



## **TOR for STE-Assignments / Consulting / Services Contract**

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<b>Programme:</b>	Private Sector Development and Technical Vocational Education and Training Programme in South Caucasus (PSD TVET SC): Clusters4Development Project, funded by the European Union and the German Government
<b>PN:</b>	16.2179.6-007.00
<b>Activity:</b>	English Writing/Editing Support for Development of Project Communication Materials
<b>Period:</b>	20 May - 20 December 2021

### **1. Brief introduction**

“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).

### **2. Context and current situation in the field of assignment**

Clusters4Development project started in July 2019 with the objective to upscale the cluster development approach previously tested successfully by GIZ in Georgia and to establish sustainable business clusters. Furthermore, the project aims to strengthen institutional capacities of government bodies and agencies in pursuing policies conducive to business clustering and in providing useful services to members of existing or prospective business clusters. Within the framework of C4D, business clusters are being established in construction materials, apparel and tourism sectors. As result of this support Georgian SMEs will develop their capacities, become more competitive via clustering, and will connect with European clusters and networks.

### 3. Objective of the assignment

The objective of the assignment is to support Clusters4Development project (hereinafter C4D) in production of **written materials in English language** that will communicate and promote C4D project achievements and results among project stakeholders, beneficiaries and larger public.

To this end, GIZ/C4D will hire **Tbilisi-based short-term consultant with the professional background in journalism** (hereinafter “Consultant”) who is **a native or near-native English speaker** (having a similar level to a native speaker) for development, editing and proofreading of project communication materials in English language.

#### 3.1. Scope of work

The Consultant is expected to produce following materials:

- **Draft C4D 2021 Annual Report** based on operational materials produced by C4D programme experts and consultants. The drafting work may require some additional research/interview process depending on the level of detail and comprehensiveness of materials provided by C4D. The Consultant is expected to ensure effectiveness of the final written report.
- **Draft results stories** covering project achievements to be published via various EU, German Embassy and GIZ channels (up to five results stories).
- **Draft stories about project beneficiaries** – members of business clusters in apparel, construction and tourism sectors to be published via various EU, German Embassy and GIZ channels (up to five beneficiary stories).
- **Edit/proofread** written materials in English for print and online dissemination, such as brochures, booklets, factsheets, e-newsletters. The Consultant is expected to ensure high-quality of written content in English.
- The Consultant shall ensure all written work is authentic, original and appropriately cited and/or referenced.

#### 3.2. Deliverables and timeline

The contract period for this assignment is **20 May – 20 December 2021 (seven months, up to 55 expert/days)**

Task/Deliverable	Expert/Day	Due Date/Timeline
1. Draft <b>Annual Report 2021</b> (appr. 12,000 words) <ul style="list-style-type: none"><li>– Produce first draft of report comprising all the main elements of information collected, executive summary and foreword.</li><li>– Produce three (3) “Beneficiary Stories” for inclusion into the report (up to <b>350 words each</b>).</li><li>– Revise first draft based on the feedback from C4D Team Leader.</li><li>– Finalise report and submit to GIZ/C4D for approval.</li></ul> NOTE: content development process may require some additional research and interviews with C4D team members, consultants, stakeholders and beneficiaries.	Up to 20	15 June 2021
2. Draft up to five (5) <b>Results Stories</b> , to include additional research and interviews, as needed (up to <b>1,000 words each</b> )	Up to 10	June-December
3. Draft up to five (5) <b>Beneficiary Stories</b> , to include interviews with beneficiary SMEs. (up to <b>1,000 words each</b> )	Up to 10	June-December
4. <b>Edit and proof-read</b> C4D written materials produced in English: <ul style="list-style-type: none"><li>– C4D project booklet (1)</li><li>– GAFA and GCMC booklets (2)</li><li>– Factsheets in Tourism</li><li>– E-Newsletters (up to 3)</li></ul>	Up to 15	June-December

<ul style="list-style-type: none"> <li>– Other editing/proofreading work as needed.</li> </ul> <p>This work shall also include checking acronyms and other abbreviations.</p>		
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#### 4. Coordination and reporting

- 4.1. The Consultant will work in close collaboration with/report to the GIZ/C4D Team Leader (TL) and Communications Expert (CE).
- 4.2. Consultant will coordinate closely on all content and technical aspects of this assignment with CE.
- 4.3. CE is the focal contact point for implementation of this assignment at all stages. CE provides required inputs, consolidated feedback from the GIZ/C4D side and is available to answer Consultant's inquiries throughout the assignment period.
- 4.4. TL shall approve deliverables submitted by Consultant within the timeframe as agreed.
- 4.5. Consultant will be provided with the following support by GIZ/C4D:
  - Consistent communication and coordination throughout the assignment period;
  - Timely approvals on deliverables in a written form;
  - All needed information to successfully complete this assignment.

#### 5. Intellectual property

GIZ holds the right of use to all content produced within this assignment. Transfer of this content to third party by Consultant, its commercial, unauthorised use or distribution is impermissible.

#### 6. 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.

#### 7. Payment terms and conditions

Payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ/C4D.

#### 8. Other provisions

- 8.1. Achievement of deliverables must be documented in quarterly written reports and a final report.
- 8.2. All deliverables must be submitted in professional English. The level of proficiency will be determined as sufficient at the discretion of GIZ/C4D. In case of need, Consultant will be requested to edit the deliverables until the level of proficiency will be deemed as acceptable.
- 8.3. C4D shall grant Consultant access to materials and resources without which the successful completion of the pre-agreed tasks is not possible.

#### 9. Submission requirements and payment terms and conditions

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

- 9.1. **The technical proposal shall contain:**
  - **Information about applicant** that demonstrates his/her qualifications and expertise in the areas of **writing/reporting/editing**.
  - **CV** – demonstrating **assignment relevant experience**, with the list of/links to similar previous work (conducted within the last five (5) years that demonstrate ability of the applicant to produce well-written, professional, captivating articles, stories, reports, etc. in English.

Technical Proposal will be assessed based on the following criteria and qualifications:

- Professional credentials of the applicant and assignment-relevant experience:
  - Master's degree in a relevant discipline and 10 years of relevant professional experience in journalism and/or communications.
  - Experience in reporting on international development issues. Experience in writing articles on German development projects is considered a strong asset.
  - Excellent writing skills and proven ability to write compelling, high-quality articles and stories.
  - Proven record of editing experience.
  - Proven record of working in a multicultural environment.
  - Excellent command/high proficiency of written English.
- Interpretation of the assignment objectives by the applicant.
- Overall relevance of the proposed technical offer to current assignment and expectation of the project.
- Submission of the evidence of professional awards for previous works and peer acknowledgements will be considered an asset.

**For assessment details please refer to the “Evaluation Scheme for Technical Assessment of Offers” file attached to the tender announcement.**

- 9.2. **The financial proposal** shall clearly state all types of costs (income tax, pension if applicable, travel costs in the city) to be charged to the Project to implement this ToR.