



Česká rozvojová agentura

Nerudova 3, 118 50 Praha 1  
tel.: +420 251 108 130, fax: +420 251 108 225  
www.czechaid.cz

Č.j.: 281449/2024-CRA

Ref. no.: 281449/2024-CRA

**Dodatek č. 1 ke smlouvě**

**Amendment No. 1**

**k veřejné zakázce malého rozsahu  
s názvem  
„Implementace celostátní všeobecné  
osvětové kampaně zaměřené na  
spotřebitele z pozice vedoucí občanské  
organizace“**

**to a contract of small-scale public  
contract  
entitled**

**“Implementation of consumer-focused  
nationwide general awareness-raising  
campaign from the position of leading  
Civil Society Organization (CSO)”**

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  
(dále jen „objednatel“)

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”)





a

zhotovitel: **Center for Strategic Research and Development of Georgia**

zastoupený: Mrs. Eka Urushadze, výkonná ředitelka

se sídlem: Georgia, Tbilisi, Vake district, Iovel Jebashvili I exit, N 5

zapsaný:

v Registru podnikatelých a nepodnikatelských (nekomerčních) právnických osob

IČO: 204873618

bankovní spojení:

číslo účtu

And

Contractor: **Center for Strategic Research and Development of Georgia**

Represented by: Mrs. Eka Urushadze, Executive Director

Registered office: Georgia, Tbilisi, Vake district, Iovel Jebashvili I exit, N 5

Registered in Registry of

Entrepreneurs and Non-Entrepreneurial (Non-Commercial) Legal Entities

Business ID number: 204873618

Bank details:

Account number:

(dále jen „zhotovitel“)

(hereinafter referred to as the “Contractor”)

uzavřely níže uvedeného dne, měsíce a roku tento dodatek č. 1 ke smlouvě k veřejné zakázce malého rozsahu s názvem „Implementace celostátní všeobecné osvětové kampaně zaměřené na spotřebitele z pozice vedoucí občanské organizace“ (dále jen „smlouva“):

have entered on the below stated day, month and year into this Amendment No. 1 for a small-scale public procurement for “Implementation of consumer-focused nationwide general awareness-raising campaign from the position of leading Civil Society Organization (CSO)” (hereinafter referred to as the “Contract”).

## Článek 1

### Úvodní ustanovení

- 2.1. Smluvní strany uzavřely dne 24.10.2023 smlouvu k veřejné zakázce malého rozsahu s názvem. „Implementace celostátní všeobecné osvětové kampaně zaměřené na spotřebitele z pozice vedoucí občanské organizace“ (dále jen „smlouva“). Smluvní strany se dohodly na potřebě smlouvu upravit.

## Article 1

### Introductory Provisions

- 2.1. Contracting parties have entered on 24 October 2023 into contract of small-scale public procurement for “Implementation of consumer-focused nationwide general awareness-raising campaign from the position of leading Civil Society Organization (CSO)” (hereinafter referred to as the “Contract”). Contracting parties have agreed on need to modify the Contract.





## Článek 2 Předmět dodatku

2.1. Objednatel neposkytl včas zhotoviteli potřebné dokumenty a kontakty a proto není možné naplnit všechny kvantitativní a kvalitativní požadavky dodávky číslo 3. Konkrétně není možné v rámci dodávky číslo 3 zrealizovat tyto dvě sub-aktivity:

- Feedback and recommendations to initial as well as advanced draft of Food Safety-related school educative materials for teachers/students/consumers, provided to selected implementer responsible for the elaboration of the Food Safety-related school educative materials – brochure with pre-prepared lesson. Language: English.
- Organization of Training/planning meeting with grantees focusing on preparational work connected to planned study on selected food safety issue

Uvedené má vliv i na plnění dodávky č. 4.

Smluvní strany se proto dohodly na:

- Přesunu dvou výše uvedených sub-aktivit z dodávky číslo 3 do dodávky číslo 4 a s tím související změnou finanční alokace. Cena dodávky číslo 3 bude nově 6 100 amerických dolarů oproti původním 10 000 amerických dolarů. Cena dodávky číslo 4 bude nově 13 900 amerických dolarů oproti původním 10 000 amerických dolarů.
- Prodloužením termínu pro splnění dodávky číslo 4 z 31.7.2024 na 30.8.2024.

