

# Terms of reference (ToR) for the procurement of services below the EU threshold

CONFIDENTIAL

**Programme:** Enhancing Company's Competitiveness through Quality Infrastructure (QUIS - Better Goods and Services).  
**PN:** 23.2227.9-001.00  
**Activity:** Safer Elevators for Georgia: Bridging Quality Infrastructure and Public Engagement.  
**Period:** January 20, 2026 - July 31, 2026

## 1. Context and objective of the assignment

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, international standards and national regulations for 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.

Generally, National Quality Infrastructure (NQI) is united under the structure of Georgian Ministry of Economy and Sustainable Development (MoESD) and functions are provided by Georgian National Agency for Standards and Metrology (GeoSTM), Georgian Accreditation Center (GAC), Market Surveillance Agency (MSA) and Georgian Competition and Consumer Agency (GCCA).

QUIS supports initiatives aimed at enhancing understanding and compliance with technical regulations and harmonized European Norms (EN), in line with Georgia's commitments under the Deep and Comprehensive Free Trade Area (DCFTA) agreement with the European Union.

Elevator safety is an increasingly important public concern in Georgia, particularly due to aging infrastructure in residential buildings and the growing reliance on vertical transportation in commercial environments. Ensuring safety in this area depends not only on the adoption of technical regulation, but also on the alignment of practices, consumer awareness and QI capacity.

Achieving compliance and improving safety outcomes should be driven not only by regulatory provisions, but also by policy initiatives coming from strong stakeholder engagement and coordinated efforts among relevant actors.

In this context, the present concept proposes a multi-stakeholder approach to raise awareness, facilitate knowledge sharing, and foster evidence-based policy dialogue on elevator safety and the QI system improvement. The initiative is intended to target various stakeholders, with the aim of encouraging a safer, more complaint- and better-informed operating environment.

The overall objective of the assignment is to contribute to the improvement of elevator safety management system in Georgia by supporting regulatory alignment, stakeholder engagement, policy initiatives and public awareness.

The objective of the assignment is expected to be achieved through 3 major outcomes:

Outcome 1: Raised awareness among consumers, property owners, and businesses about elevator safety risks and preventive measures.

Outcome 2: Enhanced understanding of the regulatory framework and the contribution of quality infrastructure (QI) to elevator safety.

Outcome 3: Measures designed to enhance elevator safety management system through stakeholder dialogue and recommendations for the better policy or practices.

In alignment with GIZ's commitment to enhancing women's participation in economic activities, and with the project's objective to support and facilitate women-led companies, the assignment should pinpoint gender gaps, namely it should identify these disparities where viable and present information divided by gender where achievable (most likely during research - phase 2).

## **2. Tasks to be performed by the contractor**

The contractor is responsible for providing the following tasks carried out in 3 phases:

### **Phase (1): Analysis of the Existing Quality Infrastructure (QI) and Regulatory Framework, Stakeholder Mapping.**

The activities of the local service contractor for this phase involve:

- 1) Define National Quality Infrastructure (QI) for the field, inter alia, collect relevant regulatory documents and inquire about planned amendments or anticipated phase-in of new components (if applicable).

- 2) Review and summarize national regulatory framework (including EU harmonized standards, as published on the GEOSTM website).
- 3) Identify key stakeholders (e.g. consumers, property managers, elevators' installers, maintenance firms, inspection bodies, public authorities, and relevant associations).

## **Phase (2): Awareness Assessment and Development of Awareness Materials Content**

The activities of the local service contractor for this phase involve:

- 1) Design and implement a brief survey to assess awareness levels among consumers.
- 2) Conduct interviews with mapped stakeholders to understand current practices of ensuring safety of elevators, identify gaps in enforcement of the technical regulations and analyze opportunities to improve the QI system related to elevator safety.
- 3) Draft textual content for quick guide, poster, sticker, and web content targeting organizations and consumers, explaining essential safety assurance aspects and responsibilities.
- 4) Draft textual content for short animated or explained video to be distributed through social media platforms and/or television.

## **Phase (3): Development of the policy brief with the roadmap, conduct stakeholder dialogue event and provide advisory input on a recommended future developments in the field.**

The activities of the local service contractor for this phase involve:

- 1) Draft a policy brief with the implementation roadmap, including gap analyses in the system and actionable recommendations for the better quality system (policy, governance, practices).
- 2) Prepare agenda, list of participants and content for the stakeholder meeting and agree with GIZ.
- 3) Organize and facilitate PPD-style stakeholders meeting to present awareness research findings and identified gaps in the system, discuss the draft of the policy brief, validate findings and vision for future development, gather stakeholder feedback.
- 4) Summarize key discussion points, design actionable solutions to enhance the elevators safety management system.
- 5) Draft brief final report, structuring and summarizing milestones and contractor's effort in each phase.
- 6) Submit the final report with annexed deliverables defined by the contract.

