

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

CONFIDENTIAL

Development of visual brand identity and website for Quality & Standards Excellence Hub (QSEH) to enhancing associations' services and digital presence	Project number/ cost centre: G-012388-001
---	--

1. Context

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

The 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 Georgian products (goods and services).

Output 2: Improved compliance with European and international standards of conformity assessment bodies, including 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.

GIZ/QUIS project is actively supporting the development of the **Quality & Standards Excellence Hub (QSEH)**. As part of this initiative, the project will facilitate the enhancement of the Association's website, branding, and digital presence. The primary objective is to strengthen the Association's visibility in the target sectors and promote its range of services, membership schemes, training opportunities, and overall value proposition to its members, stakeholders and broader audience.

The newly designed website will serve as a strategic platform, showcasing the Association's capabilities, expertise, and role as a central player in quality and standards development within Georgia. It will act as a digital hub for disseminating information, promoting membership benefits, and providing access to specialized services and training courses. By effectively communicating the Association's offerings, the website will enhance stakeholder

engagement, attract new members, and bolster the Association's position in the Georgian quality infrastructure landscape.

The **Quality & Standards Excellence Hub (QSEH)** was established with the mission to drive the development and implementation of quality management and standardization systems across both public and private sectors in Georgia. The Hub's core goal is to support the sustainable growth of the conformity assessment infrastructure by strengthening the technical competencies of organizations and aligning them with international standards.

The Hub seeks to create and strengthen a cooperation platform to promote international trade and business opportunities, encourage partnerships with stakeholders, provide technical support, and focus on the development of human resources. It also aims to integrate modern technologies and innovations into quality management practices, thereby supporting a resilient and high-performing quality ecosystem in Georgia.

2. Tasks to be performed by the contractor

GIZ/QUIS seeks to contract an agency/consulting company (hereinafter Contractor) for

- a) the development of visual brand identity for QSEH;
- b) the development of the website for QSEH;
- c) Provision of technical support and training for QSEH.

The main goal is to enhance the Association's presence within the target sectors and effectively communicate its service offerings, membership benefits, training programs, and overall value to its members, partners, and target audience.

Under this assignment, the Contractor is expected to:

2.1 Develop the visual brand identity for the Quality & Standards Excellence Hub (QSEH) based on its mission, vision, core values, and target audience, including:

- **Branding:** Develop project's visual identity and brand book, including website branding for cohesive digital presence.
- **Slogan/Tagline:** Create a compelling slogan or tagline reflecting the core message and values of QSEH.
- **Colour Palette:** Develop a colour palette consisting of 1-3 primary colours and 2-3 secondary colours (black and white included).
- **Primary Logo:** Design a primary logo and wordmark, in both full-colour and one-color (black) versions.
- **Secondary Logo:** Create a secondary logo or wordmark (to be used in specific contexts, such as merchandise (e.g., t-shirts, hats, or promotional materials).
- **Fonts and Typography (ENG/GEO):** Select appropriate English and Georgian fonts and typography styles.
- **Usage Guidelines:** establish clear space, size specifications, and co-branding guidelines for the logos.
- **Social Media Assets:** Develop a set of social media icons and headers for platforms such as Facebook, and LinkedIn.
- **Electronic Newsletter Design:** Create a masthead and footer for **QSEH's** electronic newsletters.

- **Additional Branding Elements:** Design any other standard elements required for brand consistency (e.g., business cards, letterheads, brochures, leaflets, folders, backdrop visual for online meetings roll-up banner and other promo visual mock-ups).
- **Develop templates for future usage:** PPT, Word, Agenda, project brief, Infographic, other files as requested
- **Comprehensive Brand Guidelines:** Compile a complete brand visual guidelines manual, detailing the proper use of all brand assets.

The design files (e.g., logos, letterheads) shall be delivered in JPEG, PNG, and EPS formats, suitable for use in Microsoft Word, Mailchimp, G Suite apps, InDesign, and other standard platforms. All files must be provided in both low- and high-resolution formats.

Additional Considerations:

- Ensure that all brand elements are scalable and adaptable to different digital and print formats.
- Incorporate both English and Georgian language options where applicable.
- Include a brief style guide for digital use, covering web, social media, and mobile display considerations.

