**Terms of Reference (ToR)**

*Branding and Website Development Services for the “Association for Forest Products”*

CENN, within the framework of the project **“Green Caucasus – Promoting Green Economy and Sustainable Energy in Georgia,” funded by the Austrian Development Cooperation,** announces a competition for marketing and web development services.

|  |  |
| --- | --- |
| **Background and Context** | The primary goal of the project “Green Caucasus – Green Economy and Sustainable Energy Development in Rural Areas” is to create income-generating opportunities for local communities and reduce anthropogenic pressure on forests. This will be achieved through rural economic diversification, promotion of sustainable multifunctional forest use, support for decentralization, and the empowerment of women, youth, and vulnerable groups.  Within its socio-economic component, the project seeks to support rural residents (particularly women, youth, and vulnerable groups) in generating additional income through the sustainable use of forest resources, including both timber and non-timber potential.  For this purpose, the Association “Forest Products of Georgia” has been established. The Association brings together entrepreneurs, as well as small, medium, and large businesses operating in the forest sector across the following areas:   * **Timber resources** – production, processing, and utilization of wood materials. * **Non-timber resources** – utilization and development of other natural products derived from forests (e.g., medicinal plants, berries, mushrooms). * **Eco-tourism** – promotion of sustainable tourism practices and ecosystem conservation. * **Biomass** – development of renewable energy sources and biomass production. * **Aquaculture** – development of fish farming enterprises in forest areas. * **Nurseries, shelterbelts, and plantation farms** – support for local production to meet growing market demand.   One of the Association’s main functions is to promote its members’ business activities and enhance their visibility in the market. This is pursued through business-to-business meetings, catalogues, an online portal/website, participation in exhibitions, and other promotional activities.  The selected company, individual, or group of experts will be responsible for developing a comprehensive brand identity and establishing a web platform for the Association “Forest Products of Georgia.” |
| **Objective and Scope of Work** | The purpose of this assignment is to support the Association “Forest Products of Georgia” in building a strong brand identity and an effective online presence that will enhance visibility, credibility, and market access for its members.  The selected company, consortium, or individual expert(s) will be required to deliver the following:  **1. Branding**  The contractor shall be responsible for developing a brand strategy and identity, including:  ***Strategic Component – Brand Development Strategy (Brief Version)***   * Propose and justify a new name for the Association. * Define brand positioning for both local and international markets. * Identify and analyze target audiences. * Formulate brand mission, values, and purpose. * Clear instructions on usage of brand guidelines across platforms and materials. * Thematic initiatives/activities plan to strengthen sector development and promote association members (e.g., campaigns, events, or other promotional activities).   ***Visual Identity***   * Logo design (main logo plus alternatives). * Color palette (primary and secondary colors). * Typography system. * Visual elements (patterns, iconography, illustrations). * Brand guidelines (logo usage rules and applications).   ***Verbal Identity***   * Slogan – the core message of the brand. * Key messages tailored to audiences. * Tone of voice and communication style. * Naming conventions for product categories. * Event and exhibition branding concepts (naming and design). * Unified Trademark Concept * Development of a consolidated verbal and visual trademark for products under the Association.   **2. Website**  The contractor shall be responsible for the design and delivery of a fully functional, bilingual (Georgian and English) website that will serve as a central platform for the Association and its members.  ***Planning and Architecture***   * Define website structure and navigation. * Design a user-friendly experience (UX), optimized for mobile devices.   ***Content Structure***   * Home page – introduction to the Association. * Members – profiles of member companies. * Products – catalogue of members’ products. * Services – description of services offered by the Association. * Events – Association activities and events calendar. * Blog/News – industry updates, articles, and announcements. * Contact – key contact details.   ***Functional Requirements***   * Responsive design (desktop, tablet, mobile). * Bilingual support (Georgian and English). * Product catalogue with search functionality. * Media gallery for photos/videos. * Online application forms (e.g., membership requests). * Event calendar. * Basic SEO optimization for visibility in search engines. |
| **Deliverables** | The selected contractor will be required to provide the following outputs:  **Branding Component**   1. Draft brand strategy and concept. 2. Draft visual identity package. 3. Final brand strategy and concept. 4. Final visual identity package. 5. Comprehensive brand guidelines.   **Website Development Component**   1. Website prototype (wireframes / mockups). 2. Fully functional website in Georgian and English. |
| **Duration** | 90 Days max. |
| **Application Requirements** | * *Fully completed application form* * *Resumes of proposed experts.* * *Portfolio with examples of previous branding and web development projects.* |
| **Submission Instructions** | All proposals must be submitted electronically no **later than 19 September 2025** to the following email addresses:   * [Jimsher.koshadze@cenn.org](mailto:Jimsher.koshadze@cenn.org) * [Mariam.barbakadze@cenn.org](mailto:Mariam.barbakadze@cenn.org)   Email subject line:  “Company\_Name” or “Individual Full Name” – GFPA - Branding and Website  Incomplete or late applications may not be considered. |
| **Evaluation Criteria (for reference)** | * Financial Offer – 40 points * Qualification– 40 points * Timeframe – 10 points * Experience in Thematic Sectors – Experience with business associations, SMEs in the forestry sector, including forest products and related directions – 10 points. |