



*Empowered lives.  
Resilient nations.*

**Call for Proposals for  
For Rational Water Use in the Municipal Sector in Gori City Municipality, Georgia  
Ref: UNDP-IRH-201904-CFP-06**

**I Background**

UNDP GEF Kura II Project “Advancing Integrated Water Resource Management (IWRM) across the Kura river basin through implementation of the transboundary agreed actions and national plans” is a GEF funded project to support both Azerbaijan and Georgia in the implementation of the **Strategic Action Program (SAP)** for the Kura River Basin.

The UNDP GEF Kura II Project has the objective “to integrate water resources management in the Kura river basin to address water-energy-food-ecosystem security nexus through the implementation of agreed actions in the SAP”.

The project has five components to support the countries to achieve this objective. These are:

- Project Component 1: Establishment of effective cross sectoral IWRM governance protocols at the local, national and transboundary levels in the Kura Basin;
- Project Component 2: Strengthening national capacities to implement multi-sectoral IWRM in the Kura basin;
- Project Component 3: Stress reduction in critical areas and pre-feasibility studies to identify investment opportunities for improving river system health;
- Project Component 4: Targeted education and involvement projects to empower stakeholders in implementing local / national / regional actions in support of SAP implementation;
- Project Component 5: Enhancing science for governance by strengthening monitoring, information management and data analysis systems for IWRM.

One of the main components of the **Project** is component 3 “Stress reduction in critical areas and pre-feasibility studies to identify investment opportunities for improving river system health”. This component has 3 main outputs where output 3.1 is “**Showcase technologies to reduce factual water losses in different sectors**”, where the project hired a water supply and demand management international consultant to assess the water supply and demand systems for both the municipal and agriculture sectors in Azerbaijan and Georgia. He identified the main challenges facing each country in water use efficiency in each sector and developed national level plans for the appropriate measures to reduce factual losses in these two sectors in each country. One of the main challenges facing the two countries in rational water use in the municipal water supply sector is the lack of awareness between different groups of the society on the importance of water and its economic value.

Therefore, the Kura II project will develop a demonstration project for raising the awareness on rational water use in the municipal sector. This demonstration project will be implemented in one pilot area in each country.

## **II Objectives and expected deliverables**

The objectives of the awareness campaign for rational water use in Gori City Municipality, Georgia are the following:

- Raise awareness among Gori City Municipality population about rational use of water resources and care for limited water resources
- To strengthen Civil society's participation in water resources management decision making process
- To involve different target groups in the rational water use activities and reduction of water losses
- To promote local youth to implement environmental projects and initiatives at the community level
- To work with local government on issues related to water conservation and protection
- Active participation of the youth on monitoring and reporting on water leakages in the water distribution network;

The main expected deliverables are the following:

1. Design the Facebook Page for reporting on water leakage accidents
2. Develop the 3 sets of age appropriate thematic area awareness materials on: climate change and water; rational water uses and water conservation; protecting water quality; life in the water and water in life -ecology; and geography of the basin.
3. Print 500 copies of the developed age appropriate awareness materials
4. Conduct a 3-day Training for 36 School Teachers from the 12 schools Gori City Municipality (the training will be done twice for two groups each group will be 18 participants)
5. Conduct a one-day Training for 50 persons from the technicians and maintenance staff in the 12 schools and the largest 5 Governmental buildings in Gori City Municipality (the training will be repeated 4 times for 4 groups, where each group will be 25 persons)
6. Conduct 24 Trainings, each for 1.5 day, for the School students in the 12 schools in Gori City Municipality (25 Students in each training) on leak location, reporting, and household repair, as well as use of reporting program (face book page for first year)
7. Conduct 12 Study tours for the students in the 12 schools in Gori City Municipality to the water treatment facilities (50 students from each school)
8. Conduct 12 Information meetings with household members and gardeners in the Gori City Municipality (12\*25 = 300)

