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EU4Culture

Terms of Reference (ToR)

External Service Provider for Management and
Curating of EU4Culture Regional Festival

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EU4Culture - Promoting Culture & Creativity as an Engine for Economic Growth and Social Development in EaP Countries

EU4Culture Regional Festival

Tender Announcement and Terms of Reference (ToR)

External Service Provider for Management and Curating of EU4Culture Regional Festival

Coordinator of the grant contract:	Goethe-Institut (GI)
Name and title of the contact person:	Dr. Anatoli Beifert – Team Leader
Name of beneficiary(ies) and affiliated entity(ies) in the action:	Czech Centers (CC), Danish Cultural Institute (DCI), Institut Français de Géorgie (IF)
Title of the action:	EU4Culture: Promoting Culture & Creativity as an Engine for Economic Growth and Social Development in EaP Countries
Contract number:	2020/417-654
Target country(ies) or region(s):	EaP

TABLE OF ACRONYMS

- CC – Czech Centers
- CCI – Cultural and Creative Industries
- CCIP – Cultural and Cross-Innovation projects
- CDS – Cultural Development Strategy
- DCI – Danish Cultural Institute
- EaP – Eastern Partnership
- EU – European Union
- ESP 1 - External Service Provider for management and curation of EU4Culture Regional Festival
- ESP 2 - External Service Provider for executing tasks related to technical and logistical aspects of the festival, referred as “Production company”
- GI – Goethe-Institut
- IF – French Institute of Georgia (Institut Français de Géorgie)
- ToR – Terms of Reference

1. BACKGROUND INFORMATION

1.1 About the project

EU4Culture aims to foster culture as an engine for growth and social development across the Eastern Partnership region. It helps to enhance the role of the cultural sector as a driver of economic development and through its interregional approach, promotes intercultural dialogue and knowledge exchange across countries.

In Armenia, Azerbaijan, Georgia, the Republic of Moldova, and Ukraine, the EU4Culture project supports Non-Capital Cities in developing and implementing Cultural Development Strategies. During last two years EU4Culture supported 14 cities¹ to elaborate the cities' cultural development strategy and selected one city² in each country³ to support implementation of the elaborated strategy.

The project provides grants for Cultural and Cross-Innovation projects (CCIP) in Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova and Ukraine. CCIP projects in Armenia, Azerbaijan, Georgia, Republic of Moldova and Ukraine are linked and are complementary to the CDS prepared by the regional projects.

EU4Culture also organises mobility schemes for Artists and Cultural professionals from Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova and Ukraine and provides capacity building for the representatives of the "EU4Culture Cities Network".

The EU4Culture project started on 1 January 2021 and will end on 31 March 2025.

The EU4Culture project is implemented by Goethe-Institut (lead), the Danish Cultural Institute, Czech Centres, and the Institut Français in Georgia.

1.2 EU4Culture Regional Festival

In September 2024, EU4Culture will organise the final event "EU4Culture Regional Festival" with the participation of the members of the EU4Culture Cities' Network, project stakeholders and beneficiaries from Eastern Partnership (EaP) countries. The festival is scheduled to last for two days and will be held in Zugdidi, Georgia.

Simultaneously with the project's final conference, the festival will spotlight the impact of the EU4Culture project, emphasising the results achieved within Cultural Development Strategies (CDS) of the cities, the Creative and Cross-innovation Projects (CCIP), and mobility schemes. Thus, the festival will showcase the work of project beneficiaries from all EaP countries.

¹ The list of the cities: Armenia (Charentsavan, Ijevan, Sevan); Azerbaijan (Khirdalan, Lankaran, Sheki), Georgia (Kutaisi, Poti, Zugdidi); Republic of Moldova (Cahul, Orhei); Ukraine (Odesa, Rivne, Vinnytsia).

² The list of selected cities: Armenia (Ijevan); Azerbaijan (Lankaran), Georgia (Zugdidi); Republic of Moldova (Cahul); Ukraine (Odesa, Rivne, Vinnytsia).

³ Due to Russia's invasion of Ukraine, the EUR 300,000 grant was divided equally among all participating cities from Ukraine to carry out key activities under their action plans.

The primary focus of the festival will be on members of the EU4Culture Cities Network, implementing partners of CCIP projects, and beneficiaries of the mobility grant scheme.

Leading up to the final event in September 2024, the project will organise small-scale events in four four⁴ participating EaP countries. These events will be managed by local curators from the countries, who will also play a role in selecting of the content to be featured at the final event.