2.2. Veškeré změny jsou reflektovány v příloze číslo 1 tohoto dodatku. Příloha

## Article 2

### Subject Matter of the Amendment

2.1. Client didn't the provide Contractor on time needed documents and contacts, and therefore, it is not possible for the Contractor to fulfill all quantitative and qualitative requirements of deliverable 3. In particular, it is not possible to implement within deliverable 3, the following two sub-activities:

- Feedback and recommendations to initial as well as advanced draft of Food Safety-related school educative materials for teachers/students/consumers, provided to selected implementer responsible for the elaboration of the Food Safety-related school educative materials – brochure with pre-prepared lesson. Language: English.
- Organization of Training/planning meeting with grantees focusing on preparational work connected to planned study on selected food safety issue

The above-mentioned has influence also on implementation of deliverable 4.

The contracting parties, therefore agreed on:

- Relocation of two above-mentioned sub-activities from deliverable 3 to deliverable 4 and with this connected change of financial allocation. The price of deliverable 3 will be newly 6 100 USD instead of the original 10 000 USD. The price of deliverable 4 will be newly 13 900 USD instead of the original 10 000 USD.
- Prolongation of the deadline for deliverable 4 from 31.7.2024 to 30.8.2024.





číslo 1 tohoto dodatku nahrazuje přílohu číslo 1 smlouvy.

- 2.3. Smluvní strany se tedy dohodly na změně odst. 4.1. smlouvy, který nově zní takto:

*“Objednatel a zhotovitel se dohodli na fakturaci a úhradě ceny plnění odpovídající věcnému plnění předmětu smlouvy v souladu s přílohou č. 1 této smlouvy. Cena plnění bude uhrazena objednatelem zhotoviteli vždy po dokončení dané části předmětu plnění (deliverable) uvedené v příloze č. 1 této smlouvy v následujících částkách:*

*po provedení 1. Deliverable částka 13,000 USD;*

*po provedení 2. Deliverable částka 13,000 USD;*

*po provedení 3. Deliverable částka 6,100 USD;*

*po provedení 4. Deliverable částka 13,900 USD;*

*po provedení 5. Deliverable částka 10,000 USD;*

*po provedení 6. Deliverable částka 9,800 USD.”*

- 2.2. All changes are reflected in Annex 1 of this amendment. Annex 1 of this amendment replaces Annex 1 of the contract.

- 2.3. Contracting parties, therefore, agreed on change of article 4.1, which is now formulated as follows:

*“The Client and the Contractor agree to invoice and pay the price of performance corresponding to the material performance of the contract in accordance with Annex 1 hereof. The price of the performance will be paid by the Client to the Contractor after completion of the given part of the subject of performance (deliverable) listed in Annex 1 of this contract and in the following amounts:*

*after completion of 1<sup>st</sup> Deliverable the amount of USD 13,000;*

*after completion of 2<sup>nd</sup> Deliverable the amount of USD 13,000;*

*after completion of 3<sup>rd</sup> Deliverable the amount of USD 6,100;*

*after completion of 4<sup>th</sup> Deliverable the amount of USD 13,900;*

*after completion of 5<sup>th</sup> Deliverable the amount of USD 10,000;*

*after completion of 6<sup>th</sup> Deliverable the amount of USD 9,800;”*





- 2.4. Ostatní ustanovení smlouvy zůstávají nezměněna. Celková cena předmětu plnění se nemění.
- 2.4. The other articles and sections of the Contract remain unchanged. The total price of the subject of performance remains unchanged.

### Článek 3

#### Závěrečná ustanovení

### Article 3

#### Final Provisions

- 3.1. Práva a povinnosti smluvních stran se řídí právními předpisy České republiky, zejména zákonem č. 89/2012 Sb., občanským zákoníkem, v platném znění.
- 3.1. The contracting parties' rights and obligations shall be governed by the laws of the Czech Republic, in particular Act No. 89/2012 Coll., the Civil Code, as amended.
- 3.2. Tento dodatek je vyhotoven ve třech stejnopisech s platností originálu, dva jsou určeny pro objednatele a jeden pro zhotovitele. V případě elektronického podpisu bude vyhotoven jen jeden stejnopis dodatku s elektronickými podpisy obou smluvních stran.
- 3.2. This Amendment is drawn up in three equally authoritative counterparts, two for the Client and one for the Contractor. In the case of electronic signatures, there will be only one counterpart of the Amendment with the electronic signatures of both contracting parties.
- 3.3. 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 jejím zveřejněním souhlasí. Zveřejnění se zavazuje zajistit objednatel do 30 dnů od podpisu tohoto dodatku oběma smluvními stranami.
- 3.3. 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 person 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.
- 3.4. Tento dodatek nabývá platnosti dnem podpisu a účinnosti okamžikem zveřejnění v registru smluv.
- 3.4. This Amendment shall enter into force on the date of signature and shall become effective at the moment of its publication in the Contracts Register.
- 3.5. Smluvní strany potvrzují, že si tento dodatek před jeho podpisem přečetly a s jeho obsahem souhlasí, že nebyl uzavřen v tísní ani za nápadně
- 3.5. The contracting parties confirm that they read this Amendment before signing it and agree with its contents, that it was not concluded under duress or under conspicuously unfavourable