9. Conduct 4 meetings with representatives of commercial enterprises (Hotels, Restaurants, cafes, car washes) in Gori City Municipality (4\*25 = 100)
10. Organize a Mid Term workshop in Sep 2019 to evaluate the first phase of the campaign
11. Organize a school students' competition for the best awareness activity to the surrounding communities
12. Organize a school students' competition for the best water related paintings
13. Organize an event for the inauguration of the rational water with representatives from schools, households, and c commercial enterprises at the beginning of the campaign (May 2019).
14. Develop a monthly report on the consumption of water per school and governmental building and the percent reduction in water use compared to the average consumption
15. Develop a monthly report on the number of leak detection reporting per school
16. Develop a report on the impact of the whole awareness campaign on water use efficiency
17. Develop 3 videos on the different activities of the awareness campaign
18. Develop a leaflet on the final results of the awareness campaign and its measured impacts on the water use efficiency in the schools and governmental buildings
19. Organize the Final workshop to present the campaign results and award the prizes for the best school, the best governmental building, and the best commercial enterprise during the celebration of the world water day (March 22, 2020)

Detailed objective and related outputs and deliverables are provided in the Terms of Reference.

### **III Eligibility and Application Guidelines**

The parameters that will determine whether an organization is eligible to be considered by UNDP will be based on the Request for Information (RFI) – Annex 1 template below.

Applications will be accepted from:

- Non-governmental organizations with minimum two years' experience working on awareness rising and education in Georgia.

### **IV Proposal**

Eligible applicants are expected to submit proposals using the Application Form – Annex 2 and the detailed budget template in English. In addition, the proposal must include:

- Proposed Methodology, Approach, quality assurance plan and Implementation Plan – this section should demonstrate the NGO's response to the Terms of Reference by identifying the specific components proposed, how the outputs/ delivery shall be addressed, as specified; providing a

detailed description of the essential performance characteristics proposed; identifying the works/portions of the work that will be subcontracted.

Moreover, the proposal should demonstrate how the proposed methodology meets or exceeds the Terms of Reference (TOR), while ensuring appropriateness of the approach to the local conditions and the rest of the project operating environment. This methodology must be laid out in an implementation timetable and a quality assurance.

- Management Structure and Resource (Key Personnel) – This section should include the comprehensive description of the management structure and information regarding required resources including curriculum vitae (CVs) of key personnel that will be assigned to support the implementation of the proposed methodology, clearly defining the roles and responsibilities vis-à-vis the proposed methodology. CVs should establish competence and demonstrate qualifications in areas relevant to the TOR.
- The statutes and/or registration document of the NGOs/CSOs;
- Description of similar projects and results achieved

## V Evaluation Criteria and Methodology

| Summary of Technical Proposal<br>Evaluation Forms |                                                                                                      | Score<br>Weight | Points<br>Obtainable | Company / Other Entity |   |   |   |   |
|---------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------|----------------------|------------------------|---|---|---|---|
|                                                   |                                                                                                      |                 |                      | A                      | B | C | D | E |
| 1.                                                | Expertise of Firm                                                                                    | 25%             | 250                  |                        |   |   |   |   |
| 2.                                                | Methodology, Its<br>Appropriateness to the<br>Condition and Timeliness of the<br>Implementation Plan | 30%             | 300                  |                        |   |   |   |   |
| 3.                                                | Management Structure and<br>Qualification of Key Personnel                                           | 15%             | 150                  |                        |   |   |   |   |
|                                                   | Total                                                                                                |                 | 700                  |                        |   |   |   |   |

Evaluation forms for technical proposals follow on the next two pages. The obtainable number of points specified for each evaluation criterion indicates the relative significance or weight of the item in the overall evaluation process. The Technical Proposal Evaluation Forms are:

