**TERMS OF REFERENCE**

**Dialogue over Strengthening Business and Financial Literacy and Economic Participation in Georgia**

Under the Project: **“Socio-ecological transformation of the rural MSME sector and sustainable financial services in Armenia, Georgia, Tajikistan and Ukraine”**

**Background Information**

The German Federal Ministry for Economic Cooperation and Development (BMZ) has commissioned German Sparkassenstiftung for International Cooperation (German Sparkassenstiftung) with the implementation of the project “Socio-ecological transformation of the rural MSME sector and sustainable financial services in Armenia, Georgia, Tajikistan and Ukraine”.

German Sparkassenstiftung aims to strengthen the economic participation of people in rural regions of project countries, in line with sustainable resource use, through adequate financial services and thus to contribute to improving life prospects in rural areas and to increasing resilience to external influences. Moreover, the project objective is to improve access to a sustainable financial market for the population and MSMEs in rural regions, enhance entrepreneurial skills of the dedicated target group and to strengthen the sustainable use of demand-oriented financial services.

According to research that was undertaken in 2019 and in 2021, Georgia ranks below average in financial literacy and business literacy. DSIK Georgia has actively been delivering series of training programs, workshops, materials, social media and awareness-raising campaigns alongside other ad-hoc initiatives to enhance overall financial/business literacy levels across the country and selected target groups.

Within the scope of the aforementioned project, DSIK Georgia is willing to contract a company to organize a business literacy dialogue that shall also serve as an awareness-raising event. The dialogue shall link Georgian financial sector, finance demand side, governmental representatives, businesses, NGOs, media, and community at large.

**Objective of the Assignment**

The ultimate goal of Financial and Business Literacy Dialogue is to enhance the levels of financial literacy across Georgia by discussing key challenges facing both demand and supply sides. The event to also uncover and dive deep into relatively unexplored areas via financial literacy lens such as youth engagement, money stereotypes, gender considerations, regional development, and new perspectives arising from Georgia’s Euro integration. The dialogue shall connect various perspectives coming from different actors including but not limited to MSEs, financial sector, consumer side of financial products, governmental bodies, businesses, NGOs, and society at large.

**Substance of the Event**

Financial literacy dialogue is expected to evolve around the following topics:

* 1. The meaning and importance of financial/business literacy; Opportunities and challenges in Georgian context.
  2. Gaps in financial/business literacy enhancement efforts across regions, gender, and educational levels.
  3. Stereotypes associated with money and financial system at large in Georgia.
  4. Customer protection across the financial system. The efforts of National Bank of Georgia towards bolstering financial/business literacy in the country.
  5. The role of international organization in promoting financial/business literacy in Georgia.
  6. DSIK Georgia and its role in enhancing financial/business literacy.
  7. Financial/Business literacy and Euro Integration in Georgia; What type of shift can we expect as the gateway to Western education opens for Georgian society?
  8. Green finance perspectives associated with European values.
  9. Case studies from EU to support the development of financial/business literacy strategy.
  10. Financial/business literacy in educational system.

**Expectations from the contractor**

The contractor shall be responsible for both the substance development and administrative management of the event in close collaboration with DSIK Georgia. Where possible, the contractor shall also enhance the visibility of the event e.g., via traditional media, social media, and/or radio channels.

**Delivery Timeline**

The event shall take place in spring 2024 with the tentative number of 100 attendees.

Interested companies should submit their proposal to the following e-mail address: [info.georgia@sparkassenstiftung.de](mailto:info.georgia@sparkassenstiftung.de)

Only shortlisted candidates will be contacted. The deadline for accepting submissions is: March 4, 2024.