2. DESCRIPTION OF THE ASSIGNMENT

2.1 Objective

The objective of the assignment is to curate and coordinate the final event of the EU4Culture Regional Festival. This involves working closely with the EU4Culture Project Team, as well as an external service provider hereinafter referred to as **ESP 2 - "Production Company"**, that will be separately contracted to handle technical and logistical aspects of the festival. Additionally, coordination with local curators from the participating EaP countries will be essential.

2.2 Scope

Type of the assignment	Management and curation of the festival
Geographic Scope	The External Service Provider (ESP 1) must be based in Georgia. The assignment entails frequent travel to Zugdidi for both medium and long-term missions, as well as active cooperation with local partners, artists, and stakeholders from EaP countries.
Time Scope	<ul style="list-style-type: none"> – Preparatory phase: May – September 2024 – Implementation phase: 27-28 September 2024 – Follow-up phase: October 2024

The assignment is structured into three thematic work packages:	
Work Package #1:	Development of the festival’s artistic vision
Work Package #2:	Overall management of the festival
Work Package #3:	Communication, text editing/copywriting, design and production of the festival catalogue.

⁴ Armenia, Azerbaijan, Republic of Moldova and Ukraine

Work Package #1 - Development of festival artistic vision

1.1 Tasks related to curatorial aspects of the assignment:

- Conduct research/mapping on artworks produced within the EU4Culture grant schemes in all participating countries.
- Identify suitable artists, collectives, and the artworks to be showcased at the festival based on the EU4Culture grant schemes in all EaP countries, in coordination with the EU4Culture team and local curators.
- Develop the festival's artistic vision and conceptual framework.
- Develop the festival programme, including drafting and finalising in coordination with EU4Culture team.
- Organise and curate the events (exhibitions, screenings, performances, etc.) that align with the EU4Culture scope and appeal to audiences of regional cities and other project stakeholders.

Work Package #2 - Overall Management of the festival

2.1 Tasks related to managerial aspects of the assignment:

- Ensure the festival adheres to timelines, budgets, and quality standards, including specific guidelines of the EU.
- Lead the process, oversee, and coordinate the work of the entire team involved in implementing the assignment.
- Develop the list of necessary inventories and material, and identify needs related to the technical and logistical aspects of the festival.
- Provide inputs for the development of the technical assignment for **ESP2 “Production company”**.
- Develop a solid understanding of the technical, logistical, and other needs and expectations of artists, cultural institutions, and the EU4Culture team. Ensure smooth and effective communication with **ESP 2 “Production company”**, acting as a liaison between the artists and **ESP 2 “Production company”**.
- Coordinate with venues and suppliers to manage logistics effectively.
- Oversee the organisation of the festival on-site.
- Conduct follow-up activities after the festival.

2.2 Tasks related to managerial aspects of the assignment at the local level (in Zugdidi)

- Ensure smooth and efficient communication with the city municipality and local private stakeholders.
- Contact and coordinate work with local service providers and suppliers.
- Provide consultations and insights regarding the local context, available infrastructure and local audiences.
- Provide all necessary assistance and support on-site.

Work Package #3: Communication, text editing/copywriting, design and production of the catalogue

3.1 Tasks related to communication aspects of the assignment:

- Provide inputs and communicate with the EU4Culture team responsible for communication regarding event promotion and visibility.
- Ensure alignment of the festival’s communication strategy and branding with the artistic vision and conceptual framework of the event.
- Develop bilingual (ENG/GEO) textual materials and descriptions for showcased artworks in collaboration with the EU4Culture team.
- Contribute to social media posts and other promotional materials, ensuring their alignment with the festival's conceptual framework.
- Collaborate on the final catalogue of the festival with the designer, including editing English texts and selecting visuals to showcase the impact of the EU4Culture project and the festival.

Tasks related to the design aspects of the assignment

- Design the catalogue which follows the EU and the basic event branding guidelines.
- Ensure the final catalogue is delivered on time and meets the specifications outlined in the project brief, including print-ready files for physical distribution and digital files for online access.

3. DELIVERABLES OF THE ASSIGNMENT

Timeline	Description
<p>May-June 2024</p>	<p>Concept Development</p> <ul style="list-style-type: none"> • <u>Comprehensive concept of the festival</u> (including the main theme, artwork mapping, artist portfolios, festival setup, artist profiles, descriptions of exhibited artworks and all other relevant information). • <u>Festival preparation timeline</u> with corresponding task distribution. • <u>Festival budget estimation</u> based on the provided concept as a reference to ESP 2 - "Production Company". • Festival Communication Strategy and event branding inputs • Technical Assignment Inputs: Inputs provided for the development of the technical assignment for the ESP 2 - "Production Company" (including

