
CONFIDENTIAL

I. General information

Brief information on the project

The global programme Shaping Development-Oriented Migration (MEG), commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and executed by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, is a pivotal initiative in the realm of migration and development. Its primary aim is to empower partner countries to harness the benefits of regular migration while actively engaging diaspora communities to drive sustainable development.

The core objective of the project is to provide support to key actors in partner countries, enabling them to make gender-responsive contributions toward the effective implementation of the Global Compact for Safe, Orderly, and Regular Migration (GCM). This commitment underscores dedication to creating migration policies that align with international standards, emphasizing human rights and gender equality.

Programme approaches

The Programme employs a multifaceted approach to achieve its objectives:

Shaping Migration Policy: We collaborate closely with partner countries as they formulate migration policies that align with the principles of the GCM, ensuring the safe and orderly movement of people and the protection of migrant rights.

-Gender Equality and Policy Coherence: We promote policy coherence, emphasizing gender equality through an intersectional lens, and actively collaborate with civil society actors. These aspects are pivotal in achieving a harmonious and inclusive approach to migration and development.

-Diaspora Engagement: Project seeks to encourage investment, knowledge exchange, and innovation in partner countries by engaging with the diaspora residing in Germany. This dynamic connection offers a unique avenue for supporting sustainable development in countries of origin.

Fields of Action:

The Programme operates within four core fields of action, each essential to the success of our mission:

1.Regular Migration:

Guidance to Political Partners: Offering guidance to political partners on regular migration, ensuring alignment with international standards.

Training for Labour Inspectors: Conducting training programs for labour inspectors to raise awareness of precarious working conditions.

Ethical Recruitment: Implementing measures to ensure ethical and fair recruitment standards in partner countries.

2. Diaspora Cooperation:

Diaspora Experts: Supporting migrants from selected partner countries residing in Germany to contribute voluntarily to development in their countries of origin. This includes advice on engagement, training in knowledge exchange methods, networking events, expense coverage and on-site support.

-Diaspora Organizations: Providing support for projects initiated by diaspora organizations aimed at promoting development in their countries of origin. This support includes subsidies, application guidance, planning assistance, networking events and training.

-Business Ideas for Development: Supporting business founders in leveraging their expertise gained in Germany to benefit their countries of origin. This support includes individual coaching on creating and implementing business plans, financing for start-up preparations, and networking opportunities with potential partners, business networks, and start-up centres.

3. Mitigating Precarious Working Conditions - Enhancing the Protection of

Migrants:

Strengthening the Capacities of State Actors: Supporting partners in strengthening the capacities of state actors to protect the rights of migrant workers, particularly in the context of global care chains, such as women in precarious working conditions and children affected by care gaps.

Supporting CSOs: Offering financial and technical support to Civil Society Organizations (CSOs) that work to protect the rights of migrant workers and their families.

Regional Exchange: Organizing regional exchanges to promote peer learning and enhance the protection and agency of migrants in vulnerable situations.

Multilateral Cooperation: Strengthening International Cooperation for Safe, Orderly, and Regular Migration:

Supporting International Organizations: Collaborating with international organizations, such as the IOM (International Organization for Migration), to set up the Global Data Institute.

Funding Support: Contributing to the Migration Multi-Partner Trust Fund to aid in international migration efforts.

Good Practice Documentation: Assisting partner countries in documenting and sharing good practices to promote safe, orderly, and regular migration at the international level.

The Programme MEG is committed to achieving sustainable migration and diaspora engagement and invites stakeholders to participate in this collective effort. Together, we aim to inspire a brighter and more inclusive future, where migration serves as a force for good, contributing to the sustainable development and well-being of all involved parties.

2. Context:

The Georgian diaspora plays a vital role in Georgia's sustainable development, contributing significantly to economic growth, social well-being, knowledge transfer, and the preservation of cultural identity. Today, over 900,000 Georgian citizens live abroad, with remittances accounting for approximately 14% of Georgia's GDP. However, the diaspora's potential extends far beyond financial support; creating structured opportunities for diaspora members to invest their professional skills, knowledge, and international experience in Georgia is essential for long-term sustainable growth.

Mobilizing the diaspora for national development has been a strategic priority for GIZ since 2007, with dedicated financial support for diaspora initiatives introduced in 2012. Over a decade of cooperation with Georgian diaspora organizations in Germany has highlighted two persistent challenges:

- **Capacity and Access:** Diaspora organizations often lack detailed knowledge of local funding opportunities, administrative procedures, and the capacity to develop competitive project proposals.
- **Partnership Gap:** Opportunities for diaspora organizations to establish structured partnerships with local Civil Society Organizations (CSOs) in Georgia remain limited.

