

# Goethe-Institut Georgien

## Terms of Reference (ToR)

### Call for External Service Providers for Implementing Content Mapping Activity Across Regions of Georgia

#### 1. BACKGROUND

**Creative Compass Georgia (CCG)** is a 4-year project funded by the European Union (EU), co-funded and implemented by the Goethe-Institut Georgien.

This initiative contributes to sustainable growth and employment in cultural and creative industries (CCIs). Through empowering the cultural and creative sectors across regions in Georgia, the project aims to enhance the socio-economic environment of the country. This will be achieved through the facilitation of capacity building, networking, collaboration, and providing funding opportunities to different CCI stakeholders with a special focus on regional cities and towns in Georgia.

Creative Compass Georgia presents a unique opportunity for regional stakeholders in Georgia – to lift the creative potential and to bring together different sectors jointly envisioning and creating a sustainable, greener, healthier, and more forward-looking development.

#### 2. OBJECTIVE AND SCOPE OF THE ASSIGNMENT

Creative Compass Georgia (CCG) is seeking a legal entity to **conduct a Content Mapping across 16 municipalities in Georgia**. The necessary methodology will be provided.

To identify existing resources and to create a basis for the further development of the sector, CCG **maps CCI sector assets in Georgia** through two activities:

- a) physical mapping and.
- b) content mapping.

A **Physical mapping** was conducted by Mayors Offices in 35 selected municipalities of Georgia (see the annex #1) in May and June 2024. This involved the identification and documentation of existing cultural and non-cultural (physical) infrastructure.

**Content Mapping** activity will be conducted to identify and map cultural assets and resources within 16 out of the above mentioned 35 locations. This activity aims to provide an in-depth understanding of the cultural landscape, including human capital (such as professionals in creative industries), stakeholders (including local public and private cultural institutions, civil society organizations (CSOs), businesses, and academia), and various local resources (e.g. natural resources, intangible cultural heritage, creative industries events, touristic attractions).

To ensure effective and efficient execution of this ambitious project, a structured approach has been devised. This includes creating thorough methodology and guidelines, selecting a service provider to carry out the mapping, and organising a short orientation meeting to ensure mapping activities are being implemented with minimal direct involvement from our team.

**Service providers will be responsible for:**

- a. Participation in an orientation meeting organised by Creative Compass Georgia to familiarise with the content mapping methodology and tools.
- b. Reviewing the project documentation:
  - Thoroughly reading all the relevant documentation, particularly the Content Mapping Methodology, provided by the Goethe-Institut Georgien. This includes understanding the overall objectives, scope of work, and specific requirements for conducting content mapping in municipalities.
  - Reading and analysing the documentation (Short reports of municipalities) for physical mapping activity along with the predefined criteria<sup>1</sup> and elaborating recommendations<sup>2</sup> on the potential target municipalities to implement the content mapping.
- c. Implementing the mapping activities across 16 **designated municipality** (distributed across the whole country) This involves but is not limited to:
  - Conducting mapping activities using a variety of methods such as focus groups, interviews, etc. to gather data on cultural assets and resources within each municipality.
  - Engaging with local stakeholders, including cultural institutions, civil society organisations, businesses, academia, and other relevant entities.
  - Documenting human capital in the creative industries, and analysing local resources such as, creative industry events, tourist attractions, etc.
  - Collecting and analysing information from open databases and other secondary sources to supplement primary research, ensuring a holistic understanding of the cultural landscape.

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<sup>1</sup> Predefined criteria as well as the short reports for municipalities will be shared with the Service provider along with the contract.

<sup>2</sup> Preliminary list of 16 municipalities, selected by Goethe-Institut Georgien will be shared with the Service provider along with the contract. The final decision about the list of municipalities will be made by Goethe-Institut Georgien based on the preliminary list and the recommendations provided by the service provider.

- Ensuring accuracy and completeness in mapping reports, which will provide insights into the cultural landscape and potential socio-economic impacts.
- d. Preparing a mapping report accompanied by the database and the map:
- Compiling and preparing detailed Mapping Report that contains the summary of content mapping results for all **16** municipalities (aggregated data and highlights) as well as the detailed mapping reports for each municipality.
  - Preparing the excel database of CCI resources for each municipality.
  - Reflecting the data from the database onto a reputable and secure mapping platform that meets EU standards, ensuring that the map includes necessary filters and categories for easy navigation and understanding. The map must be closed and allow control over access, with restricted permissions to ensure data security.
  - Both the report and the database should be thorough and follow the structure and guidelines/templates provided in the methodology, ensuring a clear and insightful overview of the cultural and creative landscape in each municipality.
  - All the documentation should be provided in English language accompanied by the Georgian language version/translation.