	<p>detailed technical requirements and logistical needs).</p> <ul style="list-style-type: none"> • <u>Festival Program, setup</u> (including the map) and schedule of activities.
July-August-September 2024	<p>Final Catalogue</p> <ul style="list-style-type: none"> • <u>Textual material</u>: descriptions annotations on festival statement, artwork description, artists etc. • Textual and content-related input for <u>communication materials</u> (including posters, sign boards, social media posts etc) in line with the festival concept. • <u>Finalized Catalogue</u>: including texts, visuals, and designs showcasing EU4Culture project impact and the festival
September 2024	<p>Successful execution of the festival</p> <ul style="list-style-type: none"> • All necessary preparatory work delivered and coordinated, including on-site organisation. • All necessary work during the festival delivered
October 2024	<ul style="list-style-type: none"> • Activity report highlighting achievements, challenges, and recommendations. Prepared in line with the template provided by the EU4Culture project.

Reporting

The External Service Provider (ESP 1) will be directly accountable to Goethe-institut Georgien.

4. ELIGIBILITY

Legal entity (profit or non-profit) based and registered in Georgia is eligible to apply.

5. TEAM PROFILE AND QUALIFICATION REQUIREMENTS

The project will consider applications submitted by legal entities that may contract other team members.

The applicant can divide the work packages among team members according to their qualifications or may choose to assign one person for execution of separate work packages, except for the **work package #2, Tasks 2.2 (Tasks related to managerial aspects of the assignment on the local level** (in Zugdidi). The managerial structure and role distribution must be provided in **Annex 1 – Staff and management structure**.

5.1 Team profiles based on work packages

Work Package #1 - Development of festival artistic vision - required qualifications

- Proven experience in curatorial roles or similar role in the arts or cultural sector
- Proven knowledge of CCI sector and cultural trends.
- Strong international network within the CCI sector.
- Strong interpersonal skills and the ability to collaborate effectively with all involved parties.
- Effective communication and negotiation abilities.
- Flexibility to adapt to changing project requirements, artistic considerations, and stakeholder feedback.
- Good understanding of EaP region
- Experience of working in international environment
- Excellent knowledge of English and Georgian languages

Work Package #2 - Overall Management of the festival

- Excellent project management and organizational skills.
- Effective communication and negotiation abilities.
- Proven experience in event management, preferably in organizing cultural events, festivals, or similar projects.
- Demonstrated ability to adhere to timelines.
- Proficiency in logistical planning and coordination.
- Experience with budgeting.
- Ability to identify and address technical and logistical needs related to venue setup, equipment, materials, and other resources required for festival operations.
- Strong leadership qualities with the ability to lead, motivate, and coordinate a diverse team of individuals involved in festival implementation.
- Familiarity with technical aspects of event production, including sound, lighting, staging, and audiovisual equipment.
- Strong organizational skills to conduct post-festival follow-up activities, including evaluation of festival outcomes, documentation of lessons learned, and identification of areas for improvement.
- Good understanding of EaP region.
- Experience of working in international environment.
- Excellent knowledge of English and Georgian languages.

Work package #2.2 (Coordination of the festival on local level (in Zugdidi))- required qualifications

- Excellent project coordination and organizational skills.
- Effective communication and negotiation abilities.
- Experience of managing events on local level.
- Experience with planning logistics.
- Good knowledge of English.

- In depth understanding of local context (Zugdidi), network among public and private stakeholders.
- Excellent knowledge of local infrastructure, service providers and suppliers.
- Being based in Zugdidi.

Work package #3 (Communication, text editing/copywriting and production of the catalogue)- required qualifications

- Experience in developing artistic/festival bilingual catalogues.
- Proven experience in communication, text editing, copywriting in a cultural or arts-related context.
- Experience in managing communication strategies and producing promotional materials for events or projects.
- Strong organizational skills and the ability to manage multiple tasks and deadlines effectively. Experience in project management and coordination is desirable.
- Demonstrated ability to work collaboratively in a team including artists, designers, and event organisers.
- Strong attention to detail and a commitment to delivering high-quality work, ensuring accuracy and consistency in communication materials and catalogue content.
- Ability to adapt to changing priorities and requirements in a dynamic environment.
- Prior experience in event management, cultural projects, or working with international organizations would be advantageous but not essential.
- Excellent English and Georgian languages writing skills

Work package #3.1 (Design of the catalogue)- required qualifications

- Proven experience in graphic design, particularly in creating layouts for catalogues, or similar print materials.
- A strong portfolio showcasing proficiency in layout design, typography, and visual storytelling.
- Proven knowledge of design trends.
- Sufficient knowledge of service providers and suppliers.
- Experience working on artistic or cultural projects, particularly in the development of catalogues or promotional materials for exhibitions, festivals, or events.
- Strong organizational skills and the ability to manage multiple projects simultaneously while adhering to deadlines.

