

## Terms of Reference

### Open Net: Log-In Georgia Project

#### Title: Communication Campaign Development and Implementation

## 1 BACKGROUND

The Government of Georgia has *received* financing from the World Bank toward the cost of implementation of Log-in Georgia Project (“Project”). Open Net is in implementing entity of this Project. In the capacity of Employer, Open Net seeks services of a Consultant (legal body) to undertake **Communication Campaign Development and Implementation Consultancy**.

The Project consists of the following key components and subcomponents:

**Component 1:** Increasing access to broadband – this component will help expand access to broadband internet in rural settlements across Georgia and improve the enabling environment for digital development.

- a) Subcomponent 1.1: Supporting the Open Net Program – the Open Net Program will develop a national infrastructure to offer open access, wholesale, broadband telecommunications services.
- b) Subcomponent 1.2: Improving the enabling environment for digital infrastructure – this subcomponent will support activities to improve the enabling environment for digital infrastructure development in Georgia. This will support the development of legal, policy, and regulatory instruments, and design of investment attraction measures included in the national broadband development strategy (adopted in 2020).

**Component 2:** Promoting the use of broadband-enabled digital services – this component will support the development of Georgia’s digital economy through a strengthened enabling environment, promoting digital use-cases of broadband, and addressing barriers to the participation of individuals in the digital economy.

- c) Subcomponent 2.1: Enabling environment for digital economy development – this subcomponent will support activities to improve the enabling environment for digital economy development in Georgia.
- d) Subcomponent 2.2: Promoting use-cases – the subcomponent will promote specific use-cases of improved broadband connectivity in targeted rural settlements.
- e) Subcomponent 2.3: Increasing digital inclusion – this subcomponent will finance targeted interventions to boost the use of the internet and digital services by women, social minorities, and persons with disabilities in targeted settlements.

**Component 3:** Project implementation support – this component will support the management and implementation of the Project and associated activities.

## **2 GOALS AND OBJECTIVES**

The objective of this assignment is to develop and implement a fully expressed Communications Campaign (based on the purpose and mission of the project) for the Log-In Georgia project, which incorporates customized approaches to effectively inform and engage various types of stakeholders, especially the local citizens, ISP's and SME's, in the program targeted geographical areas and geographic locations of the project. The developed communications campaign should help disseminate the objectives of the Log-In Georgia project, raise overall awareness of the local and international communities towards the various components of the project, and prepare a detailed action plan, subsequent budget (for each separate item of the strategy separately, as well as total budget) and deadlines for the implementation of the communications campaign.

### **Target Groups.**

The communications campaign is aimed to generate interest among the following key target groups:

- i. General Public and residents of the target geographical areas covered by Log-In Georgia
- ii. Private sector bodies and associations
- iii. Public sector bodies and institutions
- iv. ISP's

## **3 SCOPE OF WORK**

The firm is expected to undertake the following services with the highest standards of professionalism and ethical competence and integrity.

### **3.1. General**

**Task 1:** Developing a Communications Strategy for the Project, which is based on the creative brief proposed in the bid, along with a corresponding action plan to address Project activities. The communication strategy should describe the current information environment and the communication goals and topics based on this environment. The strategy should include appropriate communication channels for different target audiences and detailed guidelines for the information content and communication materials and how to deliver them to the audience. The Communications Strategy should be planned around the various possible scenarios regarding the project and the means of responding to them. A Recommended Action Plan (RAP)

for the full duration of the project (Project ends in December 2025) detailing the strategy's implementation should also be developed which will form the basis for the implementation of Task 2. The deliverables for Task 1 are:

- Determination of Communication Strategy goals;
- Definition and classification of target groups;
- Selection of effective communication channels (broadcasting, print media, social media, website, face-to-face meetings and others);
- Determination of the main communication messages and means of their display (photo/video/audio, infographics, animations and others); Communication messages intended for Media Broadcasting must be prepared as Social Advertisement<sup>1</sup>;
- Communication timeline;
- Budget estimate;
- Determination of result evaluation mechanisms;
- Development of monitoring and analysis approaches;
- Final Communications Strategy that includes Recommended Action Plan (RAP) for 30 months, acceptable to Open Net.

**Task 2:** Rollout of a communications campaign based on the communications strategy and RAP developed and accepted by Open Net under Task 1 for 12 months, which includes the creation of the information messages defined in the strategy (accepted by Open Net) and delivering them to the audience by organizing the necessary communication channels (e.g. TV/Radio or social media; conference or any other event; etc) and providing the materials in advance.

**Task 3: New Website: The frontend of the website shall be written in html5, while the backend – php. The website shall be installed on shared hosting. The website shall be manageable from powerful CMS (content management system).**

#### 4 DELIVERABLES

The expected result of the consultancy's activity is to increase the awareness of the Log-In Georgia Project's initiatives in the media. The firm is, however, encouraged to suggest alternative or additional outputs based on their implementation plan for the assignment. The following are also expected of the consultant for the general communications campaign:

- a) Detailed Communications Strategy (described in chapter 3.1, task 1) that includes Recommended Action Plan (RAP) for the full duration of the project.