2.2 Develop a bilingual (Georgian and English) website for the QSEH and update with the provided materials

The website will serve as a centralized platform for quality infrastructure (QI) topics, providing comprehensive information about the products and services offered by the QSEH. Its purpose is to consolidate all services and offerings into a user-friendly interface, making it a key resource for stakeholders seeking detailed information and access to QI services. The website will act as a vital link between the QSEH and the broader QI community, facilitating easier access to services and enhancing the digital presence of the association. Website shall contain a footer with EU logo and disclaimer on it in both languages.

Website development should include:

- Web-platform testing, and ongoing technical support.
- A short training session must be conducted for the QSEH team to ensure they are proficient in managing the website,
- A user-friendly manual (a separate document) should be provided to guide them in its future use and maintenance.

The website shall contain (not limited to) the following sections/pages:

- **Home page:** top menu in header, image banner, language option, search tool, social media links, news section (1 row, 4 blocks), blog section (1 row, 4 blocks), Footer, logo, disclaimer, contact information
- **About us / Our members:** a section featuring member thumbnails and short introductory summaries, each with a 'Read More' link that leads to a dedicated profile page. This allows visitors to quickly get to know who we are, then explore individual stories (title, text and images)
- **News:** a section displaying thumbnails with short summaries, each leading to a full **News Post Page** via a *Read More* link.
- **News Post Page:** Includes the news title, full article text, and accompanying images.
- **Blog:** A collection of blog entries presented with thumbnails and brief summaries, each linking to a dedicated **Blog Post Page**.

- **Blog Post Page:** Features the blog title, full blog text, and relevant images.
- **Services Offered:** A section with thumbnails and concise descriptions of each service, each accompanied by a *Read More* link that opens the corresponding **Training Video Page**.
- **Photo/Video Gallery Page:** Contains a title, a short description, and embedded YouTube videos.
- **Content-Specific Pages:**
 - **Text Pages:** Structured information for About Us, Services, Membership benefits, and news articles. Filtration by categories
 - **Photo/Video Pages:** Image galleries, event photos, and video content for tutorials or product showcases, showcase videos uploaded from YouTube in a proper manner
 - **Registration Pages:** event sign-ups. Newsletter subscription (no user registration is needed)

Before submission to the client, the website must comply with the following criteria:

- **Cross-Browser Compatibility:** The site should perform consistently across all major browsers, including Chrome, Firefox, Safari, and Edge.
- **Device Responsiveness:** The design must adapt seamlessly to various devices, such as desktops, tablets, and smartphones.
- **Usability:** Navigation and layout should be intuitive, enhancing user experience and ease of access.
- **Functional Integrity:** All links, forms, and interactive elements need to be fully operational without errors.
- **Performance Optimization:** The website should have fast load times and smooth transitions across all sections and features.
- **Search Engine Optimization (SEO):** Optimize for search engines to ensure high visibility and ranking.
- **Website Content Management System (CMS):** should be fully functional, intuitive and easy to use

Ensure follow up technical and security maintenance after the actual launch of the website. Provide the website usage analysis information using Google Analytics tool, integrated in the website content management system.

The contractor is required to take under consideration the accomplishment of the following tasks:

Domain Setup and Hosting

- Purchase a domain using the QSEH account and secure 1-year hosting, ensuring scalability.
- Select appropriate development technologies (e.g., HTML/CSS, PHP, JavaScript).

Website Structure, Design, and Development

- Develop a sitemap, specifications, and wireframes.
- Build both front-end and back-end components, including a CMS, and upload content to meet project requirements (desktop and mobile).

Graphic Design and Visual Content

- Design cover images and visuals for key sections, aligned with QSEH branding.

Testing, Optimization, and Launch

- Test for cross-browser and device compatibility, ensuring functionality and performance optimization.
- Launch the website upon successful testing.

User Manual and Team Training

- Create a user-friendly manual for website management.
- Conduct training sessions with the QSEH team on content updates and website maintenance.

