

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

CONFIDENTIAL

Project Title: Enabling the Implementation of Georgia's Forest Sector Reform (ECO.Georgia)	Project number/ cost centre: G-011655-002 /C1A1 11655010000
Title of the assignment: Development of Three Animated Educational Videos on Sustainable Forest Management	Tender number 10053132

Contents

List of abbreviations	1
Brief information on the project.....	2
1. Context.....	3
2. Tasks to be performed by the contractor	3
3. Concept.....	6
4. Personnel concept.....	8
5. Costing requirements	9
6. Requirements on the format of the tender	10
7. Other provisions	10

List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToRs	Terms of reference

Brief information on the project

Climate change impacts and the demand for fuelwood from rural population put significant pressure on Georgia's forests: up to 90% of rural households (1.43 million people) rely on fuelwood for their energy needs. The problem is exacerbated by the fact that households use obsolete technologies, such as traditional stoves with a lifetime of two years and an efficiency of 35% or less. Fuelwood demand exceeds sustainable harvesting levels, considering reduced productivity of many forests in the country because of extensive forest degradation. This forest degradation leads to a loss of carbon absorption capacity which is projected to decrease by five times between 1990 and 2030.

In order to address this negative development, the project "Enabling the Implementation of Georgia's Forest Sector Reform - ECO.Georgia" supports the Government of Georgia to implement its transformational forest sector reform agenda to put the entire nation's forests under the framework for sustainable forest management (SFM). It will do so by supporting the establishment of a nation-wide SFM system (Component 1) and in parallel promoting market development for energy efficient appliances and alternative fuels (Component 2) to address the main driver of forest degradation. The project will safeguard the reform implementation by diversifying livelihood opportunities and strengthening local self-governance in forest adjoining rural communities (Component 3).

The project is funded by the Green Climate Fund (GCF), the German Federal Ministry for Economic Cooperation and Development (BMZ), and the Swiss Development Cooperation (SDC) with GIZ being the project's accredited entity. The German contribution is part of the wider German support in the priority area "Environmental policy, conservation and sustainable use of natural resources in the South Caucasus", which aims at the sustainable use of natural resources, biodiversity conservation and climate protection, particularly for the benefit of the rural population. Similarly, both the share of renewables in the energy composition as well as the energy efficiency levels will increase.

Especially rural households using firewood as their source of heating energy will benefit from improved air quality and reduced fuelwood demand through eased access to energy efficient stoves. Forest-related small and medium-sized enterprises and their employees will receive support to improve economic efficiency and environmental sustainability of their business activities. Additionally, staff members of relevant public institutions (National Forestry Agency NFA, Department of Environmental Supervision DES, Environmental Information and Education Center EIEC, Rural Development Agency RDA, municipalities) will receive direct support through human capacity development measures and grant finance.

ECO.Georgia primarily contributes to achieving the SDG 15 (Protect, restore and promote sustainable use of terrestrial ecosystems) of the 2030 Agenda of the UN, but also to achieving SDG 7 (Ensure access to affordable, reliable, sustainable and modern energy for all), SDG 13 (Take urgent action to combat climate change and its impacts), SDG 1 (End poverty in all its forms everywhere), and SDG 5 (Achieve gender equality and empower all women and girls).

This contract is being signed in the framework of the project "Green Transformation Georgia (ECO.Georgia)". The project including all its activities has been approved by the Government of Georgia through Decree N743 from April 08, 2026 amending Decree N1542 from August 31, 2021, approving the signature of the Implementation Agreement between the Government of Georgia and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) for the ECO.Georgia project.

The duration of ECO.Georgia is from April 2021 until May 2030

1. Context

Focus of project's Component 1 is to establish a nationwide ecosystem-based sustainable forest management (EbSFM) system and address key forest degradation drivers, including environmental conservation, sustainable resource use and climate protection. It aims to improve rural livelihood and enhance renewable energy use. At the moment Georgia's forests face pressure due to climate change and high fuelwood demand from 90% of rural households. Outdated technologies and unsustainable harvesting contribute to extensive forest degradation, reducing carbon absorption capacity. To improve situation, adopting SFM practices country wide should be a priority. To facilitate this process, production of short educational 3D animated videos about EbSFM features are planned. The aim is to simply, clearly visually present ecosystem-based sustainable multipurpose aspects of modern forestry management. The videos shall be suitable for professional training, public education, and digital dissemination.