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<sup>1</sup> social advertisement – an advertisement intended to promote public good, achieve a charitable purpose, raise public awareness regarding important social issues and/or facilitate positive change in public behavior, which is neither commercial nor pre-election advertisement, and which does not contain an advertisement of the service provided by a state or a municipal body, or by a legal entity under private or public law.

- b) Prepared and accepted communication materials
- c) Defined and classified target groups
- d) List of selected communication channels
- e) Providing Main communication messages and the means of how to spread it
- f) New corporate website for Open Net
- g) Communication timeline
- h) Budget
- i) Evaluation Mechanisms
- j) Rollout of the RAP developed during Task 1 and preparation of the materials in accordance with it.
- k) Quarterly Briefings conducted for capacity building of Open Net on strategic communication and PR activities specifically related to the Strategy

The Consultant will be expected to adhere to delivery of outputs, with any changes agreed with the PIU. An indicative summary of tasks, deliverables and related payment distribution is provided in the table below.

Deliverables	From signing of contract, (T)
Submission of Final communications strategy and RAP (deliverable a)	Within 10 weeks from signing of the contract
Submission of designs of different products & Tools and pre-testing Development of all deliverables (different timeframes for different products/tools) and pre-testing for rollout phase. (deliverables b, c, d, e, g, h and i)	Within 16 weeks from signing of the contract
New Website (deliverable f)	Within 12 weeks from signing of the contract
12 months of RAP rollout (deliverables j and k)	After 16 weeks from signing of the contract

## 5 QUALIFICATIONS AND EXPERIENCE REQUIREMENTS

The Consulting Firm should meet the following requirements:

- (i) At least seven (7) years of work experience in the development and implementation of Communication Strategies including marketing, graphic design and production, growth and management, video production, public relations, and social media management
- (ii) At least three (3) successfully completed similar assignment during the past five (5) years

The Project team of the Consulting Firm shall consist of a Project Manager and other suitable Experts who altogether possess the required range of skills and qualifications to successfully undertake the assignment. Proven record of working with and managing multiple suppliers, producers and vendors producing a variety of communications material for awareness and visibility.

- A. Experience providing information and communicating messages to diverse audiences through a variety of traditional and social media outlets.

Other Experts of the Project Team shall be:

1. At least 1 Strategist
2. Production Team<sup>2</sup> (including but not limited to: Designer, Video-editor, and Videographer)
3. Content Writer

As such, the Project Manager shall have the following qualification and experience:

- A. At minimum, a bachelor degree in Communications Studies/Mass Communication, Journalism, Marketing, Social Sciences or a related field
- B. At minimum, seven (7) years' demonstrated experience in managing media/marketing related projects or communication campaigns.

While the other experts need to meet the following qualification criteria's:

- Strategist - Experience in developing and executing communication and media/marketing strategies for at least 5 different projects.

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<sup>2</sup> Can be subcontracted

- Designer - At least 3 year experience of working as a graphics designer; high level knowledge of graphics tools such as products of Adobe, Corel, etc. knowledge and relevant experience in the field of animation graphics for various platforms, such as TV, Internet, etc.
- Video-editor and Videographer - At least 3 years of working experience in this field; knowledge of video content creation and editing.
- Copy/Content Writer - At least 3 years of experience in digital content creation.

In order to confirm the experience of the personnel required by the assignment, their CV's must be submitted, that will show their experience in the relevant field (along with their portfolios).

Note: At the stage of the RFP for the purpose of evaluation of proposals, the following approach in scoring system will be used:

N	Evaluation of Proposals	Weighted score %
1	Technical Score <sup>3</sup>	80%
2	Financial Score <sup>4</sup>	20%

## 6. COORDINATION AND REPORTING ARRANGEMENTS

The Consultant will report to the PIU Director. The Consultants will also work closely with, and obtain technical and other relevant input from, the Technical Unit, the Public Relations Unit and Project Manager of PIU and other Implementing Agencies. The Consultant will receive a detailed briefing at the beginning of the assignment from the PIU, with regular follow-up discussions via email, phone and in-person as required.

## 7 WORK APPROACH

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<sup>3</sup> Evaluation of Technical Proposal

<sup>4</sup> Evaluation of Financial Proposal

The assignment will involve visits to various parts of Georgia.

The Firm shall:

- (a) Take all the necessary steps to ensure that the entrusted tasks are executed properly and on schedule;
- (b) Perform tasks in accordance with the Terms of Reference and according to internationally accepted standards;

## **8. CONFIDENTIALITY**

The consultant will be required to abide by the following:

- (a) The use of, and access to, any information and data from the PIU and other Implementing Agencies will be treated with the strictest confidentiality and for the purposes of the consultancy.
- (b) Any databases, plans, budgets and other documents are to be used only for the purpose of the consultancy.
- (c) All results and data from the work undertaken during this consultancy will remain confidential and will only be used externally pending agreement between the OPEN NET and the Consultant.