



**GOETHE-INSTITUT GEORGIEN**

**TERMS OF REFERENCE**

**Call for External Service Providers for Layout and Design**

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## 1. BACKGROUND

Creative Compass Georgia empowers cultural and creative industries across the regions of Georgia, with an emphasis on industrial and post-industrial areas, to enhance the socio-economic environment of the country. This four-year initiative is funded by the European Union and co-funded and implemented by Goethe-Institut Georgien. To unveil and nurture local creative ecosystems, with a focus on eight municipalities as pilot examples, while also extending support to other regions, the project is executing the following activities:

**Mapping of Creative Resources:** Utilising physical and content mapping grants to identify and map existing creative resources and infrastructure across Georgian municipalities.

**Promotion of Creative Resources:** Establishing a physical and content mapping database and launching a video campaign to enhance the visibility and accessibility of local creative assets for the wider public.

**Creative Space Shaping:** Implementing infrastructure and platform development grants to establish multifunctional and multidimensional creative spaces for local communities.

**Facilitated Access to Funding:** Offering grants of various types and hosting pitching events to secure financial support for local creative endeavours.

**Capacity Building:** Offering trainings, workshops and technical assistance in physical and content mapping skills, business development, entrepreneurship, and project management, alongside an incubation programme to reinforce necessary skill sets.

**Cross-Sectoral Collaboration:** Facilitating collaboration among public, private, civil society organisations and independent creatives within the sector.

**Local and International Networking:** Organising networking events, offering mobility grants, and establishing the creative cities national network to foster connections within local and international communities.

**Awareness about the Potential within Culture:** Implementing communication campaigns to raise awareness about the immense potential within culture and creativity to tackle manifold social, environmental, and economic challenges.

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## 2. OBJECTIVE AND SCOPE OF SERVICES

Creative Compass Georgia is looking for design service providers – individual creators, legal entities and/or initiative groups to layout different documents and to create high quality materials for the project’s public communication.

The layout component consists of different materials produced and published by the project. These include (but are not limited to): grant call guidelines, one pager, factsheets, or reports. The design component focuses on creating creative materials to be used for the project public communication. These include (but are not limited to): webpage graphics/banners, social media posts, or other graphics.

Any layout or design produced must adhere to the relevant EU visibility guidelines as well as the Goethe-Institut branding manual. Both documents will be made available upon signature of the service contract. Furthermore, any newly produced layout or design will need to be a continuation of previously produced materials. During the collaboration, the service provider can expand this portfolio.

## 3. SERVICE PROVIDER PROFILE

**Eligibility criteria:** companies, agencies, individual designers, and/or consortia of individual designers are eligible to apply if they are registered in Georgia and legally allowed to operate in the country. Please refer to the list of documents to be submitted further below.

Any applicant must meet the following requirements:

- Minimum of 5 years’ experience in graphic design, layout of documents and related fields
- Substantial previous experience in adhering to pre-defined visibility guidelines
- Proven experience in adhering to corporate brand manuals while making creative use of existing flexibilities
- Previous experience collaborating with an international cultural organisation.
- Interest in shaping the graphic appearance of an EU-funded project in Georgia
- Ability to deliver high quality work toward tight deadlines, adhering to jointly agreed deliverables
- Work-proficiency (B2/C1) in English

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#### 4. CONTRACT DETAILS AND FINANCIAL OFFER

It is intended to sign a one-year framework contract at the end of this tendering process. The contract will define the maximum amount of consultant days and/or financial compensation but does not include an obligation to make use of this maximum.

Any offer must include:

- Brief description (maximum of one page) of the previous experience and the interest of collaborating with Creative Compass Georgia/Goethe-Institut Georgien in graphic design/layout.
- A list of services provided (e.g. layout, graphic design, etc.) accompanied by an indication of average availability (in days or hours) to provide services per month.
- Financial offer indicating an hourly or daily rate for different services. Creative Compass Georgia is exempt from VAT in Georgia.
- Comprehensive track record of previous works similar in size, scope, and/or sector. A maximum of ten examples of previous works can be included in the offer submitted.
- Documentation proving the legal status in Georgia as well as solvency of current business operations. The application of any legal entity must also include a statement on its financial solvency and following documents: Extract from Registry of Entrepreneurs and Non-Entrepreneurial (Non-Commercial) Legal Entities, Tax Debt Notification from Revenue Service of Georgia.
- CVs of involved personnel proving a holistic picture of the team's qualifications which must include (among all team members):
  - o Relevant degree in related fields to graphic design, layout, etc.
  - o Fluency of Georgian (preferably: native) and English (B2/C1 level) in writing and speaking. If a consortium of individuals or a company applies, a contact person fluent (B2/C1 level) in English will suffice.
  - o Excellent communication skills and the ability to translate key messages into appealing visuals.
  - o Good IT skills, especially standard graphic software(s)

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#### 5. CONFLICT OF INTEREST

The applicants are required to declare that to their knowledge no actual or potential conflict of interest exists through completing the self-declaration template attached in these terms of reference.

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## 6. CONFIDENTIALITY

Service providers must treat all information obtained during the fulfilment of the assignment as confidential in line with the provisions set in the expert contact.

## 7. INVOICING

The exact invoicing procedure will be set out in the contract. Commonly, invoices can only be submitted after the services have been finalised. In framework contracts monthly or bi-monthly invoicing based on the services provided is common practice. Any invoice will need to be accompanied with timesheets indicating the number of hours/days used.

## 8. APPLICATION PROCEDURE

Questions or requests for clarification to these terms can be send to [creativecompass@goethe.de](mailto:creativecompass@goethe.de) until before August 25, 2024. Any questions will be answered and made publicly available by August 30, 2024.

Interested applicants are invited to submit their offer in English (preferably as one PDF file, less than 30MB per message) to the [creativecompass@goethe.de](mailto:creativecompass@goethe.de) **by September 4, 2024 (12pm Georgian time)**. Please note that compressed/archived files and/or short links cannot be accepted. If it is necessary to submit files larger than 30MB, please reach out to us.

Within two weeks after the submission deadline, all offers received will be reviewed by a dedicated jury and evaluated based on a pre-defined set of criteria.

This is as follows:

#	Criteria	In %
1	Previous experience with EU visibility guidelines and corporate brand requirements.	25%
2	Prior experience, specific expertise, and qualification of the applying entity and the core team	35%
3	Financial Offer	40%

Applicants will be informed about the completion of the process.

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## 9. DATA PROTECTION

The applicant agrees that the personal data is processed in compliance with GDPR REQUIREMENTS. Any submitted offer will be stored in accordance with [GDPR](#) requirements.

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