

THE REGIONAL ENVIRONMENTAL CENTRE FOR THE CAUCAUS

Terms of Reference (ToR)

Procurement of Website and Facebook Page Development Services for the Three Alazani Rivers Biosphere Reserve

PUBLICATION REFERENCE NUMBER: 062/RECC/G/GIZ - 2023-EA-2.1

Contract Title: Procurement of Website Development Services for the Three Alazani Rivers Biosphere Reserve

Contract Type: Fee-based

Programme/Project Number: Biosphere Reserves as Model Regions for Sustainable Development – Capacity Development for Coordinated and Effective Management of the Three Alazani Rivers Biosphere Reserve in Georgia (Project ID: 81298302 / Project Symbol: 062/RECC/G/GIZ - 2023-EA)

Duty Station: Tbilisi, Georgia

Expected Start Date of Assignment: 17 March, **Expected End Date of Assignment:** 9 May, 2025
2025

Reports to: Sophiko Akhobadze

Executive Director of REC Caucasus

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Annex 2 - Technical proposal

Annex 3 - Financial proposal

Annex 4 – Technical Details

1. Background

The Regional Environmental Centre for the Caucasus (REC Caucasus) is implementing the project “Capacity Development for Coordinated and Effective Management of the Three Alazani Rivers Biosphere Reserve in Georgia.” This project is funded by the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety, and Consumer Protection (BMUV) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) through the International Climate Initiative (IKI).

The project aims to enhance the institutional capacity of the Biosphere Reserve’s management body, promote gender-responsive governance, and ensure the sustainable development of the region through conservation and climate-smart practices. As part of this initiative, a dedicated website and Facebook page for the Three Alazani Rivers Biosphere Reserve (SABR) will be developed to serve as key communication and knowledge-sharing platforms.

2. Objective of the Assignment

The main objective of this assignment is to develop an informative, visually appealing, and user-friendly website and Facebook page for the Three Alazani Rivers Biosphere Reserve. These platforms will facilitate knowledge dissemination, promote sustainable development initiatives, and engage a diverse audience, including local communities, stakeholders, and international partners.

3. Scope of the Assignment

The selected contractor will be responsible for designing, developing, and deploying the official website and Facebook page of the Three Alazani Rivers Biosphere Reserve. The scope of work includes:

3.1 Website Development

- The website must be bilingual (Georgian and English).
- Designed using modern technologies (PHP/MySQL, HTML5, CSS3, JavaScript).
- Responsive design for mobile, tablet, and desktop compatibility.
- SEO optimization (meta tags, structured URLs, Google Analytics integration).
- Cross-browser compatibility (Chrome, Firefox, Safari, Edge, Opera).
- Secure and scalable architecture with an easy-to-use content management system (CMS).

Functional Requirements

- Homepage with high-resolution visuals, introduction, and key information.
- About section covering the history, mission, and governance structure.
- Interactive map displaying key locations within the Biosphere Reserve.
- News and events section for announcements, workshops, and community updates.
- Dedicated sections for biodiversity conservation, sustainable development, and eco-tourism.
- Publications and resources (brochures, reports, research papers, multimedia gallery).
- Contact form and inquiry submission option.
- Social media integration for sharing content on Facebook, Twitter, and LinkedIn.

3.2 Facebook Page Development

- Creation of an official Facebook page for the Biosphere Reserve.
- Development of an initial key messages and engagement plans.
- Integration of relevant sections such as About, Events, and Contact.

Technical Details on Webpage please find in **Annex 4**.

4. Deliverables and Reporting Schedule

The contractor must deliver the following:

Report	Deliverable	Due Date
R1	Website concept design & initial mockups	31 March 2025
R2	Development of the homepage & key sections	21 April 2025
R3	Deployment of final website & user training	12 May 2025
R4	Facebook page setup	12 May 2025

All reports and deliverables must be submitted in electronic format.

5. Requirements for the Tenderer

The contractor must meet the following criteria:

- Proven track record in designing and implementing websites.
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6. Payment Schedule

Payment will be made in milestones upon acceptance of deliverables:

Milestone	Payment Percentage
R1	30 %
R2	30 %
R3	30 %
R4	10 %
Total	100%

7. Submission Requirements

Interested candidates should submit the following:

1. Technical Proposal (including methodology, timeline, and team composition) in Georgian language (**Annex 2**).
2. Financial Proposal (detailed breakdown of costs in GEL, excluding VAT) in Georgian language (**Annex 3**).

Proposals should be sent to natia.tskhovrebadze@rec-caucasus.org no later than **March 12, 2025**.

8. Evaluation Criteria

Proposals will be evaluated based on the following:

Criteria	Weight
Technical Approach & Methodology	35 %
Experience	10 %
Work Plan & Timeline	10 %
Cost-effectiveness	45 %

9. Reporting & Communication

The service provider will report to the Executive Director of REC Caucasus and provide regular updates to the National Coordinator of the Three Alazani Rivers Biosphere Reserve project.

This Terms of Reference serves as the guiding document for the procurement and development of the Three Alazani Rivers Biosphere Reserve website and Facebook page.