



Č.j.: 281940/2023-ČRA

Ref. No.: 281940/2023-ČRA

**Dodatek č. 1 Smlouvy
k veřejné zakázce malého rozsahu
s názvem „Prakticky zaměřené
komunikační tréninky pro NFA PR tým“**

**Amendment No 1 to
Small-scale Public Contract Entitled
“Hands-on communication training
for the NFA PR team”**

Smluvní strany:

Contracting parties:

objednatel: **Česká republika –
Česká rozvojová agentura**
zastoupený: Ing. Michalem
Minčevem, MBA, ředitelem
se sídlem: Nerudova 3, 118 50
Praha 1
IČO: 75123924
bankovní spojení: Česká národní banka, Na
Příkopě 28, Praha 1
číslo účtu: 0000 – 72929011/0710

Client: **Czech Republic - Czech
Development Agency**
Represented by: Ing. Michal
Minčev, MBA, Director
Registered office: Nerudova 3,
118 50 Prague 1
Business ID number:
75123924
Bank details: Czech National Bank, Na
Příkopě 28, Prague 1
Account number: 0000 -
72929011/0710
(hereinafter referred to as the “Client”)

(dále jen „objednatel“)



a

zhotovitel: **N Strat & Comm LLC**
zastoupený: Mrs. Nino Beradze,
ředitelka
se sídlem: 3/5 Archil Sulakauri
Street, Saburtalo, Tbilisi, Georgia
zapsaný: v Registru
podnikatelských a nepodnikatelských
(nekomerčních) právnických osob
IČO: 405412860
DIČ: 405412860

bankovní spojení: ~~XXXXXXXXXXXXXXXXXXXX~~
číslo účtu: ~~XXXXXXXXXXXXXXXXXXXX~~
(dále jen „zhotovitel“)

and

Contractor: **N Strat & Comm LLC**
Represented by: Mrs. Nino Beradze,
Director
Registered office: 3/5 Archil Sulakauri
Street, Saburtalo, Tbilisi, Georgia
Registered: in the Register of
Business and Non-business (Non-
commercial) Legal Entities
Business ID number: 405412860
Tax ID number: 405412860

Bank details: ~~XXXXXXXXXXXXXXXXXXXX~~
Account number: ~~XXXXXXXXXXXXXXXXXXXX~~
(hereinafter referred to as the
“Contractor”)

uzavřely níže uvedeného dne, měsíce a roku
tento dodatek č.1

conclude this Amendment No. 1 on the day,
month and year set out below

Článek I.

Úvodní ustanovení

- 1.1. Smluvní strany uzavřely dne 23. února 2023 smlouvu k veřejné zakázce malého rozsahu s názvem „Prakticky zaměřené komunikační tréninky pro NFA PR tým“ (dále jen „Smlouva“). Vzhledem k tomu, že analýza tréninkových potřeb příjemce projektu trvala kvůli zpoždění na straně NFA déle než bylo plánováno, není možné realizovat Deliverable 1 a Deliverable 2 v naplánovaných termínech. Z tohoto důvodu se smluvní strany dohodly na prodloužení termínu předmětu plnění (prodloužení se týká Deliverable 1 a Deliverable 2).

Article I

Introductory Provisions

- 1.1. The contracting parties entered into a small-scale contract entitled “Hands-on communication training for the NFA PR team” (hereinafter referred to as the “Contract”) on 23 February 2023. Considering that analysis of training needs of project beneficiary took because of delays on NFA’s side longer than planned, it is not possible to implement Deliverable 1 and Deliverable 2 in planned deadlines. For this reason, contracting parties agreed to extend the deadline for the subject of performance (extension applies to Deliverable 1 and Deliverable 2).



Článek II.

Předmět dodatku

- 2.1. Smluvní strany se dohodly, že přílohu č. 1 Smlouvy, nahrazují přílohou č. 1 tohoto dodatku.

Article II

Subject of Amendment

- 2.1. The contracting parties agreed to replace Annex 1 of the Contract by Annex 1 of this amendment.

Článek III.

Závěrečná ustanovení

- 3.1. Ostatní články a body Smlouvy zůstávají beze změny. Celková cena předmětu plnění se nemění.
- 3.2. Tento Dodatek č. 1 je vyhotoven ve třech stejnopisech s platností originálu, dva pro objednatele a jeden pro zhotovitele. V případě elektronického podpisu dodatku bude jen jedno vyhotovení dodatku opatřené elektronickými podpisy zástupců obou smluvních stran.
- 3.3. Přílohou tohoto dodatku je příloha č. 1: Technická specifikace a popis plnění (pozměněná verze).