Form 1: Expertise of Firm

Form 2: Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan

Form 3: Management Structure and Qualification of Key Personnel

| Technical Proposal Evaluation<br>Form 1                                                     |                                                                                                                                                                                                                               | Points<br>obtainable | Company / Other Entity |   |   |   |   |
|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|------------------------|---|---|---|---|
|                                                                                             |                                                                                                                                                                                                                               |                      | A                      | B | C | D | E |
| Expertise of firm                                                                           |                                                                                                                                                                                                                               |                      |                        |   |   |   |   |
| 1.1                                                                                         | Relevance of the nature of the company to the assignment                                                                                                                                                                      | 50                   |                        |   |   |   |   |
| 1.2                                                                                         | More than 2 years of working experience in the area awareness rising and education in General                                                                                                                                 | 40                   |                        |   |   |   |   |
| 1.3                                                                                         | Proven experience of at least 2 years in designing and managing awareness raising campaigns in Azerbaijan                                                                                                                     | 60                   |                        |   |   |   |   |
| 1.3                                                                                         | At least 2 years' experience in organizing environmental educational events with schools                                                                                                                                      | 75                   |                        |   |   |   |   |
| 1.4                                                                                         | At least 3 similar engagements executed by the entity with UNDP or organizations similar to UNDP (International organization)                                                                                                 | 25                   |                        |   |   |   |   |
|                                                                                             |                                                                                                                                                                                                                               | 250                  |                        |   |   |   |   |
| Technical Proposal Evaluation<br>Form 2                                                     |                                                                                                                                                                                                                               | Points<br>Obtainable | Company / Other Entity |   |   |   |   |
|                                                                                             |                                                                                                                                                                                                                               |                      | A                      | B | C | D | E |
| Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan |                                                                                                                                                                                                                               |                      |                        |   |   |   |   |
| 2.1                                                                                         | Is this proposal in alignment with prescribed ToR? Moderate (1-20 points), Strong (21-40), outstanding (41-60 points)                                                                                                         | 60                   |                        |   |   |   |   |
| 2.2                                                                                         | Have the important aspects of the agenda been addressed in sufficient detail? Moderate (1-20 points), Strong (21-40), outstanding (41-60 points)                                                                              | 60                   |                        |   |   |   |   |
| 2.3                                                                                         | Are the different components of the project adequately weighted relative to one another? Is the scope of tasks well defined and does it correspond to TOR? Moderate (1-20 points), Strong (21-40), outstanding (41-60 points) | 60                   |                        |   |   |   |   |
| 2.4                                                                                         | Is the implementation plan and timeline logical, realistic and promise effective implementation of project? Moderate (1-20 points), Strong (21-40), outstanding (41-60 points)                                                | 60                   |                        |   |   |   |   |
| 2.5                                                                                         | Is the methodology well defined and does it correspond to the TOR? Moderate (1-20 points), Strong (21-40), outstanding (41-60 points)                                                                                         | 60                   |                        |   |   |   |   |

|                                         |                                                                                                                                                                 |    |                      |                        |   |   |   |   |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----------------------|------------------------|---|---|---|---|
| Technical Proposal Evaluation<br>Form 1 |                                                                                                                                                                 |    | Points<br>obtainable | Company / Other Entity |   |   |   |   |
|                                         |                                                                                                                                                                 |    | 300                  | A                      | B | C | D | E |
| Technical Proposal Evaluation<br>Form 3 |                                                                                                                                                                 |    | Points<br>Obtainable | Company / Other Entity |   |   |   |   |
|                                         |                                                                                                                                                                 |    |                      | A                      | B | C | D | E |
|                                         |                                                                                                                                                                 |    |                      |                        |   |   |   |   |
| 3.1                                     | Expert Fee                                                                                                                                                      |    |                      | 50                     |   |   |   |   |
|                                         |                                                                                                                                                                 |    | Sub-Score            |                        |   |   |   |   |
|                                         | General Qualification of Environmental Education Expert (Project Coordinator)                                                                                   |    | 45                   |                        |   |   |   |   |
|                                         | Suitability for the Project                                                                                                                                     |    |                      |                        |   |   |   |   |
|                                         | -Relevant education - Master's or above required, Ph.D. preferred in relevant field.                                                                            | 10 |                      |                        |   |   |   |   |
|                                         | -At least 5 years required, preference for experience in similar assignments, and field experience in environmental education and awareness raising activities. | 20 |                      |                        |   |   |   |   |
|                                         | -Proven Experience in project design, technical and financial managing and coordination experience                                                              | 15 |                      |                        |   |   |   |   |
|                                         | -Fluency in Azerbaijan Language and minimum good knowledge of English Language                                                                                  | 5  |                      |                        |   |   |   |   |
|                                         |                                                                                                                                                                 | 50 |                      |                        |   |   |   |   |
|                                         |                                                                                                                                                                 |    |                      |                        |   |   |   |   |
| 3.2                                     | Expert Fee                                                                                                                                                      |    |                      | 25                     |   |   |   |   |
|                                         |                                                                                                                                                                 |    | Sub-Score            |                        |   |   |   |   |
|                                         | General Qualification of Socio-Economy experts                                                                                                                  |    | 20                   |                        |   |   |   |   |
|                                         | Suitability for the Project                                                                                                                                     |    |                      |                        |   |   |   |   |
|                                         | - Relevant education Master's or Ph.D. in relevant field                                                                                                        | 5  |                      |                        |   |   |   |   |