**Indicative timeframe for the content mapping:**

Stage	Description	Deadline	Estimated time
<b>Call for Service Providers</b>	Open call	November-December 2024	4 weeks
<b>Evaluation of Applications</b>	Review and evaluate applications.	December 2024	5 days
<b>Contracting</b>	Finalise the contract	December 2024	2 weeks
<b>Orientation Meeting</b>	Meeting to introduce the methodology.	December-January 2024	1 day
<b>Implementation</b>	Conducting mapping activities, creating the database and a map, preparing final report	December-February 2024-2025	3 Months
<b>Submission of Reports</b>	Service provider submits comprehensive Mapping Reports.	March 2025	-

### 3. SERVICE PROVIDER'S PROFILE:

Offers must be submitted by a single service provider, a legal entity, capable of conducting content mapping across all 16 municipalities. The provider must demonstrate significant experience and capacity to work within the socio-economic and cultural landscape of Georgia, particularly in regional areas, ensuring deep engagement with local communities and stakeholders.

#### Eligibility Criteria:

- a) Demonstrated Experience in Research and Mapping Projects:
  - Minimum of 5 years of proven experience in participating in or leading research and mapping projects, particularly in the context of cultural or socio-economic studies (proof of at least 5 projects presented in the relevant form - annex B.7).
  - Ability to manage all stages of project implementation, from planning and data collection to analysis and reporting.
- b) Expertise in Organising Research Activities:
  - Minimum of 5 years of experience in designing and implementing research methodologies, including surveys, focus groups, interviews, and other data collection techniques, specifically adapted to the regional characteristics of the Georgian municipalities.
  - Demonstrated capability to coordinate fieldwork logistics, manage data quality, and ensure ethical standards in research practices.
  - Demonstrated familiarity with Georgian statistical systems and open databases, including knowledge of local data sources, methodologies, and regional statistical practices.
- c) In-depth Knowledge of regional socio-economic landscape:
  - Essential understanding of the socio-economic and cultural context in the regions of Georgia, especially in the municipalities where the content mapping activities will be conducted.
  - At least 3 years of prior experience working in or conducting research in the regions of Georgia, demonstrating familiarity with local dynamics, challenges, and opportunities.
- d) Strong analytical and reporting skills:
  - Ability to synthesise both qualitative and quantitative data into comprehensive mapping reports.
  - Proven track record of delivering high-quality outputs, reports, or publications related to cultural or socio-economic studies.
- e) Local Networks and Stakeholder Engagement:
  - Demonstrated capacity to engage with local stakeholders in Georgia's regions, with a minimum of 2 years of experience working with local actors.
  - Existing contacts within the municipalities (some or all) listed in an annex 1 to this ToR will be considered an asset.

- f) Exceptional written and verbal communication skills in English are required. Having Georgian language expertise within the team is mandatory, particularly for engaging with local stakeholders and ensuring effective communication in regional contexts.
- g) Proficiency in IT skills, particularly standard MS Office applications and data analysis tools (Excel, SPSS, etc.).

## **Annex 1 – List of Municipalities that have conducted the Physical mapping**

Creative Compass Georgia has supported 35 municipalities (excluding Tbilisi) across 10 regions of the country to conduct comprehensive infrastructure mapping and create a centralised database. Each municipality received financial support along with guidance from a team of experts who developed a standardised physical mapping methodology and mentored local authorities in the process.

Municipalities that have been selected in an open call and have conducted physical mapping are as follows:

1. Tkibuli Municipality
2. Chiatura Municipality
3. Tskaltubo Municipality
4. Kutaisi City Municipality
5. Baghdati Municipality
6. Kharagauli Municipality
7. Zestaponi Municipality
8. Poti City Municipality
9. Zugdidi Municipality
10. Chkhorotsku Municipality
11. Tsalenjika Municipality
12. Lentekhi Municipality
13. Tsageri Municipality
14. Ambrolauri Municipality
15. Oni Municipality
16. Ozurgeti Municipality
17. Chokhatauri Municipality
18. Lanchkhuti Municipality
19. Kobuleti Municipality
20. Khulo Municipality
21. Lagodekhi Municipality
22. Telavi Municipality
23. Signaghi Municipality
24. Akhmeta Municipality
25. Sagarejo Municipality
26. Akhaltsikhe Municipality
27. Mtskheta Municipality
28. Dusheti Municipality
29. Adigeni Municipality

30. Bolnisi Municipality
31. Dmanisi Municipality
32. Tetrtskaro Municipality
33. Kaspi Municipality
34. Gori Municipality
35. Khashuri Municipality