Contractor reports to QUIS Advisor and Head of the Project at GIZ, as well as liaise with QI state bodies (if necessary).

During the development of awareness-related content, the contractor shall work in close coordination with the QUIS communication expert. The finalized content will subsequently be used by the communication agency contracted in parallel by QUIS to produce final promotional materials.

Development of all products under this assignment is funded by the EU, German and Czech Governments and must follow communication and visibility requirements of the donors (i.e. inclusion of logos and disclaimers).

Certain milestones are to be achieved during the contract term:

<b>Milestones/process steps/partial services</b>	<b>Deadline/place/person responsible</b>	<b>Deliverables</b>
1. Analysis of the Existing Quality Infrastructure (QI) and Regulatory Framework, Stakeholder Mapping.	February 20, 2026 Tbilisi Successful Bidder	1.1 Brief report on existing QI system overview and stakeholder mapping (word/pdf/excel files in ENG)
2. Awareness Assessment and Development of Awareness Materials	May 15, 2026 Tbilisi Successful bidder	2.1 Survey and interview guides (ENG)  <b>2.2</b> Awareness and QI-related gaps assessment report derived from consumers survey and stakeholders' interviews (word/pdf/excel files in ENG)  2.3 Content for awareness materials to support communication production (textual part for quick guide, 1 pager, poster, sticker, video)
3. Development of the policy brief with the roadmap, conduct stakeholder dialogue event and provide advisory input on a recommended future developments in the field.	June 10, 2026 Tbilisi Successful bidder	3.1 Ppt for the stakeholders meeting. 3.2 Agenda and list of participants of the stakeholder meeting. 3.3 Finalized policy brief with the roadmap (with proposed solutions/schemes for systemic improvement) 3.4 Brief final report with annexes, consolidating all activities within the contract and complemented by recommendations for the further donor intervention in the field (if applicable and worthwhile).

Period of assignment: from January 20, 2026 until July 31, 2026.

### 3. Concept

In the tender, the tenderer is required to show *how* the objectives defined above (tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

## Technical-methodological concept

**Strategy (1.1):** The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see chapter 1\_Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see chapter 2\_Tasks to be performed) (1.1.2).

The tenderer is required to present and explain its approach to **steering (1.3)** the measures with the project partners (1.3.1), highlighting collaboration with communication agency contracted by GIZ for the awareness materials production.

The tenderer is required to describe the key **processes (1.4)** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to chapter 2 (Tasks to be performed by the contractor) are to be provided.

The tenderer is required to describe **Project management of the contractor (1.6)**, namely explain its approach for coordination with the GIZ project (1.6.1),

## 4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs, the range of tasks involved and the required qualifications and experience.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

### Team Leader/Key Expert

#### Tasks of the Team Leader/ Key Expert

- Leading the assignment and planning of the activities.
- Overall responsibility for the contract/assignment (strategy, quality of deliverables and deadlines).
- Management of the team and coordination with GIZ, stakeholders.

#### Qualifications of the Team Leader

- Education/training (2.1.1): Master's Degree in Economic Analysis, Public Policy, Business Administration or a related field
- Language (2.1.2): C1-level language proficiency in English
- General professional experience (2.1.3): 8 years of professional experience in the public policy, economic analysis, or quality infrastructure field
- Specific professional experience (2.1.4): 8 years in policy gap analysis, impact assessment, needs assessments, research design and analytics, report writing, and business consulting.
- Leadership/management experience (2.1.5): 5 years of management/leadership experience as project team leader or managerial level in a consulting company
- Development cooperation (DC) experience (2.1.7): 5 years of experience in DC projects

## **Short-term expert pool with minimum 3, maximum 4 members**

For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV for each pool member (see requirements regarding the format of the bid) for the assessment.

### Tasks of the short-term expert pool

- Provide technical expert support in relevant QI and conformity assessment
- Design and conduct consumer surveys and stakeholders' interviews, analyze findings to support evidence-based recommendations, solutions/schemes for systemic improvement of the field.
- Develop awareness raising content and deliver messages via various formats and channels in collaboration with communication agency (contracted by GIZ) and QUIS.
- Engage stakeholders and conduct discussion/dialogue.