nevýhodných podmínek. Na důkaz toho připojují své podpisy.

- 3.6. Tento dodatek č. 1 je vypracován v českém a anglickém jazyce, přičemž v případě rozporu je rozhodné české znění.

conditions. They affix their signatures in witness thereof.

- 3.6. This Amendment No. 1 is drawn up in Czech and English, and in the event of a conflict, the Czech version shall prevail.

V Praze dne: / In Prague, on:  
- 3 -05- 2024

za objednatele: / For the Client:  
Ing. Michal Minčev, MBA

ředitel České rozvojové agentury / Director  
of the Czech Development Agency



V Tbilisi dne: / In Tbilisi, on:

3 MAY 2024

za zhotovitele: / For the Contractor:  
Mrs. Eka Urushadze, Executive Director





### **Annex 1 - Technical Specification and Description of Deliverables**

**Title of the assignment:** Implementation of consumer-focused nationwide general awareness-raising campaign from the position of leading Civil Society Organization (CSO)

<b>Employing organization:</b>	Czech Development Agency (further just CzDA)
<b>Project:</b>	The EU-funded “Support to the Food Safety and SPS Sector in Georgia under ENPARD IV” (further just the project) is jointly implemented by the CzDA and the Food and Agriculture Organization of the United Nations (FAO). The project is co-financed by the Embassy of Sweden in Tbilisi, CzDA, and FAO.
<b>Leading CSO responsible for implementation of below-described assignment:</b>	Center for Strategic Research and Development of Georgia (further just Contractor)
<b>Duration of the assignment:</b>	November 2023 – 28.2.2025

#### **General objectives, target group, and mode of cooperation with key stakeholders:**

General nationwide awareness-raising campaign, will aim to present to the general public the SPS/Food safety principles and consumer rights, and to provide them as much as possible information about this topic, regulations, current situation, and their rights, in a simplified and understandable manner. The general nationwide awareness-raising campaign will comprise a nationwide online campaign, as well as hybrid campaigns<sup>1</sup> in Tbilisi and 6 regions of Georgia (Adjara AR, Mtskheta-Mtianeti, Kvemo Kartli, Shida Kartli, Samegrelo and Zemo Svaneti, Samtskhe-Javakheti), implemented separately by CSOs of regional coverage. The general nationwide awareness-raising campaign targets young people, students, and senior citizens. The expected duration of the campaign is in the case of leading CSO: February 2024 – February 2025<sup>2</sup>. In the case of regional CSOs, the expected duration is February 2024 – March 2025.

Through maintaining regular communication and information exchange with CzDA and campaign stakeholders (Communications Agency, regional CSOs/grantees, NFA), the contractor is expected to ensure proper delivery, positioning and outreach of the campaign.

<sup>1</sup> By hybrid campaign is meant a campaign which includes offline as well as online activities.

<sup>2</sup> However, contractor’s engagement will start in November – see sections Schedule and Deliverables.



Czech Development Agency



CZECH REPUBLIC  
DEVELOPMENT COOPERATION

In particular, contractor will:

- Contribute to the preparation of the general nationwide awareness-raising campaign,
- Work on capacity-building of regional CSOs – potential future grantees,
- Implement a nationwide online campaign, which is part of general nationwide awareness-raising campaign,
- Provide quality assurance to general nationwide awareness-raising campaign,
- Support regional CSOs/grantees which will implement hybrid campaigns in Tbilisi and 6 regions of Georgia (hybrid campaigns are part of general nationwide awareness-raising campaign),

Concrete duties and responsibilities are elaborated below.

#### **Target group and timeframe:**

The general nationwide awareness-raising campaign targets young people, students, and senior citizens. The general public is also in the scope of interest.

