

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

PUBLIC

Conduction of two Energy Efficiency Fairs in Telavi and Kutaisi

**Project number/
cost centre:
G-011829-001**

**Tender number
7000021101**

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I. List of abbreviations

SUD	Sustainable Urban Development
MRD	Ministry for Regional Development
NCs	Neighbourhood Concepts
EMS	Energy Management System
EEF	Energy Efficiency Fair
GEL	Georgian Lari
ToR	Terms of reference

II. General information

1. Background on the project:

The “Sustainable Urban Development in Georgia” project (SUD) is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in cooperation with several Georgian partners led by the Ministry for Regional Development (MRD). The project was launched in February 2023 and will continue until January 2027. The project works in the urban areas of Batumi, Zugdidi, Gori, Samtredia and Oni.

The project brings integrated urban projects to readiness for financing in the fields of energy efficiency, mobility, waste management, sustainable tourism and public spaces. For this, the project works closely with selected cities in Georgia, in cooperation with national and sub-national actors, as well as a professional network of experts and the local communities. The project applies the “Urban laboratory” method, which strengthens urban integration and citizen participation and supports the development of Neighbourhood Concepts (NCs). Additionally, as part of enhancing municipalities' capacity in energy efficiency, the project develops and pilots a municipal energy management system. To summarize, the project's goal is to contribute to participatory, climate-friendly, gender-sensitive and integrated sustainable urban development in Georgian cities in line with the New Urban Agenda by increasing capacities at local level, in cooperation with private and civil society actors, to better implement climate-relevant strategies

Additionally, the experience generated through the Urban Labs is shared with local urban practitioners through an exchange of urban practitioners. The focus is to support knowledge exchange among urban professionals through a series of events as well as knowledge products (e.g., trainings, guidelines, publications, etc.)

2. Background on Energy Efficiency Management:

Energy management plays a crucial role in optimizing energy consumption and promoting sustainability across various sectors, such as energy or water. It is a systematic process that enables organizations, municipalities, and households to plan, measure, and optimize energy use. By adopting energy management practices, entities can identify inefficiencies, set energy-saving targets, and implement action plans to achieve energy and cost savings. This not only reduces operational costs but also contributes to the reduction of greenhouse gas emissions, supporting Georgia's climate goals.

One of the key components of energy management is the establishment of energy monitoring systems that help users gather and analyse energy data. This data-driven approach allows for informed decision-making and prioritization of energy efficiency measures. However, many municipalities, business, organizations and households in Georgia do not use any, or rely on basic tools, which are not sufficient to effectively track and visualize energy performance.

Raising awareness about energy management among local businesses and wider population is essential, as it can foster a culture of energy efficiency and responsible energy consumption. Public understanding of energy management benefits can encourage individual actions, such as adopting energy-saving practices at home or supporting businesses that prioritize energy efficiency. Additionally, informed citizens

– seeing the cost saving potential of such measures – can drive demand for energy-efficient products and services, creating a positive ripple effect across the economy. Educational campaigns, community initiatives, and accessible information on energy management can empower individuals to contribute to Georgia's broader energy efficiency and sustainability goals.

By promoting energy management, Georgia can enhance its overall energy efficiency, reduce energy costs, and mitigate the environmental impact of energy consumption. Widespread adoption of energy management practices will not only support the country's climate commitments but also contribute to building a more energy-efficient and resilient society.

SUD works in different sectoral thematic areas related to urban development. One of these thematic areas is energy efficiency (EE). In this context, SUD is currently implementing several activities in both municipal and public sectors. Main activities include projects of:

- Energy Management System (EMS) project for Georgian municipalities - their municipal buildings and facilities.
- Grant competition for SMEs operating in Samtredia and Oni municipalities.
- Energy Efficiency Fairs (EEFs) in different Georgian municipalities.

In 2025 SUD organized two EEFs in Oni and Samtredia. In June 2026 SUD organized Energy Efficiency Fairs in Zugdidi and Batumi. More than 40 companies in total participated them, representing various sectors of energy-efficient technologies and solutions. These included providers of insulation materials, energy-efficient windows and doors, LED lighting systems, solar panel solutions, and efficient heating systems. On site trainings and workshops provided local populations with theoretical knowledge and real-life experience on various energy efficient technologies.

In fall of 2026 SUD plans to build upon the success of the previous year and organize two Energy Efficiency Fairs in Kutaisi and Telavi in October 2026 (Exact dates TBC).

The Energy Efficiency Fairs (EEFs) will be one day events, organized in midday in central outdoor locations within Kutaisi and Telavi. The SUD team will collaborate with local municipalities to identify and secure appropriate venues for these events.

3. The contractor shall provide the following work/service: (the items below are headers, followed by detailed explanations for each)
 - Participant Company Recruitment and selection
 - Approval and Coordination
 - Youth and Community Engagement Activities
 - Event Infrastructure and Execution
 - Participant Logistics, Workshops and Financial Administration

The activities outlined in the subsequent work packages may be subject to slight modification, not affecting contract value, based on evolving requirements from GIZ's partner institutions. Consequently, the contractor is expected to maintain close coordination with the GIZ project SUD to ensure adaptability and alignment with project needs.

- **Participant Recruitment and Selection**

The Contractor shall ensure the participation of at least 20 companies engaged in the production or distribution of energy-efficient products (e.g., building materials, windows, insulation, home appliances) or renewable energy solutions. Priority shall be given to companies based in Telavi and Kutaisi. If a sufficient number of local entities cannot be sourced, the Contractor may extend recruitment to businesses in neighboring municipalities or national-level companies.