To address these challenges, GIZ Georgia is implementing an innovative reversed partnership model. Under this approach, GIZ seeks a local service provider in Georgia to support the implementation of development initiatives on behalf of GIZ, in collaboration with the German-based Georgian diaspora organization Initiatives for Global Cooperation e.V.

As the co-developer of the initial pilot initiative (please see the details below), the diaspora partner will provide the service provider with all relevant project materials, outputs, and documentation developed under the previous phase, and will participate in selected key meetings as needed.

Priority Focus: Road Safety Education

Road safety remains one of Georgia's most critical public safety and socio-economic challenges. The socio-economic cost of road traffic accidents is estimated at approximately 2% to 2.5% of Georgia's GDP. Georgia's road traffic fatality rate stands at approximately 11.5 to 11.8 per 100,000 population, significantly exceeding the Eastern Partnership average (9.71) and nearly 2.5 times higher than the EU average (4.55).

Engagement with the diaspora and returnees from Germany has consistently highlighted road safety as a primary challenge affecting their reintegration and their families' safety in Georgia. In response, GIZ implemented a pilot project in cooperation with the Initiatives for Global Cooperation E.V. in 2020–2021 that developed high-quality educational materials and a digital platform for secondary schools and kindergartens. However, the COVID-19 pandemic severely constrained the physical rollout and overall reach of these resources.

Building on these foundational assets, this new initiative will utilize the reversed partnership model to update, expand, and scale up road safety education, delivering direct, high-impact sessions to children and young people across Georgia.

3. Contract term

The primary objective of this assignment is to select and contract any type of legal entity registered and operating in Georgia to support the implementation of a road safety project on behalf of GIZ, building upon project materials handed over by the German-based Georgian diaspora organization 'Initiatives for Global Cooperation e.V.'

The selected local service provider, will be responsible for providing the following services:

- **Reviewing, Updating, and Digitizing Educational Resources:** Reviewing and modernizing existing educational materials, instructional videos, and website content created during the pilot initiative (implemented by the Initiatives for Global Cooperation E.V.) to ensure full alignment with current national legislation and regulatory standards.
- **Stakeholder validation and teacher capacity building:** Organizing a dedicated feedback and training workshop for 20 school and kindergarten teachers to present the updated materials, facilitate peer discussion, and refine content based on practical educational insights.
- **Social media campaign and youth engagement:** Establishing social media profiles across key platforms (Facebook, TikTok, YouTube) and producing minimum of 15 engaging, eye-catching short videos (Reels/Shorts) on road safety topics selected in consultation with the diaspora partner and the MEG team to target pupils and youth.
- **Organizing an Interactive youth event:** Conceptualizing and executing an interactive public event for school students and youth in an open space in Tbilisi (e.g., Mziuri Park), preceded by a creative competition (e.g., photo/video/social advertisement) with an awards ceremony during the event.
- **Diaspora coordination and knowledge handover:** Integrating existing materials developed by the diaspora partner and engaging them in critical milestone reviews and designated meetings.

GIZ shall hire the contractor for the anticipated contract term, from **20.10.2026 to 28.02.2027**.

The full proposal will consist of specific contributions by the contractor due to the pre-defined timeline. The exact tasks of the contractor within respective contribution under this assignment will be:

Tasks and deliverables
<u>3.1 Inception, Resource Review & Material Modernization</u> (Deadline: 25.11.2026) • Create and configure official social media profiles on popular platforms (Facebook, TikTok, YouTube) and define a target-audience-focused content plan in coordination with the diaspora partner and MEG team. • Establish an effective coordination process with the diaspora partner for the handover of existing project materials and their participation in key milestone meetings. Review and evaluate all educational materials, instructional videos, and digital content developed during the 2020–2021

pilot initiative to ensure full alignment with current national road safety legislation and regulations.

- Modernize and update pre-selected educational resources and videos, integrating international best practices, modern pedagogical methods, and technical inputs provided by the diaspora partner.
- Update and embed all finalized, modernized educational materials and videos onto the existing website (zebra4kids.ge).
- Design and facilitate a dedicated training/feedback workshop for 20 selected kindergarten and school teachers to present the upgraded resources, gather qualitative feedback, and refine materials prior to finalization.
- Submit draft updated materials, video concepts, and workshop findings to the GIZ MEG team and relevant authorities for final review and approval.