Other direct beneficiaries will be selected regional CSOs (potential future grantees) – which will attend capacity-building sessions and will benefit from the support of contractor during their work in regions.

The expected duration of the campaign is in the case of contractor: February 2024 – February 2025.

#### **Mode of cooperation between contractor and key stakeholders:**

##### Mode of cooperation with Communications Agency:

- Contractor will deliver inputs to Communications Agency for Communications Strategy and Action Plan for the implementation of the general nationwide awareness-raising campaign, and contribute to the finalization of the Communications Strategy and Action Plan.

Furthermore, the contractor and Communications Agency will maintain regular communication. Selected communication products developed by Communications Agency will be shared by the contractor as part of general nationwide awareness-raising campaign. Communications Agency will also provide contractor and regional CSOs/grantees quarterly media monitoring reports focusing on the campaign's success, and relevant recommendations.

##### Mode of cooperation with NFA:

- The contractor and Communications Agency will communicate with relevant departments of NFA especially in the pre-campaign phase to confirm that the topics and key messages of the campaign included in the Communication Strategy are in line with NFA's narrative and actual knowledge in the field. During the campaign, the contractor as well as regional CSOs/grantees will engage NFA in the development of several communication products, those could be video podcasts with NFA, etc.





#### Mode of cooperation with CzDA:

- CzDA's responsibility will be mainly to approve contractor's deliverables and supervise the implementation of the assignment.

Before the actual start of the campaign, CzDA and the contractor will together decide on topics of coverage in the framework of the general nationwide awareness-raising campaign. The decision will reflect the results of the Consumer Awareness and Behavior Survey and complementarity with the awareness-raising campaign of the project "*Capacitated Agricultural Practices and Consumer Awareness*" (CAPCA)<sup>3</sup>.

Nationwide online campaign (part of general nationwide awareness-raising campaign) will be implemented by contractor at newly established CzDA's Facebook page.

#### Mode of cooperation with selected regional CSOs/grantees:

Grants to regional CSOs will be issued based on their participation in capacity-building training. Grants to regional CSOs will be issued based on the elaboration of the final tasks. In this regard, it is important to highlight that contractor will not distribute grants to regional CSOs. Based on conducted capacity-building training, the contractor will recommend suitable candidates from the ranks of training attendees, but grants will be issued by a different organization (on CzDA's behalf).

Some of the participants of capacity-building training will therefore become grantees – and will implement hybrid campaigns in regions.

Regional CSOs/grantees will implement hybrid campaigns in their respective regions based on Communications Strategy and Action Plan.

Besides executing capacity-building training, contractor will together with regional grantees elaborate a study on selected food safety issue.

Moreover, contractor will be available to regional CSOs/grantees also for ad hoc content-related advise. Within Activity reports, the contractor will also monitor whether is content spreaded by regional CSOs/grantees factually accurate.

#### **Remarks:**

- Contractor will be (besides other things outlined above and below) responsible for the delivery of nationwide online campaign. Regional CSOs/grantees will be responsible for hybrid campaigns.
- It is assumed that the contractor will get access to the CzDA country office's Facebook page and use it for the dissemination of the multimedia content of the nationwide online campaign. The contractor can disseminate the same content on its official Facebook page (Facebook's cross-

---

<sup>3</sup> Consumer Awareness and Behavior Survey will be produced under the CAPCA project.



posting tool can also be used). All the mentioned will be in line with the developed campaign's Communications Strategy and Action Plan.

- Besides other things specified in the campaign Communications Strategy, the contractor will ensure well-coordinated cooperation with the project "*Capacitated Agricultural Practices and Consumer Awareness*" (CAPCA), which also includes consumer-focused awareness-raising activities. As the project and CAPCA are both implemented under the framework of ENPARD, it is necessary to avoid duplications, focus on synergies, and maximize the impact and cost-effectiveness of both projects.
- The content and key messages of general nationwide awareness-raising campaign should not contradict NFA's narrative and should be in line with actual knowledge in the field.