| Technical Proposal Evaluation<br>Form 1 |                                                                                                                                                                                                                                           |    |           | Points<br>obtainable | Company / Other Entity |   |   |   |   |
|-----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----------|----------------------|------------------------|---|---|---|---|
|                                         |                                                                                                                                                                                                                                           |    |           |                      | A                      | B | C | D | E |
|                                         | - at least 5 years required, preference for experience in similar assignments, and field experience in monitoring human interactions with water resources related challenges                                                              | 10 |           |                      |                        |   |   |   |   |
|                                         | - reporting and data analysis experience in socio-economic analysis, survey development and interpretation, empowering civil society in environmental protection and reducing water losses, and gender mainstreaming in water management. | 5  |           |                      |                        |   |   |   |   |
|                                         | -Fluency in Azerbaijan language                                                                                                                                                                                                           |    | 5         |                      |                        |   |   |   |   |
|                                         |                                                                                                                                                                                                                                           |    | 25        |                      |                        |   |   |   |   |
|                                         |                                                                                                                                                                                                                                           |    |           |                      |                        |   |   |   |   |
| 3.3                                     | Expert Fee                                                                                                                                                                                                                                |    |           | 25                   |                        |   |   |   |   |
|                                         |                                                                                                                                                                                                                                           |    | Sub-Score |                      |                        |   |   |   |   |
|                                         | General Qualification of Municipal Water Expert                                                                                                                                                                                           |    | 20        |                      |                        |   |   |   |   |
|                                         | Suitability for the Project                                                                                                                                                                                                               |    |           |                      |                        |   |   |   |   |
|                                         | Master's or above required, Ph.D. in relevant field                                                                                                                                                                                       | 5  |           |                      |                        |   |   |   |   |
|                                         | - At least 5 years required, preference for experience in similar assignments, and field experience in municipal water supply systems                                                                                                     | 10 |           |                      |                        |   |   |   |   |

| Technical Proposal Evaluation Form 1 |                                                                                                                                                                                                                                                                                                                                   |    |           | Points obtainable | Company / Other Entity |   |   |   |   |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----------|-------------------|------------------------|---|---|---|---|
|                                      |                                                                                                                                                                                                                                                                                                                                   |    |           |                   | A                      | B | C | D | E |
|                                      | - reporting and data analysis experience in municipal water supply networks, including the possible reasons for water losses in the distribution network, the possible measures to be undertaken to reduce these losses, and what actions should be taken by the different groups of the society to improve water use efficiency. | 5  |           |                   |                        |   |   |   |   |
|                                      | -Fluency in Azerbaijan language                                                                                                                                                                                                                                                                                                   |    | 5         |                   |                        |   |   |   |   |
|                                      |                                                                                                                                                                                                                                                                                                                                   |    | 25        |                   |                        |   |   |   |   |
|                                      |                                                                                                                                                                                                                                                                                                                                   |    |           |                   |                        |   |   |   |   |
| 3.4                                  | Expert Fee                                                                                                                                                                                                                                                                                                                        |    |           | 25                |                        |   |   |   |   |
|                                      |                                                                                                                                                                                                                                                                                                                                   |    | Sub-Score |                   |                        |   |   |   |   |
|                                      | General Qualification of Social Media and Community Outreach Expert                                                                                                                                                                                                                                                               |    | 20        |                   |                        |   |   |   |   |
|                                      | Suitability for the Project                                                                                                                                                                                                                                                                                                       |    |           |                   |                        |   |   |   |   |
|                                      | - Relevant education BA/BS degree in advertising, communications, education, or journalism, or other relevant field                                                                                                                                                                                                               | 5  |           |                   |                        |   |   |   |   |
|                                      | - at least 3 years of proven experience in social media campaigns, and applied experience in building awareness through community outreach. Experience working with database development, reporting results via social media, and generating enthusiasm and tangible results from outreach and social media campaigns.            | 10 |           |                   |                        |   |   |   |   |