Focus of EbSFM videos would be:

1. Explaining the multipurpose and complexity of forest systems in nature and all the connections within forest system that are impossible to comprehend, hence the black box principle is used when dealing with it. We use the principle of least disturbance and adaptive management by following and mimicking natural processes, which we learn and copy from forest reserves left aside for each main forest type, especially considering an uncertain future shaped by climate change calls for this approach.
2. Explaining main silvicultural features, such as process of natural forest regeneration and all the benefits it brings in comparison to artificial regeneration. Further explaining positive selection in forest stands aiming to improve timber quality, stability and balanced tree species mix. We are striving to continuous cover of forest canopy through out forest life, uneven age, mixed species forest. Managed by selective tree removal principle, removing single tree or small groups of trees instead of clear cutting or large-scale cuttings.
3. Explaining degradation issues like unsustainable harvesting, overgrazing, turning forest into pastures and depleting soil of nutrients due to centuries of overgrazing. On the other hand, forest function is to gradually restore fertility of the soils, which is a long process. Long term outcome of EbSFM practice should be a stable forest structure over decades, with good carbon sequestration, strong climate resilience, thriving biodiversity and good economic return.
4. Highlighting the importance of species and habitat diversity as key factors in enhancing ecosystem stability and resilience against pests and diseases. Emphasizing the role of natural forest types and their inherent diversity in strengthening adaptation to ongoing climate change, while supporting the diversification and sustainability of ecosystem services.

2. Tasks to be performed by the contractor

The overall objective of this assignment is to develop three high-quality, scientifically accurate, and visually compelling short educational videos that communicate the principles of EbSFM, the complexity of forest ecosystems, and the importance of sustainable multipurpose forestry. The videos should be suitable for public/professional education, and digital dissemination.

Each video is expected to have a duration of approximately 1 to 3 minutes, in total up to 10 minutes. The contractor shall develop the detailed concept, narrative structure, script,

storyboard and production approach for each video, and shall present these to GIZ for consultation and written approval prior to commencing production. The three videos shall address the following thematic content areas:

Work Package I: Video 1 – The Living Forest: Structure, Biodiversity and Ecosystem Complexity

This video shall visually introduce the richness and complexity of natural forest ecosystems. Key content elements include:

- Visual showcase of a virgin/old-growth forest: large trees, diverse species composition, multi-layered structure (canopy, understory, ground layer), shrubs, plants, fungi, insects, birds, small and large mammals.
- Depiction of a fully functional, biodiverse forest habitat: standing and falling deadwood as habitat structures, streams, natural regeneration.
- Illustration of the complex web of ecological connections and interdependencies within a forest ecosystem - demonstrating that the system cannot be fully understood or predicted, and that forest management therefore relies on a 'black box' principle.
- The concept of different forest types naturally adapted to different landscapes, soils, altitudes, aspects, and geographical latitudes.
- The principle of reference areas ('Naturwaldreservate'): for each main forest type, a representative area should be left under no active management, allowing foresters to study natural processes and apply learnings to managed forests of the same type.
- Visual showcase of the natural forest as the stabilizing/buffering function of a diverse ecosystem (e.g. against pests & diseases, but also against fire!)

Work Package II: Video 2 – Ecosystem-based Sustainable Forest Management: Principles and Practice

This video shall explain the core principles of ecosystem-based sustainable, multipurpose forest management. Key content elements include:

- The dual meaning of sustainability in forestry: sustainability of timber production and sustainability of all other forest functions simultaneously.
- Multipurpose forests: wood production, water retention, soil protection, biodiversity, social and recreational functions, cultural values, climate regulation, and carbon sequestration - all as concurrent management objectives.
- Focusing on the economic importance of forests and income diversification: Promoting economic opportunities through the sustainable use of forest resources, including efficient management, processing and marketing of timber products. At the same time, supporting income generation through the utilization of other forest ecosystem services, such as non-timber forest products (NTFPs), and other forest-based economic activities that contribute to forest conservation and the economic empowerment of local communities. The importance of employment generation within

the forestry sector should also be highlighted, particularly the role of forestry activities in creating livelihood opportunities for local communities. This aspect should be emphasized in the video as well.