### **Outline of concrete objectives:**

Through careful consideration of the needs and priorities, opportunities, and aims of the Project implementing stakeholders, the contractor is expected to:

#### **1. Provide intellectual support:**

1. Develop initial workplan and timeline for implementing the assignment defined by this document.
2. Deliver inputs<sup>4</sup> to the Communications Agency to comprehensive Communications Strategy and Action Plan for the implementation of the general nationwide awareness-raising campaign.
3. Decide on topics of coverage in the framework of the general nationwide awareness-raising campaign, in close coordination with CzDA and based on the analysis of the Consumer Awareness and Behavior Survey in relation to food safety/SPS issues.
4. Through meeting with the Communications Agency, NFA and exchange of final drafts of documents contribute to the finalization of the Communications Strategy and Action Plan.
5. Build capacity of regional CSOs – potential future grantees which will implement hybrid awareness-raising campaigns in Tbilisi and in regions of Georgia. This includes:
  - Selection of Initial capacity-building training participants based on a call and/or direct email notifications.
  - Delivery of Introduction informative material summarizing key facts about the current situation and problems in the area of food safety & consumer rights,
  - List of recommended resources for further study,

---

<sup>4</sup> Background information/recommended resources/guidelines/data/research and survey findings



- One one-day-long capacity-building training in Tbilisi. The contractor will choose the hotel venue and organize the night-stay before and after the training for those participants who will arrive from remote regions. Total number of participants from the ranks of regional CSOs – 15. Total number of participants who will stay for 2 nights in Tbilisi – 10. Next to accommodation, contractor will also cover following costs of capacity-building training – lunch during training day for all participants, dinner on arrival day and on training day, coffee break during training day. Training itself can be organized in hotel training room, or in contractor’s premises.
  - Formulation of final task for participants and evaluation of received documents<sup>5</sup>.
  - Report on capacity-building training (including attendance sheet),
6. Later, as part of the extended capacity-building of grantees, the contractor will select the topic and will lead 1 study on selected food safety issue.
- Before the study, a training/planning meeting with grantees will be organized. The contractor will choose the hotel venue and organize the night-stay before and after the training for those participants who will arrive from remote regions. Total number of attendees from the ranks of grantees – 15. Total number of participants who will stay for 2 nights in Tbilisi – 10. Next to accommodation, contractor will also cover following costs of training/planning meeting – lunch during working day for all participants, dinner on arrival day and on working day, coffee break during working day. Training/planning meeting itself can be organized in hotel training room, or in contractor’s premises.

As the result of the study, 1 study report will be elaborated jointly by the contractor CSO and grantees.

7. Review and provide comprehensive feedback and advisory to selected implementer responsible for the development of Food Safety-related school educative materials for teachers/students/consumers– textbook and notebook with pre-prepared lesson.

Note – According to the developed textbook and notebook with pre-prepared lessons, regional CSOs/grantees will implement workshops at schools during hybrid campaigns.

8. Maintain constant and close communication with the campaign’s stakeholders such as CzDA, Communications Agency, NFA and regional CSOs/grantees.
9. Participate in online/offline form in events organized by regional CSOs implementing the hybrid campaigns in Tbilisi and in regions of Georgia. In total, the contractor will participate in the events 4 times in online form and 4 times – offline.

---

<sup>5</sup> Grants to regional CSOs will be issued based on the elaboration of the final tasks. In this regard is important to highlight that contractor will not distribute grants to regional CSOs. Based on the elaboration of the final task, the contractor will recommend suitable candidates from the ranks of training attendees, but grants will be issued by different organization (on CzDA’s behalf). Some of the participants of capacity-building training will therefore become grantees – and will implement hybrid campaigns in regions.



## 2. Provide Communication support

1. Implement CzDA's nationwide online campaign on CzDA's Facebook<sup>6</sup>, meaning posting multimedia content (narrative with photos and graphic posters; video animations, video stories, and video podcasts) produced in the framework of the contract with CzDA (Each post will have Georgian as well as English text). This also means leading the communication process with followers of the Facebook page – responding to questions and comments related to the topics of the nationwide online campaign. Social media visibility and management is expected to be ensured with close consideration of recommendations and analysis developed by the Communications Agency.

2. Develop Social Media Content Calendar. The contractor has to produce minimally 6 original educational/informative content per month with the respective project header on it and send us to get the approval from the EUD through the DigiTool for their further use. The working process on particular communication products will have to be initiated in advance with the consideration that getting approval from the EUD will take sufficient time. So-called Action Days (e.g., relevant international days) will be mapped and defined to be replicated in the calendar.

3. Produce social media content, comprising minimum 6 original content per month, considering the feedback from the Project stakeholders such as CzDA and NFA. Each post will have Georgian as well as English text.