| Technical Proposal Evaluation<br>Form 1 |                                                                                                                                                      |    |           | Points<br>obtainable | Company / Other Entity |   |   |   |   |
|-----------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----|-----------|----------------------|------------------------|---|---|---|---|
|                                         |                                                                                                                                                      |    |           |                      | A                      | B | C | D | E |
|                                         | -training, meeting facilitating, reporting and data analysis experience                                                                              | 5  |           |                      |                        |   |   |   |   |
|                                         | -Fluency in Azerbaijan language                                                                                                                      |    | 5         |                      |                        |   |   |   |   |
|                                         |                                                                                                                                                      |    | 25        |                      |                        |   |   |   |   |
|                                         |                                                                                                                                                      |    |           |                      |                        |   |   |   |   |
| 3.5                                     | Expert Fee                                                                                                                                           |    |           | 25                   |                        |   |   |   |   |
|                                         |                                                                                                                                                      |    | Sub-Score |                      |                        |   |   |   |   |
|                                         | General Qualification of Graphic Designer                                                                                                            |    | 20        |                      |                        |   |   |   |   |
|                                         | Suitability for the Project                                                                                                                          |    |           |                      |                        |   |   |   |   |
|                                         | - a strong portfolio of graphic design for educational materials and stakeholder awareness building for environmental issues.                        | 10 |           |                      |                        |   |   |   |   |
|                                         | -at least 5 years graphic design experience and computer design focusing on youth and communities, info graphics and social marketing or advertising | 10 |           |                      |                        |   |   |   |   |
|                                         | - Fluency in Azerbaijan language                                                                                                                     |    | 5         |                      |                        |   |   |   |   |
|                                         |                                                                                                                                                      |    | 25        |                      |                        |   |   |   |   |
|                                         |                                                                                                                                                      |    |           |                      |                        |   |   |   |   |
|                                         |                                                                                                                                                      |    |           | 150                  |                        |   |   |   |   |

### Budget Size and Duration

Proposals' amounts should not exceed a maximum of USD 60,000.00 for interventions as stated in ToR. The amount requested in the proposal should be commensurate with the organization's administrative and financial management capabilities. In principle, project duration will not exceed 14 months.

### **VI Selection Process**

UNDP will review proposals through a five-step process: (i) determination of eligibility; (ii) technical review of eligible proposals; (iii) scoring and ranking of the eligible proposals based on the assessment criteria outlined in the previous section to identify highest ranking proposal; (iv) round of clarification (if necessary) with the highest scored proposal; and (v) Responsible Party Agreement signature.

### **VII Submission Process**

Applicants shall bear all costs related to proposal preparation and submission.

Applicants must submit their proposals in one email to [procurement.irh@undp.org](mailto:procurement.irh@undp.org)

The following documents must be submitted in order for the submission to be considered:

1. Request for Information (RFI) (Annex 1) with documentation requested in the Request for Information (RFI)
2. Application (Annex 2) with documentation requested (Association/Institution's registration document. Relevant materials, publications, newspaper articles and other documentation that can illustrate your work (max 5, A4 pages). Recommendations (*from local government, ministries, domestic and foreign institutions, other donors*). CVs of the key personal (*one page each*)).
3. Detailed budget (Annex 3)
4. Project Proposal (Format should be decided by applier& bidder)
5. Descriptions of similar projects and the results achieved. (client/donor references are not required.)

Only one submission per organization is allowed. Once the application is complete and submitted, revised versions of proposal documents will not be accepted.