### Qualifications of the short-term expert pool

- Education/training (2.6.1): 2 QI experts with university degree and certificate in Engineering, Quality Management, Business Administration or related field. 1 expert with university degree in Economics, Statistics, Social Sciences, Public Policy, or Research Methods;
- Language (2.6.2): 1 QI expert with C1-level language proficiency in English
- Specific professional experience (2.6.4): 1 QI expert with 7 years years in the context-specific regulatory framework, safety requirements, quality management and conformity assessment. Ability to provide gap analysis, needs assessment, key inputs for policy brief. 1 expert with 4 years of professional experience in designing and implementing consumer surveys and stakeholders' interviews, analyzing findings to support evidence-based recommendations. 1 expert with 3 years of professional experience in stakeholders' mobilization, organizing dialogues and moderating multi-stakeholder discussions. 1 QI expert with 5 years of experience and technical expertise on elevators' inspection procedures, technical regulation requirements, field work and conformity assessment enabling to address, explain issues and deliver expert opinion in verbal and written form. 1 expert with 4 years of stakeholders' engagement, organizational and dialogues facilitation experience.

The tenderer must provide a clear overview of all proposed short-term experts and their individual qualifications.

### **Company's Profile:**

(3.1 in technical assessment grid) At least 5 years of experience in operating in the field of research, problem analysis, and consulting (track record of comparable assignments for the last 3 years, including clients' contact details for reference).

The company should ideally have a think tank and consulting background with experience in regulatory or policy analysis, gaps and needs assessment, stakeholder engagement, and advisory services. The company is expected to present a team of qualified technical experts with proven experience in respective QI field (considering EU-aligned regulatory framework, current practices and challenges, public awareness). Prior cooperation with international organizations will be considered a strong asset.

## 5. Costing requirements

### Specification of inputs

Fee days	Number of experts	Expert days *(estimation)	Total	Comments
<b>Team Leader/Key Expert</b>	1	35	N/A	Leads the assignment, designs and plans activities, manages experts' team, serves as the main contact point for GIZ, presents the quality deliverables.
<b>Pool of Experts</b>	3 or 4	55 days in total	N/A	Provide technical expertise, inputs to the assignment and deliverables, stakeholder engagement and problem analysis.
<b>Flexible remuneration</b>	N/A	N/A	N/A	A budget of GEL 10,000 is foreseen for flexible remuneration. Please incorporate this budget into the price schedule.  (Use of the flexible remuneration item requires prior written approval from GIZ).
<b>Other costs</b> Arrangement for stakeholder discussion/dialogue	N/A	N/A	N/A	The budget contains the following costs equipped venue of the event; catering service.

### **Workshops, events and trainings**

The contractor implements the following event:

- a. Stakeholder dialogue event

## 6. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must have font size 11 or larger and clearly formulated. It must be drawn up in English.

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs



shall not exceed 3 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.

## **7. Outsourced processing of personal data**

The performance of the contract may be associated with the processing of personal data by the tenderer, such as (but not limited to) names and contact information and who would alone define the nature of such data and how such processing would be carried out. In such cases, the tenderer shall act as an independent DATA CONTROLLER and must alone comply with ALL applicable data protection obligations, including those stemming from regional and local laws. The tenderer shall process personal data only when a given goal cannot be reasonably attained without such data. The data protection principles such as lawfulness, data minimization, accuracy, purpose limitation, storage limitation, transparency, integrity and confidentiality, and accountability, as well as the numerous rights of the data subject must be paid due attention. GIZ is NOT in any way responsible for such processing.

Participants list should indicate the consent of each participant on taking photos and processing of personal data by GIZ for one or more specific purposes, as specified in paragraph Article 6(1)(a) GDPR.

If the tenderer is not subject to the GDPR and the applicable laws do not contain any explanation on the data protection principles and rights mentioned here, the definitions and meanings provided by the GDPR (Regulation (EU) 2016/679) should be considered.

## **8. Conditions and Payment Terms**

**GIZ shall hire a tenderer based on competitive tender offers**, ensuring an open and transparent selection and relevance to the objectives, indicators, activities and deliverables outlined in the ToR. All support costs related to the service (e.g. telecommunication, transportation, catering service, printing, etc.) should be included in the total amount of contract. Participants shall ensure logistics to the venue independently.

The financial offer should be submitted in **Georgian Lari** **and shall not include VAT.**

Payment for the service will be affected after fulfilment of the assignments, provision of performance and approval by GIZ. Interim payment is assumed up to 40% after deliverable 2.2 is accepted by GIZ (awareness and QI-related gaps assessment report), and final payment will be carried out based on the full implementation of this assignment and the acceptance of all deliverables by GIZ.

All documents shall be delivered electronically in English.  
Payments will be made via bank transfer.



## **9. Submission and deadline:**

Companies and organizations registered and operating in Georgia are invited to submit their offers. The deadline for the submission is 29 December 2025.