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## TERMS OF REFERENCE

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<b>Required service</b>	Consultant team / communication agency to design and implement a four-month media and communication support package aimed at increasing the visibility of the Georgian tea sector, promoting sector stakeholders and market opportunities, and supporting awareness-raising on tea sector development through media outreach, content production, media tours, television coverage, monitoring and reporting.
<b>Contract type</b>	Service Contract
<b>Duration</b>	Four (4) months within the period June-September 2026. Exact start and end dates will be confirmed at a contracting stage.

### 1. BACKGROUND

The Local Economic Development Project (LEDP), funded by the Swiss Agency for Development and Cooperation (SDC) and implemented by Helvetas, supports sustainable and inclusive local economic development in Georgia through a Market Systems Development (MSD) approach.

One of the priority sectors supported by the project is the tea sector, with a particular focus on strengthening value chain cooperation, improving market access, increasing visibility of Georgian tea products, and supporting collaborative sector development initiatives. Despite increasing interest in Georgian tea and the growing number of sector actors, the sector still faces challenges related to market visibility, coordinated promotion, storytelling, and communication with broader audiences. Public awareness about modern Georgian tea production, quality improvements, local brands, and tourism-related opportunities remains limited.

To address these challenges, the project intends to engage a qualified service provider to deliver media support services, including organization of a media tour in Guria region, production of media materials, coordination with journalists and media outlets, and support to broader visibility and awareness-raising activities related to tea sector development, sector cooperation, and promotion of sector stakeholders.

The consultancy is necessary to ensure professional implementation of media outreach activities, strengthen public engagement, and increase visibility of project-supported sector initiatives, businesses, and stakeholders.

### 2. OBJECTIVES OF THE ASSIGNMENT

The overall objective of the assignment is to increase the visibility and public awareness of the Georgian tea sector and project-supported initiatives through strategic communication, media engagement, and content production.

Specific objectives include:

- Strengthening media coverage and public visibility of the tea sector;
- Supporting positive storytelling around Georgian tea production and sector development;
- Facilitating engagement between media representatives and tea sector stakeholders;
- Producing high-quality communication materials for national and regional outreach;
- Supporting the visibility and recognition of Georgian tea sector stakeholders, products, and collaborative sector initiatives;
- Strengthening the quality and effectiveness of communication related to tea sector development and sector-wide engagement with media representatives.

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### **3. EXPECTED RESULTS**

The service provider is expected to deliver the following results:

1. A detailed communication and media outreach workplan developed and agreed with the project team.
2. Successful organization and implementation of a two-day media tour in Guria region involving national and regional media representatives.
3. Coordination and management of communication with invited media representatives and stakeholders.
4. Production and dissemination of media materials related to the tea sector and project-supported activities.
5. Increased media visibility through TV coverage, online publications, interviews, and digital content.
6. Development of high-quality written communication materials showcasing tea production, tea processing, tea sector potential, and sector collaboration.
7. Final summary report documenting activities implemented, media coverage achieved, and communication outputs produced.

### **4. MAIN TASKS AND ACTIVITIES OF THE ASSIGNEE**

The service provider shall be responsible for the following tasks and activities:

#### **4.1. Communication Planning and Coordination**

- Develop a detailed implementation plan and communication approach;
- Coordinate closely with the project team and tea producers;
- Ensure alignment with project visibility and communication requirements; Coordinate logistics and communication related to media activities.

#### **4.2. Communication and Messaging Support Package**

- Support development of key messages and communication narratives related to tea sector development;
- Identify communication opportunities, sector stories, and topics of public interest;
- Provide recommendations for effective communication and engagement with media representatives during assignment implementation;

#### **4.3. Media Relations and Outreach**

- Identify and coordinate participation of national and regional media representatives;
- Maintain communication with journalists, TV channels, online media, and other invited participants;
- Prepare media invitations, briefing information, and supporting communication materials;
- Facilitate interviews and interactions between media representatives and sector actors.

#### **4.4. Organization of Media Tour in Guria**

The service provider shall organize and coordinate a two-day media tour in Guria region.

Indicative media tour activities include:

- Coordination of participant transportation and logistics;
- Accommodation arrangements;
- Introductory meeting and presentation session;
- Visit to tea processing facilities and tea production sites;
- Coordination of interviews, filming, and media engagement activities.
- Visits to tea plantations and tea-related activities;

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- Coordination of interaction with tea sector stakeholders, producers, processors, and other relevant market actors.

#### **4.5. Content Production**

- Prepare communication materials related to the assignment;
- Development of written stories/articles/interviews and media texts;
- Ensure quality and consistency of all produced content.

#### **4.6. Media Coverage and Visibility**

- Facilitate publication and broadcasting of media materials;
- Support placement of stories across relevant communication channels;
- Monitor and document media coverage generated through the assignment;
- Ensure proper acknowledgment of the project and donor visibility requirements.

#### **4.7. Reporting**

Prepare a final assignment report summarizing:

- activities implemented;
- communication outputs produced;
- media coverage achieved;
- participating tea producers and media representatives;
- lessons learned and recommendations.