**The deadline for the submission of proposals is 18 April 2019, COB, 18:00 Georgia Time. Start date for project implementation should be no later than 1<sup>th</sup> of May 2019.**

All proposals need to be submitted in English language only. For additional questions about the Call for Proposals Guidelines or application forms, please e-mail [procurement.irh@undp.org](mailto:procurement.irh@undp.org)

### **VIII UNDP Focal Point**

The Project Manager of the UNDP-GEF KURA II project will serve as UNDP focal point. The focal point will be responsible for assuring qualitative management and results of the project as well as for coordinating inputs from other stakeholders.

### **IMPORTANT ADDITIONAL INFORMATION**

UNDP implements a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical practices, and obstruction. UNDP is committed to preventing, identifying and addressing all acts of fraud and corrupt practices against UNDP as well as third parties involved in UNDP activities.

(See

[http://www.undp.org/content/dam/undp/library/corporate/Transparency/UNDP\\_Anti\\_Fraud\\_Policy\\_English\\_FINAL\\_june\\_2011.pdf](http://www.undp.org/content/dam/undp/library/corporate/Transparency/UNDP_Anti_Fraud_Policy_English_FINAL_june_2011.pdf) and <http://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions/> for full description of the policies)

In responding to this Call for Proposals, UNDP requires all Proposers to conduct themselves in a professional, objective and impartial manner, and they must at all times hold UNDP's interests paramount.

Proposers must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. All Proposers found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Proposers, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this solicitation process, if they:

- \* Are or have been associated in the past, with a firm or any of its affiliates which have been engaged UNDP to provide services for the preparation of the design, Terms of Reference, cost analysis/estimation, and other documents to be used in this competitive selection process;

- \* Were involved in the preparation and/or design of the programme/project related to the services requested under this Call for Proposals; or

- \* Are found to be in conflict for any other reason, as may be established by, or at the discretion of, UNDP.

In the event of any uncertainty in the interpretation of what is potentially a conflict of interest, proposers must disclose the condition to UNDP and seek UNDP's confirmation on whether or not such conflict exists.

## Annex 1

### REQUEST FOR INFORMATION (RFI) FROM CSO/NGO

#### 1. OBJECTIVE

This is a Request for Information (RFI) from national and/or international CSOs/NGOs for potential partnership with UNDP in delivering outputs for increased quality management systems through the use of Finnish expertise.

#### 2. INFORMATION REQUESTED

Interested CSOs/NGOs are requested to fill out the below RFI questionnaire, attaching all supporting documentation where specifically requested. If you are an international NGO, please provide information and documentation relating to your permits and licenses for your local presence in this country.

Please note that attachments should be provided to support each answer to the questions. All questions must be answered directly and clearly. Extraneous information that are not directly responding to the questions will only constrain the ability of UNDP to positively assess the CSO/NGO's alignment with UNDP requirements.

All CSOs/NGOs whose information are found to be consistent with UNDP programme needs will be sent a subsequent questionnaire to enable UNDP to conduct a Capacity Assessment. Based on the results of this Capacity Assessment Checklist (CACHE), UNDP will determine if the CSO/NGO may or may not be placed on a roster, for rapid engagement when required.

Please submit requested documents only.

#### RFI questionnaire

| Topic                       | Areas of Inquiry/ Supporting documentation                                                                                                                                                                                                                                                                                                       | Response |
|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1. Proscribed organizations | <p>1. <i>Is the CSO/NGO listed in the UN's list of proscribed organizations, UNDP Vendor Sanctions List, or indicted by the International or National Criminal Court?</i></p> <p>2. <i>Is the CSO/NGO banned by any other institution/governments? If, yes, please provide information regarding the institution/Government and reasons.</i></p> |          |