4. Produce multimedia materials on food safety and consumer rights, meaning 3 pcs of one-minute-long video animations. Video animations will be in Georgian with English subtitles.

5. Deliver scenario of 3 pcs of 2-minute-long video stories, deliver scenario/questions outline of 3 pcs of 15-20-minute-long video podcasts/live streaming. Video stories as well as podcasts will be produced by Communications Agency and later shared by the contractor within nationwide online campaign on CzDA's Facebook.

6. Develop Activity Reports. Activity Reports will include information about the activities of the contractor as well as information whether is content spreaded by grantees on their social sites factually accurate. In this regard, the leading will monitor sample of grantees' communication on social sites (max 2 posts per week). Moreover, activity reports will include recommendations for further success.

---

<sup>6</sup> Nationwide online campaign will includes also fragments/elements of the hybrid campaigns implemented in Tbilisi and in regions of Georgia – by this is meant that the contractor will promote information from hybrid campaigns, etc.

**Schedule of activities:**

N	Activity	Completion Date
1	Workplan development (part of deliverable 1)	10.11.2023
2	Delivery of inputs to Communications Agency for comprehensive Communications Strategy and Action Plan (part of deliverable 1)	30.11.2023
3	Elaboration of document capturing topics of coverage in the framework of the general nationwide awareness-raising campaign (part of deliverable 1)	30.11.2023
4	Delivery of inputs to finalize Communications Strategy and Action Plan (part of deliverable 1)	11.12.2023  Note: As this activity, doesn't depend only on contractor, and previous action from Communications Agency is required, the contractor will have at least two weeks to deliver inputs after receiving document from Communications Agency.
5	Organization of Capacity-building of regional CSOs (part of deliverable 2)	29.12.2023
6	Development of social Media Content Calendar for February, March, and April 2024 (part of deliverable 3)	30.04.2024
7	Delivery of Social Media Content for February, March and April 2024 (part of deliverable 3)	30.04.2024
8	Submission of document capturing information about the planned food safety study (part of deliverable 3)	20.02.2024
9	Development of scenario and production of 2 video animations  Delivery of scenario/questions outline for 2 video podcasts/live streamings and names of recommended guests (part of deliverable 3)	01.03.2024



10	First Activity Report delivered (part of deliverable 3)	30.04.2024
11	Development of social Media Content Calendar for May, June, July 2024 (part of deliverable 4)	31.07.2024
12	Delivery of Social Media Content for May, June, July 2024 (part of deliverable 4)	31.07.2024
13	Delivery of scenario for two video stories (part of deliverable 4)	20.05.2024
14	Review of initial as well as advanced draft of Food Safety-related school educative materials (part of deliverable 4)	10.06.2024 Note: As this activity, doesn't depend only on contractor, and previous action from different implementer is required, the contractor will have at least two weeks to deliver feedback after receiving respective documentation.
15	Participation in at least 3 events organized by regional CSOs/grantees (part of deliverable 4)	10.06.2024
16	Organization of Training/planning meeting with grantees focusing on preparational work connected to study on selected food safety issue (part of deliverable 3)	20.06.2024
17	1 study report on selected food safety issue elaborated (part of deliverable 4)	31.7.2024
18	Second Activity Report delivered (part of deliverable 4)	31.7.2024
19	Development of social Media Content Calendar for August, September, October 2024 (part of deliverable 5)	31.10.2024
20	Delivery of Social Media Content for August, September, October 2024 (part of deliverable 5)	31.10.2024
21	Participation in at least 2 events organized by regional CSOs/grantees (part of deliverable 5)	30.8.2024
22	Development scenario and production of 1 video animation	20.10.2024



	Delivery of scenario for 1 video story. Delivery of scenario/questions outline for 1 video podcast/live streaming and names of recommended guests. (part of deliverable 5)	
23	Third Activity Report Delivered (part of deliverable 5)	31.10.2024
24	Development of social Media Content Calendar for November/December 2024 and January/February 2025. (part of deliverable 6)	28.02.2025
25	Delivery of Social Media Content for November/December 2024 and January/February 2025. (part of deliverable 6)	28.02.2025
26	Participation in at least 3 events organized by regional CSOs/grantees (part of deliverable 6)	10.12.2024
27	Fourth Activity Report Delivered (part of deliverable 6)	28.02.2025