Article III

Final Provisions

- 3.1. The other articles and sections of the Contract remain unchanged. The total price of the subject of performance remains unchanged.
- 3.2. This Amendment No. 1 is drawn up in three equally authoritative counterparts, two for the Client and one for the Contractor. In the case of electronic signatures on this amendment, there will be only one counterpart of the amendment with the electronic signatures of both contracting parties.
- 3.3. Annex of this Amendment is Annex 1: Technical specification and Description of Deliverables (Amended version).



- 3.4. Smluvní strany berou na vědomí, že tento dodatek bude zveřejněn v registru smluv dle zákona č. 340/2015 Sb., o registru smluv, jelikož je objednatel povinnou osobou ve smyslu tohoto zákona, a s jeho zveřejněním souhlasí. Zveřejnění se zavazuje zajistit objednatel do 30 dnů od podpisu tohoto dodatku oběma smluvními stranami.
- 3.4. The contracting parties acknowledge that this amendment will be published in the Contracts Register pursuant to Act No.340/2015 Coll., on the contracts register, as the Client is an obligated entity within the meaning of this act, and agree to its publication. The Client undertakes to ensure publication within 30 days of both contracting parties signing this amendment.
- 3.5. Tento Dodatek č. 1 nabývá platnosti dnem podpisu a účinnosti dnem uveřejnění v registru smluv.
- 3.5. This Amendment No. 1 shall enter into force on the date of signature and shall become effective on the date of publication in the Contracts Register.

V Praze dne / In Prague, on:

V Tbilisi dne / In Tbilisi, on:

.....

za objednatele / For the Client:

Ing. Michal Minčev, MBA

ředitel České rozvojové agentury / Director of
the Czech Development Agency

.....

za zhotovitele / For the Contractor:

Mrs. Nino Beradze, Director, Founder and
Chief Executive Officer



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Annex 1 – Technical specification and description of Deliverables (Amended version)

1. General information

Title of the assignment:

Hands-on communication training for the NFA PR team

Goal of the assignment:

The general goal of this assignment is to strengthen the communication capacities of the NFA (National Food Agency) PR team. The specific goal is to implement 6 courses of hands-on communication training covering various topics.

Note – This assignment is implemented within the framework of the EU-funded project „Support to the Food Safety and SPS sector in Georgia under ENPARD IV“, which is jointly implemented by the CzDA (Czech Development Agency) and FAO.

Background:

With more than 500 employees and a wide portfolio of activities, NFA is the key entity responsible for food safety in Georgia.

The PR team is responsible for the provision of information about NFA activities to the general public/consumers. This includes sharing pre-agreed content through channels such as the NFA Facebook page, the NFA webpage, communication with media, organization of various conferences and events, etc.

When it comes to communication directed toward FBOs (Food Business Operators), the PR team is not responsible for the generation of the content. The PR team is responsible rather for the simplification of the content prepared by NFA sectoral departments (Food Safety/Veterinary/Plant Protection) and subsequent sharing of this content through channels with a wide outreach. At this moment, the PR department consists of 7 full-time employees.

Considering the important role, which the PR team has, there is a constant need to update the knowledge, follow the trends and build communication capacities to maintain high-quality of work. Hands-on trainings are a very popular way how to increase the skills of key employees. Hands-on training is a way of teaching people by letting them actively apply acquired theoretical knowledge in real-work situations.

Topics of particular training courses, which are described below, were specified based on:

- Recently completed *“Baseline assessment of NFA and gap analysis focusing on communication activities directed towards the general public, FBOs, CSOs, capacities, and needs”*
- Study trip of the PR team to the Czech Republic



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- NFA strategic communication documents
- Needs and preferences articulated by the NFA PR team

2. Specific information

Target group:

The main beneficiary of this assignment is the NFA PR team, which consists of 7 employees. The content of the trainings will be tailored to the needs of the NFA PR team. All training courses will be open also to a limited number of PR professionals from other Georgian public entities, which participate in the “*Support to the Food Safety and SPS sector in Georgia under ENPARD IV*” project (such as MEPA or Revenue Service).

Minimally 4 attendees will participate in each training course.