|                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |
|---------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| <p>2. Legal status and Bank Account</p>                       | <p>1. <i>Does the CSO/NGO have a legal capacity to operate in the UNDP programme country, and does it comply with the legal requirements of the country to register and operate an NGO/CSO? Please provide copies of all relevant documents evidencing legality of operations.</i></p> <p>2. <i>Does the CSO/NGO have a bank account? (Please Submit proof indicating latest date)</i></p>                                                             |  |
| <p>3. Certification/ Accreditation</p>                        | <p><i>Is the CSO/NGO certified in accordance with any international or local standards (e.g., ISO), such as in:</i></p> <ul style="list-style-type: none"> <li>• Leadership and Managerial Skills</li> <li>• Project Management</li> <li>• Financial Management</li> <li>• Organizational standards and procedures</li> <li>• Other</li> </ul>                                                                                                         |  |
| <p>4. Date of Establishment and Organizational Background</p> | <p>1. <i>When was the CSO/NGO established?</i></p> <p>2. <i>How has the CSO/NGO evolved since its establishment? (no more than 2 paragraphs)</i></p> <p>3. <i>Who are your main donor/ partners?</i></p> <p>4. <i>Please provide a list of all entities that the CSO/NGO may have an affiliation with.</i></p> <p>6. <i>In how many cities/provinces/regions/ countries do you have capacity to operate in? Please provide a complete list and</i></p> |  |

|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |  |
|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|                                          | <i>indicate the size of the offices in each location.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |
| 5. Mandate and constituency              | <ol style="list-style-type: none"> <li><i>1. What is the CSO/NGO's primary advocacy / purpose for existence?</i></li> <li><i>2. What is the CSO/NGO's mandate, vision, and purpose? (no more than 2 paragraphs)</i></li> <li><i>3. Is the CSO/NGO officially designated to represent any specific constituency?</i></li> </ol>                                                                                                                                                                                                                                                                                                                        |  |
| 6. Areas of Expertise                    | <ol style="list-style-type: none"> <li><i>1. Does the CSO/NGO have expertise in any of the key areas identified above in this RFI?</i></li> <li><i>2. What other areas of expertise does the CSO/NGO have?</i></li> <li><i>3. Does the CSO/NGO have in knowledge transfer on food safety issues in Kyrgyzstan</i></li> <li><i>4. Please describe any relevant expertise and previous experience that the individual CSO/NGO members have.</i></li> </ol>                                                                                                                                                                                              |  |
| 7. Financial Position and Sustainability | <ol style="list-style-type: none"> <li><i>1. What was the CSO/NGO's total financial delivery in the preceding 2 years? Please provide audited financial statements for the last 2 years. If audited financial statements are not available, please provide an explanation regarding why it is not possible to obtain them.</i></li> <li><i>2. What is the CSO/NGO's actual and projected inflow of financial resources for the current and the following year?</i></li> <li><i>3. Please provide a list of projects with description, duration, location and budget over the past 2 years (arrange from biggest budget to the lowest).</i></li> </ol> |  |
| 8. Public Transparency                   | <ol style="list-style-type: none"> <li><i>1. What documents are publicly available?</i></li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |  |

|  |                                                                          |  |
|--|--------------------------------------------------------------------------|--|
|  | 2. How can these documents be accessed? (Pls provide links if web-based) |  |
|  |                                                                          |  |

## Annex 2

### APPLICATION

#### For Rational Water Use in the Municipal Sector in Gori City Municipality, Georgia

### BASIC DATA

|                                         |  |      |  |         |  |
|-----------------------------------------|--|------|--|---------|--|
| Name of Association/<br>Institution:    |  |      |  |         |  |
| Website:                                |  |      |  |         |  |
| Address:                                |  |      |  |         |  |
| Name of authorised person and<br>title: |  |      |  |         |  |
| Phone:                                  |  | Fax: |  | E-mail: |  |

### DATA

|                                                                                        |  |                     |  |                    |  |
|----------------------------------------------------------------------------------------|--|---------------------|--|--------------------|--|
| Foundation year:                                                                       |  |                     |  |                    |  |
| Date and year of registration:                                                         |  | Register number:    |  |                    |  |
| Registered at:                                                                         |  |                     |  |                    |  |
| Main goals of<br>Association/Institution according to<br>Statute (max 500 characters): |  |                     |  |                    |  |
| Association/Institution's purpose and field of work (max 300 characters):              |  |                     |  |                    |  |
| Total number of<br>members:                                                            |  | Of which, citizens: |  | Legal<br>entities: |  |
| Membership in international organizations (mark<br>with X) :                           |  | YES                 |  | NO                 |  |
| Name and address of international<br>organization:                                     |  |                     |  |                    |  |