### **Deliverables and timeframe:**

#### Notes to Deliverables:

- Costs connected to the production of social media content will be paid by the contractor.
- Costs connected to the organization of capacity-building event as well as training/planning meeting will be paid by the contractor. This includes intellectual work as well as costs connected to accommodation of participants, lunch during training day, dinners during arrival and training day, coffee break during training day, and eventually hotel training room – as described above.
- Note to Social Media Calendar – Contractor has to produce minimally 6 original content per month. Out of this, at least 1 content per month will be from hybrid campaigns implemented in Tbilisi and in regions of Georgia. So-called Action Days (e.g., relevant international days) will be mapped and defined to be replicated in the calendar. Social Media Content Calendar for each month is expected to be finalized at least one month ahead of actual activities taking place.
- Note to Activity Reports – Activity Reports will include information about the activities of the contractor as well as information on whether is content spreaded by grantees on their social sites factually accurate. In this regard, the leading will monitor sample of grantees' communication on social sites (max 2 posts per week). Moreover, activity reports will include recommendations for further success of general nationwide awareness-raising campaign.



- All deliverables have to be approved by CzDA. Communication language is English.
- Earlier submission of deliverables is possible.

Deliverable	Description (concrete/measurable outputs to be achieved)	Deadline
1.	<ul style="list-style-type: none"><li>• WorkPlan document submitted (language: English).</li><li>• Inputs to Communications Agency for comprehensive Communications Strategy and Action Plan delivered.</li><li>• Elaboration of document capturing which topics will be covered in the framework of the general nationwide awareness-raising campaign (decision over the topics of coverage will be made in close coordination with CzDA and based on the analysis of the Consumer Awareness and Behavior Survey in relation to food safety/SPS issues). Language: English.</li><li>• Inputs to Communications Agency for finalization of Communications Strategy and Action Plan.</li></ul>	11.12.2023 1 <sup>st</sup> Deliverable – USD 13,000
2.	<ul style="list-style-type: none"><li>• Capacity-building of regional CSOs:<ul style="list-style-type: none"><li>- List of initial capacity building training participants elaborated based on a call and/or direct email notifications (language: English),</li><li>- Introduction informative material summarizing key facts about current situation and problems in the area of food safety &amp; consumer rights, delivered (language: Georgian),</li><li>- List of recommended resources for further study delivered to capacity-building training participants (language: Georgian),</li><li>- One-day-long capacity-building training in Tbilisi executed (besides content delivery, this includes organization of training for 15 participants, and organization before-night and after-night stay for 10 participants). Next to accommodation, contractor will also cover following costs of capacity-building training – lunch during training day for all participants, dinner on arrival day and on training day, coffee break during training day. Training itself can be organized in hotel training room, or in contractor's premises,</li></ul></li><li>- Documentation connected to the Evaluation of final tasks from participants from the ranks of regional CSOs – potential grantees (language: English),</li><li>- Report on capacity-building training delivered (including attendance sheet and information which costs were covered) language: English,</li></ul>	29.12.2023 2 <sup>nd</sup> Deliverable – USD 13,000
3.	<ul style="list-style-type: none"><li>• Social Media Content Calendar developed for February, March 2024 and April 2024. Language: English.</li><li>• Social Media Content (6 original content per month corresponding with Social Media Content Calendar) produced in February, March, April 2024. Language: Georgian and English.</li><li>• Submission of document capturing information about the planned food safety study (will include also information about research method/s, and about the mechanism which will be used to support the active involvement of regional CSOs/grantees). Language: English.</li><li>• 2 video animations with a maximum duration of one minute on food safety and consumer rights are produced. The contractor will be responsible for the scenario as well as production. Video animations will be in Georgian with English subtitles.</li></ul>	





