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TOR for STE-Assignments / Advisory / Services Contract

Programme: Enhancing Company's Competitiveness through Quality Infrastructure (QUIS - Better Goods and Services).
PN: 23.2227.9-001.00
Activity: Awareness campaign on toy safety
Period: 5 September, 2025 to November 5, 2025.

1. Brief information about the project

The multi-donor project "QUIS - Better Goods and Services" on 'Enhancing Company's Competitiveness through Quality Infrastructure' in Georgia (hereafter - QUIS) is jointly co-financed by the European Union, the Federal Ministry Economic Development BMZ and Czech Development Cooperation (CDC) and implemented by GIZ and CzDA. The project timeline is scheduled till January 31, 2027.

Overall objective of QUIS is to ensure safety and promote inclusive and sustainable economic growth in Georgia through improved competitiveness of the private sector and implementation of the DCFTA and its EU related commitments, with a particular focus on business, trade, environment, and better skills matching.

Notably, QUIS targets the following outputs:

Output 1: Optimized regulatory and policy framework for quality infrastructure in line with EU and international requirements that promotes competitiveness of the Georgian products (goods and services).

Output 2: Improved compliance with European and international standards of conformity assessment bodies (incl. laboratories).

Output 3: Improved compliance with European and international standards of local producers.

Output 4: Raised awareness for Georgian companies regarding the potential of private standards or state regulation, including the services offered by public and private organizations within the system of notified bodies.

Output 5: Intensified cooperation between quality infrastructure institutions and private sector actors.

2. Context and objective of the assignment

QUIS aims the project aims to develop Quality Infrastructure (QI) in Georgia and support the private sector in adhering to European standards. One of the key sectors the project is working on is Toy sector. Toys play a significant role in children's development and wellbeing. However, ensuring their safety and quality is paramount. Awareness among parents, especially mothers, regarding toy safety standards such as CE marking and EN (European Norm) standards remains limited. These standards are crucial indicators of compliance with EU and international safety requirements.

To address this, QUIS project seeks to implement an influencer campaign aimed at educating the public—especially parents—about the importance of toy safety and how to identify quality toys.



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Service provider should ensure raising awareness to coordinate media campaign and influencer campaign.

For social media engaging up to 15 social media influencers who are mothers to produce and share engaging, informative video content on TikTok and Instagram accounts. These videos will highlight:

- The importance of toy safety and quality.
- The significance of labeling and checking CE marking and EN standards.
- How to identify these labels when purchasing toys.
- Identifying risks if purchasing low quality imported toys.

3. Scope of Work

The selected service provider will be responsible for the full implementation of the media and influencer campaign, including the following tasks:

Influencer campaign:

- Identify and contract up to 15 suitable influencers (moms active on TikTok and Instagram, preferably with a parenting-focused audience).
- Coordinate and manage content production with influencers.
- Ensure all videos include key educational messages about CE marking, EN standards, and general toy safety tips.
- Ensure each influencer publishes one video post and one video story on both TikTok and Instagram.
- Oversee quality control, branding alignment, and consistency of messaging across all content.
- Monitor engagement and provide a brief campaign report (including metrics like reach, views, likes, shares, and comments).

Media Campaign

- 4 articles across online media about toy safety
- 2 stories in TV including a visit in the popular afternoon show.
- Ensure all materials include key educational messages about CE marking, EN standards, and general toy safety tips.

Additional Creative Idea

- Within this campaign the service provider is open to provide any additional creative idea related to raising awareness on toy safety, which will be assessed during the assessment.

3. Deliverables and timeline



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The contract period for this assignment from 4 September, 2025 to October 30, 2025.

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

Task/Deliverable	Description of Deliverables	Date
Coordination Meeting	Meeting between QUIS communications expert and Contractor to set the objectives and create a timeline	5 September, 2025
Deliverable #1: Developing communication concept including the concept of creative idea, proper messaging with communication channels, and up to date activity campaign timeline	Implementing a realistic timeline for campaign activation and concept of the campaign explaining both influencer and media campaign. Indicative KPIS, additional creative idea relevant to the campaign related to raising awareness on toy safety. List of selected 15 influencers with follower count and engagement metrics.	17 September, 2025
Deliverable #2: Activating Influencer campaign	Activating influencers, Development of influencer brief with short descriptions of key messages included in each video.	18 September – 20 October, 2025
Deliverable #3: Activation of media campaign	<ul style="list-style-type: none"> 2 stories about toy safety in TV in leading television 4 articles in relevant media outlets about toy safety 	30 September – 30 October, 2025
Deliverable #4: Contract close out	<ul style="list-style-type: none"> Final invoice submitted to GIZ Final campaign report summarizing: <ul style="list-style-type: none"> Number of videos and total reach Audience engagement metrics Screenshots of stories and posts 	November 5, 2025

Specification of inputs

Activity	Number	Total	Comments
Media and communication expert	1	25 days	Responsible for development of revised concept including timeline, concept explanation, KPIS, the creative idea. responsible for implementation of the campaign, development of key messages and briefing points.
Influencer Activation	15	15	15 video posts and video stories published across TikTok and Instagram on both(1 influencer produces 1 complimentary video content to be shared across



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			TikTok and Instagram), brief for influencers.
TV appearances	2	2	2 stories about toy safety in TV (including 1 TV appearance in the studio discussing toy safety with guests)
Online media articles	4	4	4 articles in media, highlighting toy safety, EU standards, CE and EN markings, etc.

3. Coordination and Communication

- 3.1. The Contractor reports to the GIZ/QUIS Team Leader and Communications Expert.
- 3.2. The Contractor will coordinate closely on all content and technical aspects of this assignment with GIZ.

4. Conditions and Payment Terms

- Interim Payment **upon the completion of deliverable 1 and 2**
- Final Payment upon the implementation and the acceptance of the rest of **deliverables (3 and 4)**.

5. Technical proposal:

The technical proposal shall contain:

1) Technical-methodological design

- Strategy(1.1): Interpretation of the objectives in the ToRs, critical examination of tasks
- Project management of the contractor(1.2): Approach and procedure for coordination with/in GIZ project

2) Proposed Staff and Concept

2.1 CV of Proposed Key expert – Media and communication expert

Qualifications:

- 5 years experience in communication to be involved in implementation of this assignment (please include CV) (2.1.1)
- Local or international recognition in marketing or influencer campaign (2.1.2)
- 4 years of experience managing media and influencer media campaigns (2.1.3)

2.2 Concept Relevance

- A brief technical proposal outlining their approach, timeline, and short bios or sample profiles of potential influencers (2.2.1)
- List of similar past work that demonstrates service provider's qualification/expertise. (2.2.2)
- Two examples of past media and influencer campaigns within the last 5 years.(2.2.3)



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- Creative idea concept, to be in line with the general needs of the toy safety campaign (2.2.4)

6.1. **The financial proposal** shall clearly state the all-inclusive price for delivering the campaign. excluding VAT.