- **Approval and Coordination**

The Contractor must submit a preliminary list of willing and eligible companies to the SUD team for review. Final selection of participants will be made in collaboration with the SUD team, with SUD retaining final approval authority. The Contractor shall notify selected companies of their approval, venue details, and event schedule no later than three weeks prior to the EEFs. The Contractor is responsible for securing confirmation of attendance from all participants

- **Youth and Community Engagement Activities**

To broaden the reach of the EEFs and increase engagement of the general public and youth, the Contractor shall organize supplementary activities alongside the main exhibition, such as a school Eco-Club competition or similar initiatives. The Contractor shall be responsible for the necessary materials, coordination with participating schools or groups, and the organization of prizes for winning entries, in coordination with the SUD team.

- **Event Infrastructure and Execution**

The Contractor shall be responsible for the comprehensive setup of event spaces, ensuring appropriate infrastructure for both exhibitors and attendees. This includes identifying and subcontracting a qualified vendor to provide and install exhibition stands for the fairs. The Contractor shall oversee the seamless execution of the events, managing schedules and activities while providing on-site support to resolve any logistical challenges.

- **Participant Logistics, Workshops and Financial Administration**

While the fairs present a commercial opportunity for participating companies, the Contractor shall be responsible for managing travel and accommodation logistics for participants who require such support. Specifically, the Contractor shall arrange and pay for the transportation of equipment and personnel, as well as overnight accommodation for participants traveling from outside the immediate region. The Contractor shall administer all financial disbursements related to these participant expenses. Contractor shall conduct at least two workshops per each EEF.

4. GIZ shall hire the contractor for the anticipated contract term, from 21 August to 15 December 2026.

III. Tender requirements

1. Qualifications of proposed staff

The tenderer is required to propose personnel for the positions specified here and described with respect to the areas of responsibility and qualifications on the basis of relevant CVs.

Although only the Team Leader position will be evaluated, the Consultant shall provide additional personnel as necessary (including for coordination, logistics, event organization, financial administration, etc.) to ensure the full and successful execution of this assignment.

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

Milestones/partial works	Date
Start of the contract	15 September 2026
Exact Location of EEFs confirmed	2 Weeks after signing the contract
List of participating EE companies approved by SUD	3 Weeks after signing the contract
Conduction of Energy Efficiency Fairs	End of September -October 2026 (Exact dates – TBC)
Final Report on conduction of EEFs	December 2026

3.1 Team Leader:

2.2 Professional experience

- 2.2.1 General experience 10 years of experience in energy efficiency sector.
- 2.2.2 Specific experience Experience conducting two Energy Efficiency fairs or similar events.
- 2.2.3 Development 2 years of work experience with development organizations

2.3 Language skills:

- 2.3.1 Business fluency in English C1

2. Quantitative requirements

Per-diem allowances are reimbursed as a lump sum up to the maximum amounts permissible under tax law for each country as set out in the country table in the [German Federal Ministry of Finance – tax treatment of travel expenses and allowances for international business travel as of 1 January 2026 \(GERMAN ONLY\)](#).

Overnight accommodation allowances are reimbursed as set out in the specification of inputs below.

Reasonable accommodation costs above the specified amounts can also be reimbursed against evidence where specifically justified.

All travel will be covered by GIZ

Fee days	Number of days	Comments
Preparation/desk work	8	
Implementation	7	
Travel expenses	Number of days/nights per experts	Comments
Per-diem allowance	7	Per diem allowance for traveling to Kutaisi and Telavi for conduction of the fairs
Overnight allowance in country of assignment	4	Overnight allowance for stays in Kutaisi and Telavi during EEFs
Other costs	Total amount	Comments
Cost of logistics, workshops, including display stands		Total cost of at least 2 workshops, for rent of display stands and transportation of them to Kutaisi and Telavi
Cost for administration and accommodation of the participants		Payments to be done against the invoice and with a prior approval from SUD
Costs for youth and community engagement activities		Includes costs of trainings, materials, marketing and any potential final prizes for winners.
Flexible remuneration item	GEL 2.000	A budget of GEL 2 000 is foreseen for flexible remuneration. Please take this budget into account in your price schedule. Use of the flexible remuneration item requires prior written approval from GIZ.

Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price schedule.

SUD will provide transportation of the contractor to Kutaisi and Telavi.

Since the contract to be concluded is a contract for works, you should offer your services at a fixed lump sum price, which provides **an itemised breakdown of all the relevant costs (fees, travel costs, etc.)**. **The specification of inputs should provide guidance in this respect.** The assessment of the financial bid is based on the lump sum price tendered, which must be realistic for the services to be rendered. In the contract itself, the budgets will be contractually agreed as **maximum amounts**.

3. Conceptual

The tender should indicate how the services outlined in Section I.3 are to be provided. Reference should be made to the following criteria:

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 (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 (1.1.2). The tenderer is encouraged to state alternative (or better) ways to implement the work packages deviating from the initial steps as lined out in the ToR.

Section 1.1 must not be longer than 2 pages.

The tenderer is required to describe the key processes for the services for which it is responsible and create an operational plan or schedule (1.2.1) that describes how the services are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors. (1.2.2).

Section 1.2 must not be longer than 2 pages

IV. Requirements on the format of the tender

The CV submitted for each expert can have a maximum of four pages. The concept should not exceed five pages. 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).