Privacy Notice <https://www.entwicklung.at/en/media-centre/privacy-notice> (’ADA Privacy Notice’);
* to ensure that each direct or indirect transfer or disclosure of personal data to ADA during the initiation or performance of a contract is lawful pursuant to applicable data protection law;
* to ensure that all persons, whose personal data are transferred or disclosed to ADA, were promptly and demonstrably provided the ADA Privacy Notice; and
* that if a contract is concluded and in accordance with its terms, ADA publishes, in particular on the ADA website, information about the contract and the contracting parties.

# Reporting:

The consultant, under the guidance and close supervision of GRETA Sustainable Mountain Tourism Project Manager, GRETA Communication and Event Manager and GRETA Marketing Experts Consultants, shall report on the progress (including, but not limited to deliverables, activities, assumptions and concerns) of the project planning and implementation. The consultant is expected to develop a detailed Project Management Plan including timeframe (per task) for the implementation and report accordingly. The consultant is obliged to deliver the meeting minutes after each meeting. The consultant is expected to grant the GRETA project a full access to all working files and data. The consultant is expected to provide extra information in various formats upon the request of GRETA project. The consultant is expected to provide financial reports as coached by the GRETA admin team.

# Other conditions:

The technical teams of the contracted firm will be required to use their own laptops and submit all deliverables in digital format. The offeror is expected to plan for the team’s workspace, conference facilities, telecommunications, printing, and any other needs necessary for completing the activities.

## Confidentiality:

The materials produced during the period of this consultancy will be treated as strictly confidential, and the rights of distribution and/or publication will reside with GRETA/ADA. Use or re-publication of any material by the contractor will not in any way be permitted.

## Nature of Penalty Clause to be stipulated in the contract:

GRETA/ADA reserves the right not to pay the Contractor or withhold part of the payable amount if one or more requirements established for this assignment are not met or the deadline set for the accomplishment of the tasks is missed.

## Contract:

The selected company will be awarded a maximum 5 months-long contract starting from the day of signature.

## Payment Schedule:

Payments will be based on deliverables and will be made in local currency (GEL) converted from EURO in the date of payment and within 10 days upon delivery, based on GRETA’s satisfactory review of services specified in terms of Reference and the formal approval. Nature of Penalty Clause to be stipulated in the contract:

GRETA/ADA reserves the right not to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, or if not delivered for failure to meet deadlines.

## Working language:

GRETA/ADA project working languages are Georgian and English, and communication, meetings, documentation, deliverables, etc., have to be bilingual.

## Support provided by GRETA:

GRETA will regularly communicate with the contractors and provide feedback and guidance and necessary support to achieve the objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work. GRETA will provide the contractors with:

* Basic information on the projects (reports, earlier developed human stories, GRETA -branded pictures);
* Branding and other GRETA guidelines on multi-media materials.
* Suggestions on the most suitable project sites, stories, and relevant contacts.

## Copyrights & utilization rights:

The copyright of all materials produced (raw and edited) taken during the assignment will belong to GRETA/ADA.

## Code of conduct:

Code of conduct during the term of consultancy: the GRETA/ADA Code of Conduct must be signed and thoroughly followed by the consultant.