6. LANGUAGE

Official Language of the EU4Culture project is English. The Language of the assignment is English together with Georgian. All documentation to be delivered to the EU4Culture should be written either in English or both English and Georgian.

7. FEE

The applicants are invited to submit the budget proposals for the assignment. The budget proposal must be prepared according to the template provided and must reflect all costs related to fulfilment of the assignment, including honorariums, travel costs and sub-contracting costs, **excluding VAT**.

8. INVOICING

Invoices must be submitted to the EU4Culture team in accordance with the procedures outlined in the contract between Goethe-Institut Georgien and the external service provider (ESP 1).

The external service provider (ESP 1) will receive payment upon bilateral signing of the Act of Delivery and Acceptance with Goethe-Institut Georgien, as per the terms and conditions stipulated in the service contract.

All payments must be verifiable and comply with expenditure eligibility criteria.

A tentative instalment plan (which will be precisely regulated in the Service Contract) is as follows: **the first instalment, comprising 50%** of the total service amount, will be disbursed upon delivery of the first deliverable of the assignment, i.e. the Concept Development of the festival, **no later than July 31, 2024**. **The remaining 50%** balance payment will be transferred upon completion of the remaining services, no later than **October 15, 2024**, accompanied by the submission of the report and relevant supporting documents.

9. SELECTION CRITERIA

The Service Provider/Curator will be selected based on the following criteria:

Selection criteria	Points (out of 100)	Evaluation of:
1. Prior experience, specific expertise, and qualification of the <u>lead curator</u>	20	Provided CV's and the list of implemented activities
2. Prior experience, specific expertise, and qualification of the <u>proposed team</u>	20	Provided CV's and the list of implemented activities

3. Financial offer	30	Annex 3- Budget form
4. Relevance and quality of the proposed concept	20	Concept note and statement of interest
5. Proposed Management Structure and role distribution	10	Annex 2 – Staff and management structure

10 SUBMISSION OF PROPOSALS AND DEADLINE:

- Questions or requests for clarification regarding this term can be sent to eu4culture@goethe.de before **3rd of May 2024, 23:59 Georgian time**. All answers will be made publicly available on **10th of May 2024**.
- Interested applicants are invited to submit detailed proposals in English to EU4Culture@goethe.de with the subject line: "EU4Culture Regional Festival" by the **15th of May 2024, 23:59 Georgian time**.
- Applications submitted after the deadline will not be considered.

A detailed proposal should include:

- **References** to the already implemented similar projects following the template provided by the project (**Annex 1 – References**) (.pdf format).
- **CV's and/or portfolio's** (highlighting previous festival/art event curation projects), of all team members. (inc. samples of produced catalogues). (.pdf format).
- Document with clear role division between the team members and the management structure following the provided template (**Annex 2 – Staff and management structure** clearly indicating the main responsible person for the successful implementation of the assignment. (.pdf format)
- **Curatorial concepts note and statement of interest** (free form, no more than 800 words) responding to the EU4Culture regional festival, suggesting the **theme** for the regional festival (which can be adapted to other country needs in close cooperation with the local curators). The concept note should contain links to the EU4Culture project and its respective grant schemes. (.pdf format)
- **Financial Proposal** (in the provided template – **Annex 3 Budget form** - in excel format following the provided template.

Additionally, the applicants must submit:

1. **The filled out Self-declaration form** following the provided template – **Annex 4- Self Declaration exclusion criteria and avoidance of conflicts of interest**.

2. **Certificate of Registration:** Official document issued by the relevant unit for registering legal entities, confirming the registration of the organisation.
3. **Bank Account Details:** Official document issued by the bank, containing the account number for Euro transactions, along with other relevant banking information.

11 LIST OF ANNEXES

11.1 Documents to be submitted

- Curatorial concepts note and statement of interest.
- CV's and/or portfolios of all team members.
- **Annex 1:** References (following the provided template).
- **Annex 2:** Staff and management structure (following the provided template).
- **Annex 3:** Budget form (following the provided template).
- **Annex 4:** Self Declaration exclusion criteria and avoidance of conflicts of interest (following the provided template).
- Certificate of registration.
- Bank account details.

11.2 Useful links

Useful links: Web sites related to the project

- [EU4Culture \(goethe.de\)](http://EU4Culture.goethe.de)
- <https://euneighbourseast.eu/projects/eu-project-page/?id=1487>
- <https://linktr.ee/eu4culture>

We look forward to receiving your application and wish you success!