- The principle of least disturbance and adaptive management: managing forests by following and mimicking natural processes, rather than imposing industrial production models.
- An animated comparison between: (a) industrial cut managed forest - uniform, even-aged, often monoculture, relatively low biodiversity; and (b) ecosystem-based managed forest - small-scale openings, large trees, mixed species and age classes, habitat trees, deadwood, high biodiversity.
- The goal and advantages of continuous canopy cover: uneven-aged, mixed-species forest managed through selective single-tree or small-group removal (as opposed to clear-cutting or large-scale harvesting).

Work Package III: Video 3 – Forest Regeneration, Soil Fertility and Long-Term Outcomes

This video shall explain natural regeneration dynamics, soil improvement processes, and the long-term ecological and economic outcomes of close-to-nature forestry. Key content elements include:

- Natural regeneration: from millions of seedlings in the initial cohort to a few hundred adult trees per hectare at maturity - illustrating the efficiency of natural selection and the low costs of indirect tending under the forest canopy.
- Comparison with artificial regeneration: seed collection, nursery operations, planting, tending - a lengthy and costly process whose outcomes rarely match the resilience and quality of naturally regenerated stands.
- Establishment of artificial regeneration in areas where natural regeneration cannot be achieved due to ecological, site-specific, or other limiting factors.
- Positive selection in forest management: selective removal to improve timber quality, species composition, and structural stability of a stand over time.
- Soil improvement by trees: trees as meliorators - building humus layers, cycling nutrients from depth to surface through leaf litter deposition, and gradually restoring fertility of degraded or overgrazed land. This is a centuries-long process.
- Long-term outcomes of close-to-nature/ecosystemic forest practice: stable forest structures maintained over decades; high carbon sequestration; strong climate resilience; thriving biodiversity; and good economic returns due to low human input costs.

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

Milestones/partial works	Deadline/place	Criteria for acceptance
Development of video 1 - The Living Forest: Structure, Biodiversity and Ecosystem Complexity	Within 60 calendar days of contract signing. Place: Remote submission Note: Draft video should be submitted for review within 30 calendar days	Final videos approved by GIZ in writing; all source materials and rights transferred; final report accepted.
Development of video 2 - Ecosystem-based Sustainable Forest Management: Principles and Practice	Within 100 calendar days of contract signing Place: Remote submission Note: Draft video should be submitted for review within 80 calendar days	Final videos approved by GIZ in writing; all source materials and rights transferred; final report accepted.
Development of video 3 - Forest Regeneration, Soil Fertility and Long-Term Outcomes	Within 150 calendar days of contract signing Place: Remote submission Note: Draft video should be submitted for review within 130 calendar days	Final videos approved by GIZ in writing; all source materials and rights transferred; final report accepted.

Period of assignment: from November /2026 until May/2027.

3. Concept

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.

The contractor is responsible for developing a creative and methodological concept for all three videos. This concept must be presented to and approved by GIZ ECO.Georgia project team prior to commencing production. The concept presentation shall include:

- Overall narrative approach and visual style for each video.
- Proposed structure and duration of each video.
- Draft storyboards for each video.
- Full scripts / narration texts in English and Georgian + voiceover.
- Dissemination and format recommendations (resolution, aspect ratio, subtitling languages).

The concept shall be presented in a formal meeting. Written approval by GIZ is mandatory before production commences. The contractor shall incorporate all GIZ feedback into the concept before proceeding.

Technical Production Standards

- The contractor shall ensure that all final video products are delivered in a high-quality, widely usable digital format, with at least Full HD – 1080p (1920x1080) and preferably 4K (3840x2160).
- The contractor shall submit final video files with all relevant editable source files.
- The contractor shall propose the language, narration, and subtitling approach as part of the inception and concept development phase, subject to approval by GIZ, while ensuring accessibility for Georgian and English-speaking audiences.
- The contractor shall ensure that all music, sound effects, footage, graphics, and other materials used in the production are original or properly licensed for use by GIZ.
- The contractor shall apply GIZ visual identity and branding requirements in accordance with guidance provided by GIZ, where applicable.
- The contractor shall disclose any use of artificial intelligence in creation, editing enhancement or generation of video content under this agreement prior to submitting final deliverables. Failure to disclose such use shall constitute a material breach of this contract.

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 the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

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.

Further Requirements (1.7)

The Company is required to present a strong portfolio demonstrating proven experience in 2D/3D animated video production.