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Milestones/partial works	Deadline/place/person responsible	Criteria for acceptance
1. Preparatory work & Development of Branding 1.1. Review and get familiar QSEH's vision, mission, structure, members and partners 1.2. Kick off meeting 1.3. Provide a detailed workplan and timeline 1.4. Development and provision of first draft of three samples of visual brand identity presented to GIZ for selection 1.5. Feedback provided by GIZ/QUIS and QSEH representatives 1.6. Revise the visual identity based on the feedback received and presenting modified final draft version 1.7. Provision of final report and a brand book submitted to GIZ for review and comments if any. 1.8. Final visual brand identity provided approved by GIZ/QUIS		• Presentation including the short introduction of the team, provided by service provider. • Discussing the workplan and setting a timeline (PPT – ENG) • Workplan and timeline Draft visual identity (ENG) • Final draft visual identity (ENG) • provided • Full package brand book and all templates • (All design files provided in low- and high-resolution formats such as JPEG, PNG, and EPS files.)
2. Development of Website 2.1. In close cooperation with the QSEH representative and program expert, develop a strategy and action plan for the web page to ensure the activities are planned and so that the requirements listed are reached. 2.2. Identify and purchase the domain 2.3. Develop and introduce the layout, structure and content to GIZ/QUIS team, QSEH representative. Ensure the		• Draft strategy and action plan. • Domain • Layout demo (test web page) • Final Layout • Content (including photos and graphics) • Website is launched • Website is fully operational and publicly accessible. • All agreed functionalities are working according to

compliance with the branding strategy 2.4. Feedback provided by GIZ/QUIS and QSEH representatives 2.5. Revise the layout based on the feedback received and present modified final version 2.6. Ensure the content for uploading provided by the QSEH representative is suitable for website, adjust if needed and ensure high-quality of content in both Georgian and English languages 2.7. Create high quality photographs for individuals (including board members and key experts – up to 10 people) 2.8. Update content, develop and update graphics 2.9. Conduct comprehensive testing before launch and ensure post-launch functionality meets all project standards.		the approved specifications. - Identified bugs, defects, and technical issues have been resolved. - Technical support has been provided during the agreed support period.
3. Technical Support and provision of training 3.1. Provide training for the QSEH designated persons on how to manage website 3.2. Development and submission of the user-friendly manual (a separate document)		- Training conducted / Training report - Manual Submitted

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (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.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

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 describe the key **processes** 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 its contribution to knowledge management for the partner (1.5.1) under **learning and innovation** (see milestone 3 - provision of training)

Period of assignment: **September 2026 to January 2027.**

4. Personnel concept

The tenderer is required to provide a brief overview of the personnel concept, specifying the composition of assigned staff (Team Leader and experts), who are suited to filling the positions described, on the basis of their CVs (see Chapter 4 below), the range of tasks involved and the required qualifications.

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

Team leader

Tasks of the team leader

- Overall responsibility for the performance of the assigned work (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management as well as planning and steering assignments and supporting local experts
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- Education/training (2.1.1): university degree Master in Multimedia, Digital Marketing or Business Administration
- Language (2.1.2): C1-level language proficiency in English and Georgian
- General professional experience (2.1.3): 5 years of professional experience in the Project Management; working with business associations, NGOs, international organizations, or private-sector clients; Digital Strategy & Content
- Specific professional experience (2.1.4): 5 years in managing digital design projects, including websites and brand identity projects; technical experience in modern web technologies
- Leadership/management experience (2.1.5): 3 years of management/leadership experience as project team leader or manager in a company; ability to lead a multidisciplinary team of designers, developers, and content creators.
- Development cooperation (DC) experience (2.1.7): 3 years of Experience working with international donor funded projects

Key Expert / Branding Expert

Tasks of key expert 1

Developing and implementing the brand strategy, ensuring visual and communication consistency, advising on marketing and promotional activities, and coordinating with stakeholders to enhance brand recognition and visibility.

Qualifications of key expert:

- Education/training (2.2.1): University degree (BA) in Marketing, Branding, Business, Design, Communication/PR or advertising
- Language (2.2.2): C1 -level language proficiency in English and Georgian
- General professional experience (2.2.3): 5 years experience in marketing; creating brand identity systems, and brand guidelines
- Specific professional experience (2.2.4): 5 years experience of Developing brand strategies for companies or campaigns for individual products
- Development Cooperation (DC) experience (2.2.7): 2 years of Experience working with international donor funded projects

Short-term expert pool with minimum 3, maximum 6 members (one person per position)

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 below Chapter 4 Requirements on the format of the bid) for the assessment.