3.2 Field Rollout & Educational Outreach **(Deadline: 20.01.2026)**

- Create and configure official social media profiles on popular platforms (Facebook, TikTok, YouTube) and define a target-audience-focused content plan in coordination with the diaspora partner and MEG team.
- Produce and publish minimum of **15 engaging, high-quality short videos (Reels/Shorts)** focused on key road safety topics tailored specifically for pupils, students, and young people.
- Design and execute a targeted paid advertising/boosting campaign across social media platforms to maximize outreach and ensure high visibility and engagement among the target audience (pupils, youth, and parents).
- Manage digital campaigns, monitor user interaction, and promote both the social profiles and the updated website (zebra4kids.ge).
- Conceptualize, launch, and manage a creative competition for youth (e.g., photo, video, or social advertisement contest) focused on road safety themes.
- Plan, organize, and execute a large-scale interactive social event for youth/students in an open-air public space in Tbilisi (e.g., Mziuri Park), featuring interactive learning activities and an awards ceremony for the competition winners.

3.3 Monitoring, Reporting & Sustainability **(Deadline: 25.02.2026)**

- Evaluate the reach, public engagement, social media analytics, and overall impact of the social media campaign, teacher workshop, and youth event using quantitative and qualitative metrics.
- Produce a concise, high-quality final report summarizing:
 - Quantifiable achievements (number of video views, social media reach, workshop participants, event attendees, competition entries).
 - Impact assessment of modernized educational resources and digital content.
 - Key highlights, lessons learned, and best practices derived from the reversed diaspora partnership model.

- Share all finalized digital assets, raw video files, social media materials, and documentation with the GIZ MEG team and publish key highlights across project platforms.

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

1.1. Team leader:

- **Education/Training** (2.1.1): University degree (master's level or equivalent) in social sciences, Education or a related field.
- **General professional experience** (2.1.3): 5 years of professional experience in the field of development cooperation, diaspora and migration related topics or a related field.
- **Specific professional experience** (2.1.4): 5 years of experience in the conceptualization and implementation of the projects in a social field or similar.

Specific tasks to be performed by the team leader:

- Overall coordination, quality assurance, and communication with GIZ.
- Lead development of the concept note and implementation plan.
- Approve and finalize the agenda and logistical arrangements.
- Supervise event implementation and ensure timely delivery of outputs.
- Oversee preparation and submission of the final report and follow-up activities.

1.2 Key Expert:

- **Education/Training** (2.2.1): University degree (bachelor's level or equivalent) in social sciences, education, psychology or a related field.
- **General professional experience** (2.2.3): 4 years of professional experience in social development, education, project proposal writing and implementation.
- **Specific professional experience** (2.2.4): At least 3 years of demonstrated technical experience in road safety education, traffic regulations, developing educational/training materials, or delivering safety campaigns.

Specific tasks to be performed by the key expert:

- Provide technical and legislative review to align all educational resources and videos with current national road safety laws and standards.
- Coordinate directly with the diaspora partner (*Initiatives for Global Cooperation e.V.*) to integrate international best practices and technical inputs.
- Support the design, methodology, and facilitation of the validation and training workshop for 20 school and kindergarten teachers.
- Provide technical guidance and quality assurance for the scripts and concepts of the 15 social media videos (Reels/Shorts).

- Steer the technical content and educational activities for the interactive open-air youth event in Tbilisi.
- Support the drafting of the final comprehensive report and compile all supporting project documentation

1.3 Pool of Experts

- **Education/Training** (2.2.1): University degree (bachelor's level or equivalent) in social sciences, education, psychology or a related field.
- **General professional experience** (2.2.3): 3 years of professional experience in social development, education, project proposal writing and implementation.
- **Specific professional experience** (2.2.4): 3 years of proven experience in the Implementation of development-oriented projects.

Specific tasks to be performed by the key expert:

- Support the Team Leader and Key Expert in reviewing and updating existing road safety educational materials and video resources in line with national legislation.
- Coordinate with the German-based diaspora partner/expert to integrate international best practices and inputs into educational tools and media content.
- Co-facilitate the validation and feedback workshop for 20 school and kindergarten teachers.
- Support the creation of concepts and scripts for the 15 social media short videos (Reels/Shorts) and assist in managing digital promotional campaigns.
- Co-organize and facilitate the open-air interactive youth event in Tbilisi, including the management of the youth creative competition.

