Call for Proposal

3 May 2023,– Tbilisi

The Austrian Development Agency (ADA), with the financial support from the Delegation of the European Union (EU), Government of Sweden and the Federal Government of Austria, implements the “Green Economy: Sustainable Mountain Tourism and Organic Agriculture (GRETA)” project.

The project implements activities to [1] Improve the business environment for organic agriculture and mountain tourism; [2] create new and improved income opportunities in sustainable mountain tourism and organic agriculture and [3] strengthen the capacity of stakeholders active in these sectors. GRETA is implemented between 2019 and 2023 in selected regions of Georgia covering the Mestia, Lentekhi, Tsageri, Oni, Ambrolauri, Sachkhere, Chiatura and Tkibuli municipalities.

The Austrian Development Agency (ADA) within the GRETA project is announcing **CFP- Branding and Consumer Journey Map creation for tourism products**.

The purpose of the assignment is for a highly professional branding and marketing company to analyze and create Service brand concept/strategies and Consumer experience guideline.

1. Service brand concept (For 6 SMEs)
2. CJM (Customer Journey Map for 6 SMEs)
3. Consumer feedback framework

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Should you/your organization/company be interested in this assignment, we would invite you to provide us with your offer in English language. Your offer should contain:

* The **TECHNICAL PROPOSAL** should include:
  + Company profile
  + Institutional Capacity and Past Performance;
  + Proposed Methodology/Framework;
  + Detailed project implementation timeframe (per task);
  + CV(s) of the Personnel(s);
  + At least two signed references that are independent from each other.
* The **Financial Proposal** in EURO Gross excluding VAT:
  + Budget template is attached;
  + 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.**
  + Organization Identification Number.

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

**Questions for clarification** can be addressed to [**mariam.tsereteli@ada.gv.at**](mailto:mariam.tsereteli@ada.gv.at) before **08.05.2023 17:00**

Non-binding offer free of charge in the English language should be submitted via E-mail to [**mariam.tsereteli@ada.gv.at**](mailto:mariam.tsereteli@ada.gv.at) **before: 17.05.2023 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**. Please indicate **CFP- Branding and Consumer Journey Map creation for tourism products** in the subject line.

The GRETA project/ADA, its donors and implementing company reserve the right to reject all proposals and cancel, reschedule and/or stop 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.