The Company shall provide at least 2–3 completed animated videos that are similar in scope, style, complexity, and/or educational purpose to the videos specified in this ToR. The submitted samples must have been produced by the Company's own team, and the Company shall clearly indicate its role and contribution to each project.

The videos submitted will be evaluated based on:

- quality and consistency of 2D/3D animation and visual design;

- clarity and effectiveness of visual storytelling and educational content;
- creativity and engagement;
- quality of narration, sound, music, and synchronization;
- overall technical and production quality.

For the submission of the materials, the following channels are preferred:

- The Contractor's professional portfolio hosted on a reputable platform — acceptable where the link is legitimate, accessible to the evaluation team, and does not require the downloading of unknown or potentially unsafe files.
- Publicly accessible video links — e.g., links to the Contractor's official company portfolio or channel, where the audiovisual materials are already publicly available.

GIZ reserves the right to request an alternative secure submission method where necessary.

4. Personnel concept

The contractor shall propose a team with clearly defined roles and responsibilities. The minimum required team composition is described below. The contractor may propose additional specialist roles where justified. All key team members must be named in the offer and their CVs submitted.

Team leader

Tasks of the team leader

Managing creative project workflow and a team of expert pool throughout the full creative process against deadlines.

- Leading development of the conceptual and stylistic direction for animated videos.
- Overall responsibility for the quality and timely delivery of all contractual outputs.
- Coordinating and ensuring effective communication with the Contracting Authority, project partners, and other stakeholders involved in the assignment.
- Leading and coordinating the contractor's team and ensuring efficient allocation of tasks and resources.
- Personnel management, including identifying the need for additional expertise, planning and supervising assignments, and supporting national and international experts.
- Monitoring project implementation, ensuring compliance with contractual requirements, and addressing any issues affecting quality or timelines.
- Organizing and facilitating consultations, coordination meetings, and review processes with relevant stakeholders.
- Ensuring quality assurance of all deliverables prior to submission.
- Regular reporting on project progress in accordance with agreed requirements and deadlines.

Qualifications of the team leader

- Education/training (2.1.1): university degree (Bachelor's degree) in Communications, Media Production, Film and Animation, Multimedia or another relevant field.
- Language (2.1.2): C1-level language proficiency in English.
- General professional experience (2.1.3): 5 years of professional experience in project management, coordination, or implementation of communication, media production, educational content, or awareness-raising projects.
- Specific professional experience (2.1.4): 3 years of experience working on large scale animated video projects.

Tasks of key expert 1 – Animation and Multimedia Expert

- Responsible for the creative direction, animation methodology, visual storytelling, and technical quality of the videos.

Qualifications of key expert 1

- Education/training (2.2.1): Education in animation, multimedia design, digital arts, visual communication, or related field.
- Language (2.2.2): B2 -level language proficiency in English.
- General professional experience (2.2.3): Proven experience as an Animator, Animation Director, Multimedia Expert, or equivalent in the development and delivery of animated educational, awareness-raising, or communication products, including the transformation of technical content into engaging visual materials.
- Specific professional experience (2.2.4): portfolio demonstrating 2D/3D animation, motion graphics, and visual storytelling.

5. Costing requirements

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

Since the contract to be concluded is a contract for work, 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
Development of video 1 Lump sum ca. up to 4 minvideo	60 days (Team leader/Animated expert)	Within 60 calendar days of contract signing. Place: Remote submission
Development of video 2 Lump sum ca. up to 3 minvideo	40 days (Team leader/Animated expert)	Within 100 calendar days of contract signing. Place: Remote submission

Development of video 3 Lump sum ca. up to 3 minvideo	50 days (Team leader/Animated expert)	Within 150 calendar days of contract signing. Place: Remote submission
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The composition of experts and number of experts specified in the table is indicative. The tenderer may propose an alternative team composition, as necessary, to ensure the successful implementation of the assignment. The duration of the animated videos per milestone are indicative as well. Requirements on the format of the tender

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 legible (font size 11 or larger) and clearly formulated. It must be drawn up in English (language).

The complete tender must not exceed 15 pages (excluding CVs/Portfolios). 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 4 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 only be submitted in English (language).

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The specifications for pricing are defined in the price schedule.

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

7. Other provisions

• Budgeting and payment

Payments will be affected after delivery of services mentioned above:

- First payment will be effected after acceptance of milestones I and II
- The final payment will be effected after acceptance of the milestone III