1. Quantitative requirements

Fee days	Number of experts	Number of days per expert	Total	Comments
Designation of TL/Team Leader	1	23	23	
Designation of TL/key expert	1	28	30	
Designation of pool of experts	3	15	45	
Other costs	Number	Price	Total	Comments
Flexible remuneration				
Workshops	1	3000	3000	Organising and implementing workshop for

				kindergarten/schoolteachers
Other costs Please explain here in more detail which costs are to be reimbursed, assuming they do not fall under the budget item described above.	1	7000	7000	The budget contains the following costs for digital content creation and boosting, printing materials, organising public/non-public events, and/or other logistical matters.

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.

Budget Ceiling:

The total budget available for this assignment is capped at a maximum of 72,000 GEL (GEL seventy-five thousand). Bidders are required to tailor their financial proposals accordingly. Proposals exceeding this financial ceiling will not be considered.

Workshops and events, initial and further training

The contractor will conduct the following workshops:

- **Validation & Capacity-Building Workshop for Teachers:** A dedicated one-day training and feedback workshop targeting at least 20 school and kindergarten teachers/educators. The session will present the updated road safety materials and videos, facilitate peer discussions, gather qualitative feedback, and orient educators on the sustainable use of the upgraded resources in their classrooms.
- **Interactive Open-Air Youth Event:** A large-scale public event hosted in an open-air space in Tbilisi (e.g., Mziuri Park) for school students and youth. The event will incorporate interactive road safety activities, educational games, digital showcases, and an awards ceremony for the winners of the pre-launched youth creative competition (photo/video/social advertisement).

The contractor will be responsible for developing the overall concept and methodology of the sessions/workshops, including defining objectives, designing the agenda, preparing training materials.

2. Proposal Structure and Assessment Criteria

The bidder shall provide the proposal in response to the subject ToR to include the following components provided below:

1. Short narrative on the bidder and its relevant work;
2. Technical proposal of the bidder, explaining in detail (in form of a work-plan / milestone schedule) how the contractor will ensure timely provision of deliverables

- (with suggestion of quantitative and qualitative indicators), which are listed in the ToR. **Technical proposal of successful bidder will become integral part of the contract as an addition of this ToR** – Corresponding to assessment criterion 1.4.1 and various other criteria from Section One (Assessment of Technical-Methodological Design), namely subsections 1.1, 1.5, and 1.6.
3. Diaspora engagement and educational project experience of the bidder (organisation and involved experts) during the last 2 years, including implementation of joint initiatives between local Service providers and diaspora partners, development of educational materials, and delivery of trainings, workshops, or public events for youth – corresponding to the subsections from the Section two, namely subsections 2.1., 2.2, 2.6.
 4. 2 years of experience of cooperation with relevant actors (Diaspora organisations or other local service providers, educational institutions, etc.) - corresponding to the assessment criteria 1.2.1., 1.2.2.
 5. The Bidder shall be a legally registered entity of any organizational type, registered and operating in Georgia for at least five (5) years.

III. 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).

IV. Payment schedule:

- **50%** of the contract value will be transferred to the contractor after accomplishment of deliverables listed under chapter 3, specifically subchapters: 3.1 Inception, Resource Review & Material Modernization of this ToR, with marked due date – 30.11.2026
- Final payment of the remaining **50%** after accomplishment of all remaining deliverables listed in chapter 3, specifically 3.2 Field Rollout & Educational Outreach and 3.3 Monitoring, Reporting and Sustainability of this ToR and after provision of the final invoice anticipated by 28.02.2027.

V. Data Protection

The performance of the contract may be associated with the processing of personal data by the contractor, 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 contractor 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 contractor 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. The GIZ is NOT in any way responsible for such processing.

Whenever the contractor executes the instructions of a partner to the GIZ with regard to such processing, the partner shall be the data controller, and the data processing shall be carried out in accordance with the partner's instructions as well as laws and standards to which it is subject.

If the contractor 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.

VI. Additional information

Final report

Final report to be submitted until – 25.02.2027.

Contractor shall provide final written report in English language, summarizing implementation process and final status quo related to the deliverables foreseen by this ToR. The reports shall on the one hand document the results achieved and on the other hand present challenges encountered. It should include recommendations on further steps and actions.

Special provisions

In the **technical offer/implementation plan**, the bidder shall present in a detailed and descriptive manner the approach which will be used for reaching deliverables described under tasks and deliverables 3.1-3.3. Clear timeline and deadline for each result shall be determined and described.

The technical offer/implementation plan of the project, coupled with prior experience of the organisation and involved experts, will be the major assessment criteria for identifying successful bidder.

Coordination format among GIZ MEG Programme and contractor

Under this assignment, contractor is obliged to closely coordinate and agree in advance all the activities and measures related to the achievement of under point 3 listed deliverables.