## **5. WORKING METHODOLOGY**

The assignment shall be implemented in close coordination with the LEDP project team.

The service provider is expected to apply a participatory and results-oriented approach, ensuring effective communication and coordination with media representatives, tea sector actors, and local partners.

The assignment should contribute to improved communication, visibility, and public awareness of the Georgian tea sector and project-supported sector initiatives through strategic media engagement, content production, and dissemination of sector-related information.

All communication and visibility materials produced under the assignment must comply with project branding and visibility guidelines.

## **6. CONSULTANCY TEAM / RESPONSIBILITIES**

See Section 4 above.

## **7. QUALIFICATIONS AND EXPERIENCE**

The potential service provider should demonstrate:

- Proven experience in media relations, communication, public relations, or event management;
- Experience in organizing media tours, press visits, or communication campaigns;
- Strong understanding of media outreach and communication strategies;
- Experience in content production and storytelling;
- Strong coordination and organizational skills;
- Excellent communication skills in Georgian;
- Good working knowledge of English;
- Experience working with development organizations, donor-funded projects, or private sector initiatives will be considered an advantage.

## **8. TIME FRAME OF THE ASSIGNMENT**

The assignment duration is 4 months.

The service provider shall implement the activities according to the agreed workplan and timeline approved by the project.

The assignment includes:

- Preparatory work;
- Coordination meetings;
- Media outreach;
- Media tour organization and implementation;
- Content production;
- Reporting and follow-up communication support.

## 9. EXPECTED DELIVERABLES AND OUTPUTS

No.	Deliverable / Output	Minimum requirements	Indicative deadline / timing
1	Inception package	Inception meeting; confirmed workplan; four-month activity schedule; media/content plan; roles and approval process; risk and quality-control note.	Within 7 calendar days after contract signature
2	Communication and Messaging Support Package	Key messages; editorial angles; interview topics/questions; short background note for media and hosts; approved acknowledgement/visibility wording.	Within 10 calendar days after contract signature
3	Media tour package	Final agenda; route; participant list; invitations/confirmations; logistics plan; briefing materials; coordination with hosts and media; on-site facilitation. Involvement and coordination of minimum <b>10 media representatives</b> , including at least <b>3 television/media broadcasters, 5 online media platforms</b> , and selected regional media representatives where feasible.	Before and during the agreed media tour dates
4	Media tour implementation and documentation	Two-day media tour in Guria including field and factory visits, interviews, participant coordination, visual documentation, and post-tour summary. <b>Minimum 5 media materials/interviews/news stories</b> generated directly from the media tour.	Within 5 working days after the media tour
5	Written content and interviews	Articles, interviews, news pieces and related written materials as agreed in the content plan; all content submitted for review where LEDP/project visibility is used. Minimum <b>10 online publications/articles/interviews/news pieces</b> produced and/or placed during the assignment period.	Throughout the four-month period
6	Television / broadcast coverage support	Coordination of agreed television or video-format coverage; coordination and preparation of interviews and broadcast participation; collection of broadcast links/evidence. Partnership and coordination with <b>minimum 3 television/media broadcasters</b> and support to production and/or broadcasting of <b>minimum 3 television/video coverage</b> materials.	Throughout the four-month period
7	Social media and project-channel inputs	Timely provision of media coverage materials, publication links, visuals, screenshots, video links, and related communication inputs generated through online media and television coverage, in formats suitable for use on LEDP/project communication channels.	Throughout the four-month period
8	Monthly progress updates	Short written updates covering progress, completed outputs, risks, pending approvals and next steps.	Monthly
9	Final report and evidence package	Final narrative report; output tracker; links/screenshots; summary of reach where available; lessons learned and recommendations.	Within 10 working days after completion of services

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Payment will be made in three installments, based on the satisfactory delivery and approval of agreed outputs:

- **First installment (30%)** upon submission and approval of the inception package;
- **Second installment (30%)** upon completion of the media tour and submission of related outputs;
- **Final installment (40%)** upon submission and approval of the final report and all final deliverables.

## 10. LOGISTICS

The service provider shall be responsible for coordination and implementation of logistical arrangements necessary for the assignment unless otherwise agreed with the project.

This may include:

- Transportation coordination;
- Communication with participants;
- Venue coordination;
- Accommodation arrangements;
- Event support;
- Coordination with media representatives and tea producers.

## 11. REPORTING / DEBRIEFING

The service provider shall submit the following:

1. Brief implementation updates during the assignment;
2. Final assignment report in electronic format;
3. Documentation of media outputs and communication materials produced.

**The final report shall include:**

- Summary of implemented activities;
- Media participation overview;
- Produced communication outputs;
- Media coverage achieved;
- Photos/screenshots/links where relevant;
- Recommendations and lessons learned.

All deliverables shall be submitted electronically in Georgian unless otherwise requested by the project. The service provider shall coordinate regularly with the project team and participate in debriefing meetings if requested.