



TOR for STE-Assignments / Consulting / Services Contract

Programme:	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
PN:	16.2179.6-007.00
Activity:	Baseline survey of project communication
Period:	14 September - 20 October 2020

1. Brief introduction

“Clusters 4 Development: Better Business Sophistication in Georgia” Project (hereafter – C4D) is an EU funded action implemented by the Private Sector Development and TVET South Caucasus Programme at the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of German Federal Ministry for Economic Cooperation and Development (BMZ).

The Project 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). The Project will build on the cluster development approach introduced by the Private Sector Development Programme South Caucasus commissioned by the German Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ.

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:

Ministry of Economy and Sustainable Development of Georgia (MoESD).

2. Context and current situation in the field of assignment

C4D came into existence in July 2019 with the objective to upscale the cluster development approach previously tested successfully 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.

With the support of C4D's national and international experts, the streams of actions of the Project included the establishment of the project's steering structure, monitoring & evaluation and learning frameworks, the implementation of baseline studies, the organisation of study tours for companies, the implementation of cluster mapping exercises, establishment of cluster core team and elaboration of cluster development framework, implementation of measures for institutional strengthening of the Enterprise Georgia (EG), etc.

The aim of the assignment is to collect baseline data on the **status of project communication measures** in order to assess the extent to which project stakeholders and beneficiaries understand the project objectives and its benefits. In addition to generating information about the levels of awareness and knowledge of the project, the baseline study will explore the communication channels and tools between the project and its stakeholders/beneficiaries and identify the needs for modification of these. The baseline data will inform the development of realistic and achievable targets that are grounded within the local context. The survey will serve as a benchmark for later assessments to measure how well C4D's communication objectives have been achieved. The findings of the survey will also show the spread and use of various communication tools among stakeholders and beneficiaries that will assist in sharpening the ways the project serves its communication objectives.

Up to 60 beneficiaries across five existing and upcoming clusters (construction, apparel, and three thematic clusters in tourism in Imereti and Kakheti regions) will be surveyed and additional interviews will be carried out with up to 10 representatives of stakeholders (Ministry of Economy and Sustainable Development, Enterprise Georgia, Georgian National Tourism Administration).

3. Conditions of the assignment

GIZ will contract a qualified research organisation (hereinafter - Contractor) to conduct baseline survey for C4D communication measures among stakeholders and beneficiaries. Within the scope of this assignment, Contractor will support C4D with following activities:

- In close cooperation with C4D communication expert, develop a short questionnaire for project beneficiaries, in Georgian. The questionnaire should be concise, methodologically sound, and suitable for a phone survey. The survey design shall ensure that individual interviews take no more than 20 minutes.
- Conduct a phone survey with project beneficiaries. The total population size of beneficiaries is up to 60. The contractor is expected to conduct a phone survey with each of the beneficiaries. In case of non-response, the contractor will call back the beneficiaries two times.
- Develop the database of the phone survey results. The Contractor is expected to provide quality control mechanisms to ensure the accuracy and validity of the database. The database can be provided in MS Excel format.
- Conduct interviews with representatives of three (3) stakeholder institutions – interviews with up to ten (10) representatives are expected to gauge the project communication baseline status.

- Process and analyze the data and develop relevant data visualization materials (charts, graphs).
- Develop a report of findings in English, with a translated Executive Summary in Georgian.

3.1. Scope of work

The Contractor shall demonstrate strong expertise in conducting similar surveys. In the initial phase of the assignment, the Contractor is expected to produce a methodologically sound questionnaire and discussion guide for interviews with stakeholders, in close collaboration with GIZ.

The final deliverable will be a report in English, describing the main findings of the assessment. The report shall not exceed 15 pages and shall include executive summary (with Georgian translation), detailed methodology (including elaboration of the sampling approach), and key findings.

3.2. Deliverables and timeline

The contract period for this assignment is expected to be from September 14, 2020 to October 20, 2020.

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

Task/Deliverable	Description of Deliverables	Due Date
Developing a questionnaire for beneficiaries and discussion guide for stakeholders	In close collaboration with GIZ, elaborate a short questionnaire for the phone survey of beneficiaries. Also develop a discussion guide for interviews with stakeholders	September 21, 2020
Phone survey of up to 60 beneficiaries	Conduct the phone survey and develop the relevant database. The sample will be decided together with GIZ	September 30, 2020
Face-to-face interviews with project stakeholders	This will include in-depth interviews with representatives of three project stakeholder institutions (up to 10 representatives in total)	September 30, 2020
Data cleaning and analysis	The consultant is required to use relevant data cleaning and control quality techniques to ensure that the database accurately captures the collected data.	October 6, 2020
Preparation of a draft report in English	The consultant is expected to produce first draft of the report in English	October 12, 2020
Finalising the report in English, translating the executive summary in Georgian.	Based on feedback from GIZ, the consultant will update the report and translate the executive summary in Georgian.	October 20, 2020

4. Coordination and reporting

- 4.1. The Contractor reports to the GIZ/C4D Team Leader and Programme Expert for Communications.
- 4.2. The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ.
- 4.3. The Contractor will be provided with the following support by the GIZ:
 - A briefing meeting at the start of the assignment;
 - All needed information to successfully complete this assignment.

5. Payment terms and conditions

5.1 A single final payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

6. Other provisions

6.1 Achievement of deliverables must be documented.

6.2 All deliverables must be submitted in professional English and, if required, in Georgian. The level of proficiency will be determined as sufficient at the discretion of GIZ. In case of need, the consultant will be requested to edit the deliverables until the level of proficiency will be deemed as acceptable. Any costs associated with professional editing (in case of need) will be borne by the local consultant.

6.3 C4D shall grant the Contractor access to materials, premises and resources without which the successful completion of the pre-agreed tasks is not possible.

7. Submission requirements and payment terms and conditions

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

7.1. The technical proposal shall contain:

- **Information about the applicant** demonstrating its strong track record in conducting quantitative and qualitative research. Experience in assessing PR and communications measures, including of donor funded projects, is desirable.
- Explain how the applicant will implement the requested tasks (2 pages). Applicants are expected to present a **detailed methodology** in the technical proposal submission, which will be further refined in consultation with project expert during the assignment briefing meeting.
- A **work plan** to include implementation schedule as suggested by applicant and tasks to be performed for completion of this assignment.
- **Assignment relevant work** – list of similar past work that demonstrates applicant's qualification/expertise. Two samples of similar research reports conducted within last 2-3 years, Prior experience in working with international donor organisations on similar assignments is an asset.
- Proposed **professional(s)** to be involved in implementation of this assignment (please include CVs). Please specify in which capacity they will be involved.

Technical Proposal will be assessed based on the following criteria:

- Interpretation of objectives;
- Assignment-relevant experience;
- Professional credentials and qualifications of the applicant and proposed staff;
- Relevance of the proposed technical offer to current assignment and expectation of the project.

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

7.2. **The financial proposal** shall clearly state all types of costs to be charged to the project for implementation of this assignment as per cost item (i.e. honorarium, translation cost, etc.), excluding VAT.