	<ul style="list-style-type: none"><li>• Scenario/questions outline for 2 video podcasts/live streaming on food safety and consumer rights developed. Names of recommended guests submitted. Language: English.</li><li>• First activity report covering the period 1.12.2023-31.3.2024 developed and delivered. Language: English.</li></ul>	30.4.2024 3rd Deliverable – USD 6,100
4.	<ul style="list-style-type: none"><li>• Social Media Content Calendar developed for May, June, July 2024. Language: English.</li><li>• Social Media Content (6 original content per month corresponding with Social Media Content Calendar) produced in May, June, July 2024. Language: Georgian and English.</li><li>• Scenario for 2 video stories on food safety and consumer rights developed. Language: English.</li><li>• Contractor participated in at least 3 events organized by regional CSOs/grantees implementing the hybrid campaigns in Tbilisi and in regions of Georgia (2 x offline participation, 1 x online).</li><li>• Feedback and recommendations to initial as well as advanced draft of Food Safety-related school educative materials for teachers/students/consumers, provided to selected implementer responsible for the elaboration of the Food Safety-related school educative materials – brochure with pre-prepared lesson. Language: English.</li><li>• Organization of Training/planning meeting with grantees focusing on preparational work connected to planned study on selected food safety issue:<ul style="list-style-type: none"><li>- One day-long training/planning meeting executed (besides content delivery, this includes organization of training/planning meeting for 15 participants, and organization before-night and after-night stay for 10 participants). Next to accommodation, contractor will also cover following costs of training/planning meeting – lunch during working day for all participants, dinner on arrival day and on working day, coffee break during working day. Training/planning meeting itself can be organized in hotel training room, or in contractor's premises. Report on training/planning meeting delivered (including attendance sheet and information which costs were covered), language: English.</li></ul></li><li>• Study report on selected food safety issue was elaborated jointly by contractor and regional CSOs/grantees. The process was lead by contractor. Regional CSOs/grantees actively participated and contributed. Language: English.</li><li>• Second activity report covering the period 1.4.2024-30.06.2024 developed and delivered. Language: English.</li></ul>	30.8.2024 4 <sup>th</sup> Deliverable – USD 13,900
5.	<ul style="list-style-type: none"><li>• Social Media Content Calendar developed for August, September, October 2024. Language: English.</li><li>• Social Media Content (6 original content per month corresponding with Social Media Content Calendar) produced in August, September, October 2024. Language: Georgian and English.</li><li>• 1 video animation with a maximum duration of one minute on food safety and consumer rights are produced. Contractor will be responsible for the scenario as well as production. Video animation will be in Georgian with English subtitles.</li><li>• Scenario for 1 video story on food safety and consumer rights developed. Language: English.</li></ul>	31.10.2024 5 <sup>th</sup> Deliverable – USD 10,000



	<ul style="list-style-type: none"> <li>• Scenario/questions outline for 1 video podcast/live streaming on food safety and consumer rights developed. Name of recommended guest submitted. Language: English.</li> <li>• Contractor participated in at least 2 events organized by regional CSOs/grantees implementing the hybrid campaigns in Tbilisi and in regions of Georgia (2 x offline participation).</li> <li>• Third activity report covering the period 1.7.2024-30.9.2024 developed and delivered. Language: English.</li> </ul>	
6.	<ul style="list-style-type: none"> <li>• Social Media Content Calendar developed for November, December 2024, and January/February 2025. Language: English.</li> <li>• Social Media Content (6 original content per month corresponding with Social Media Content Calendar) produced in /November/December 2024 and January/February 2025. Language: Georgian and English.</li> <li>• Contractor participated in at least 3 events organized by regional CSOs/grantees implementing the hybrid campaigns in Tbilisi and in regions of Georgia (3 x online participation).</li> <li>• Fourth activity report covering the period 1.10.2024-31.12.2024 developed and delivered. Language: English.</li> </ul>	<p>28.02.2025</p> <p>6<sup>th</sup> Deliverable – USD 9,800</p>

Total price for all deliverables – USD 65,800

**Other requirements:**

Contractor will cooperate with the CzDA team during the implementation of the assignment in form of regular personal and online meetings and consultations on demand.

**Changes:**

In case that service provider would like to make small changes during the implementation of the assignment, a request for small (not substantive) changes has to be submitted via e-mail. CzDA reserves the right to approve or reject the proposed change.

Similarly, if CzDA would like to make small (not substantive) changes, these changes have to be communicated and agreed with the service provider.

Substantive changes have to be formalized through amendment of the contract.



Czech Development Agency



CZECH REPUBLIC  
DEVELOPMENT COOPERATION

**Introduction of the members of the implementation team:**

	<b>Name and Surname of the team member</b>	<b>Function (including role in the implementation process)</b>	<b>Professional qualification</b>
1	Vakhtang Kobaladze	Expert	Doctor of Political Sciences, 13 years of experience in protection of consumer rights in food safety field.
2	Teona Shekiladze	Project Manager	Master in Law, 11 years of experience working on administrative, organizational and legal issues.
3	Tamar Gobejishvili	Project Assistant	University degree in Economics, 30 years of experience in administrative issues.
4			