Tasks of the short-term expert pool

- **Graphic Designer**
- **Website Developer**
- **Photographer**
- **Copywriter**
- **UX/UI Specialist**
- **SEO optimization Specialist**

Qualifications of the short-term expert pool

- Education/training (2.6.1):
 - **1 expert/graphic designer** with university qualification/bachelor's degree in Graphic Design, Visual Communication, Multimedia Design, or Fine Arts;
 - **1 expert/Web developer** bachelor's degree in computer science, Web Development, Information Technology, or equivalent
 - **1 expert/Copywriter** with university qualification/bachelor's degree in linguistics, journalism, communication or public relations
 - **1 expert/photographer** with qualification/portfolio in Photography, Visual Arts, or Multimedia.
 - **1 expert UX/UI Specialist** with qualification in UX/UI design, proficient in web design tools

- **1 expert SEO Optimization Specialist** with qualification in SEO, proficient in tools like Google Analytics and SEMrush.
- Language (2.6.2): 6 experts (Graphic Designer, Website Developer, Copywriter UX/UI Specialist SEO optimization Specialist) with C1-level language proficiency in English and Georgian
- General professional experience (2.6.3): All experts should have at least 3 years of experience working with organization developing branding and websites for clients
- Specific professional experience (2.6.4):
 - **1 expert/graphic designer** with 3 years of professional experience/portfolio in proficiency in graphic design software including Adobe Photoshop, Adobe Illustrator, and other visual design tools.
 - **1 expert/web developer** with 3 years of professional experience/ portfolio in web development, including corporate or brand websites (HTML, CSS, JavaScript, PHP, Python, Node.js, etc).
 - **1 expert/Copywriter** with 3 years' experience/portfolio in writing and editing; digital and social media; campaign/communication experience, in English and Georgian languages
 - **1 expert/photographer** with 3 years' experience / portfolio in commercial, corporate, or studio portrait photography
 - **UX/UI Specialist:** 3 years' experience in designing user-centered digital interfaces, showcasing successful web design projects and proficiency in modern UX/UI tools.
 - **SEO Optimization Specialist:** 3 years' experience in improving website visibility and performance through SEO strategies, with hands-on use of tools such as Google Analytics and SEMrush.

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

Company Experience (3.1): The contractor must demonstrate proven experience in delivering comprehensive digital design and development projects, including brand identity creation and corporate website development. Specifically, the company should:

- Have 3 years of experience in branding and web development projects, specifically, working with individual businesses or thematic BSOs, cluster, and associations.
- Possess a portfolio of successfully completed projects showcasing development of corporate websites with responsive design and CMS integration, creation of visual identities, including logos, color palettes, typography, and other brand assets, implementation of user-friendly interfaces and performance-optimized websites.
- Have experience providing post-launch technical support and website maintenance guidance to clients.
- In addition to the technical concept, the offer should include:
 - Portfolio describing previous works that demonstrate the capability of tackling this assignment and submission of high-quality deliverables.
 - Enclosed 3 websites and 3 branding (preferably in English) prepared within the last 3 years and the contact information of clients who accepted those deliverables.
 - Work plan for the assignment.

5. Costing requirements

Specification of inputs:

The following basic calculations for the contract for works are a reference value based on the acceptance criteria for each partial work/milestone specified in Chapter 2 (Tasks to be performed by the contractor).

Since the contract to be concluded is a contract for works, we would ask you to offer your services at a lump sum price.

In addition, the assessment of the financial bid is also based on the underlying daily rate. Please also provide the underlying daily rate. A breakdown of days is not required.

Milestones/partial works	Estimated expert days for orientation	Deadline/place/person responsible
1. Preparatory works & Development / Branding	35	6 weeks after starting the contact
2. Development / Website	56	16 weeks after starting the contact
3. Technical Support and provision of training	10	24 weeks after starting the contract

Workshops, events and trainings

The contractor implements the following workshops/study trips/training courses:

- Training session for the QSEH dedicated staff on website maintenance

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 organized in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be readable (font size 11 or larger) and clearly formulated. It must be drawn up in English (language).

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.

Please submit references as external content (links). Please identify the external content with its date of creation. This date may not lie outside the tender deadline.

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 (language).

The applications sent by google drive and WeTransfer will not be reviewed. Please note that if there is a need to send bigger applications that 25 MB, please use following link <http://filetransfer.giz.de/> please note, that the total size of the files that you can send each time cannot exceed 15 GB. **Please share the password with the recipients otherwise the provided documents could not be downloaded.**

As the contract to be concluded is a contract for work, please offer a fixed lump sum price that covers all relevant costs (fees, etc.). The price bid will be evaluated based on the specified lump sum price. In addition, please also provide the underlying daily rate. A breakdown of days is not required.

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.**

7. Submission and deadline:

Companies and organizations registered and operating in Georgia are invited to submit their offers.

8. Outsourced processing of personal data

N/R