Training courses, time allocations, and schedule:

Total number of sessions: 22

Length of 1 session: 120 minutes

Training courses:

1. Social Media Management (4 sessions) – June/July 2023
2. Strategic Communication (5 sessions) – September 2023
 - Co-developed communication product: Joint review of 2023 Communication Strategy during last session.
 - and/or generation of NFA Visibility guidelines
3. Evaluation of communication, evaluation of campaigns, usage of analytical tools such as Google Analytics (4 sessions) – October 2023
 - Co-developed communication product: Brief evaluation of selected recently finalized campaign during last sessions.
4. Crisis communication (3 sessions) – October/November 2023
5. Planning of campaigns (3 sessions) – February 2024
 - Co-developed communication product: Raw planning of some specific campaign during last session.
6. Gender-sensitive communication (3 sessions) – March 2024
 - Co-developed communication product: Generation of internal guidelines for gender-sensitive external communication during last session.

Technical specification:

- **Organizational information:** Specific dates and agendas of particular training courses will be confirmed before each training course based on the communication and exchange of materials between the NFA PR team and the training provider. All training courses will reflect NFA working context. New specific communication training products (in other parts of section 2 and 3 called co-developed communication products) will be created by the NFA PR team under the guidance of the training provider during 4 out of 6 courses based on acquired knowledge. By co-developed communication products are meant communication training products.



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Particular training courses should be organized in focused blocs. For example, 1st training course should be completed during 30 calendar days. Participation in each training course will be documented via attendance sheets. At the end of each training course, the training provider will provide PowerPoint presentations to training attendees.

- **Additional organizational information:** Training courses should be conducted dominantly in offline mode at NFA headquarters (only in exceptional cases they can be conducted online). The NFA PR team and training provider should work on a partnership basis.
- **Outsourcing:** From all training courses maximally 2 can be outsourced.
- **Changes:** Eventual changes (relates to topics, dates, and number of lessons) have to be approved by the CzDA based on e-mail and/or electronic request letter provided by the NFA PR team and training provider.
- **Language:** Training courses and sessions should be conducted in the Georgian language. However, reporting language is English.
- **Responsibilities of NFA PR team - summary:** Provision of sufficient amount of information about its activities/needs to enable training provider to create meaningful tailored agenda, Active participation.
- **Responsibilities of training provider - summary:** Delivery of high-quality tailored training content, Support NFA by guidance and feedback in creation of communication training products during specific training courses, Reporting, Attendance sheets, Provision of PowerPoint training presentations and provision of certificate confirming acquired knowledge to course attendees.

3. Deliverables

1 st Deliverable	1.1 -1 st training course - 4 sessions - Training Report (including training PowerPoint presentations), Training agenda, Attendance sheet (as described in section 2) 1.2 -2 nd training course - 5 sessions - Training Report (including training PowerPoint presentations), Training agenda, Attendance sheet, Co-developed communication product (as described in section 2)	30 % of payment – 2 760,- USD (Deadline 10.10.2023)
2 nd Deliverable	2.1 -3 rd training course - 4 sessions	30 % of payment – 2 760,- USD



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	<ul style="list-style-type: none"> - Training Report (including training PowerPoint presentations), Training agenda, Attendance sheet, Co-developed communication product (as described in section 2) <p>2.2 -4th training course - 3 sessions</p> <ul style="list-style-type: none"> - Training Report (including training PowerPoint presentations), Training agenda, Attendance sheet (as described in section 2) 	(Deadline 1.12.2023)
3 rd Deliverable	<p>3.1 -5th training course - 3 sessions</p> <ul style="list-style-type: none"> - Training Report (including training PowerPoint presentations), Training agenda, Attendance sheet, Co-developed communication product (as described in section 2) <p>3.2 -6th training course - 3 sessions</p> <ul style="list-style-type: none"> - Training Report (including training PowerPoint presentations), Training agenda, Attendance sheet, Co-developed communication product (as described in section 2) <p>3.3 -Summary of conducted series including recommendations on what further focus in terms of capacity building of NFA PR team</p>	40 % of payment – 3 680,- USD (Deadline 20.3.2024)

4. Information from training provider

Price for the above-described services (please note that EU-funded project “*Support to the Food Safety and SPS sector in Georgia under ENPARD IV*” is subject to VAT-free certificate. Therefore, the price for services is indicated without VAT):

The price includes:

- Desk review of existing documents, assessments, reports, etc. as relevant to the Project;
- Meetings with the Donor, the NFA PR team to verify needs and expectations;
- Preparation of custom-tailored training materials;
- Delivery of training sessions – and submission of with this connected documentation (described in section 2 and 3).

9,200,- USD

Main trainer/s:

Main trainers are:



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- Mrs. Nino Beradze
- Mrs. Nino Kvantrishvili
- Mrs. Nino Bendeliani

CVs of main trainers can be found in Offer document.