|                                                                                                                                                                      |  |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
| Number of full time employed persons in Association/Institution:                                                                                                     |  |  |
| <b>Data about available office space</b>                                                                                                                             |  |  |
| a) Owned premises (size in square meters):                                                                                                                           |  |  |
| b) Rented space (size in square meters and monthly fee):                                                                                                             |  |  |
| <b>Association/Institution's technical capacities</b> (number of computers, printers, copy machines, scanners, fax machines and other available technical equipment) |  |  |
|                                                                                                                                                                      |  |  |

|                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Short description of Association/Institution's projects, goals, results achieved, experiences and results of external evaluations</b></p> <p>(state all the projects relevant to the subject above, max 20 sentences).</p> |
|                                                                                                                                                                                                                                  |

|                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>List of institutions (domestic and foreign) and other organizations worked with</b></p> <p>(state activities and programmes implemented together with mentioned institutions and explain the role of partnership organizations, max 800 characters.</p> |
|                                                                                                                                                                                                                                                               |

|                                                                                                               |
|---------------------------------------------------------------------------------------------------------------|
| <p><b>Short description of structure</b></p> <p>(organigram, assembly, board, programmatic schemes, etc.)</p> |
|                                                                                                               |

**Financial data (enter data for 2018, 2017, 2016)**

| Name of project | Year of implementation | Donor | Total amount in USD |
|-----------------|------------------------|-------|---------------------|
|                 |                        |       |                     |

**Does your organization have any profit activities** (if yes, describe in 3 sentences)

**Does your organization have any experience in working with any UN agency?** (if yes, describe in 3 sentences)

**Application should contain copies of following documents:**

|   |                                                                                                                              |
|---|------------------------------------------------------------------------------------------------------------------------------|
| 1 | Association/Institution's registration document                                                                              |
| 2 | Relevant materials, publications, newspaper articles and other documentation that can illustrate your work (max 5, A4 pages) |
| 3 | Recommendations ( <i>from local government, ministries, domestic and foreign institutions, other donors</i> )                |
| 4 | Key Personal's CVs ( <i>one page each</i> )                                                                                  |
| 5 | Project proposal <sup>1</sup>                                                                                                |

|                 |  |                                        |  |
|-----------------|--|----------------------------------------|--|
| Place and date: |  | Seal and authorized person's signature |  |
|-----------------|--|----------------------------------------|--|

<sup>1</sup> In case of Call for proposal project proposal is mandatory; In case of Expression of Interest where it is not required to submit the proposal in the first round of invitation to partners, please delete the row 5 in the above table

### Annex 3 – Financial Proposal

|                                  |                                                                                   |                  |  |
|----------------------------------|-----------------------------------------------------------------------------------|------------------|--|
| <b>PROPOSED BUDGET</b>           |                                                                                   |                  |  |
| <b>Organization's name:</b>      |                                                                                   |                  |  |
| <b>Budget total<sup>2</sup>:</b> | <b>GEL (USD will be calculated due to UN exchange rate for submitting period)</b> |                  |  |
| <b>Project period:</b>           |                                                                                   | <b>Location:</b> |  |

#### Detailed budget

| <b>Expenses</b>                                                                                    | <b>Unit</b> | <b>Unit price (GEL)</b> | <b>Nbr of units (GEL)</b> | <b>Total budget of project (GEL)</b> |
|----------------------------------------------------------------------------------------------------|-------------|-------------------------|---------------------------|--------------------------------------|
| <b>1. Fees</b>                                                                                     |             |                         |                           |                                      |
| 1. Environmental Education expert                                                                  | month       |                         |                           |                                      |
| 2. Municipal water expert                                                                          | month       |                         |                           |                                      |
| 3. Socio-Economic Assessment Expert                                                                | month       |                         |                           |                                      |
| 4. Social Media and Community Outreach Expert                                                      | month       |                         |                           |                                      |
| 5. Graphic Designer                                                                                | month       |                         |                           |                                      |
| 6. Financial and Administration Manager                                                            | month       |                         |                           |                                      |
| <b>2. Training for 36 Teachers from Gori schools</b>                                               |             |                         |                           |                                      |
| Lunch during trainings 3 days x 40 person (36 person participants + 4 trainers staff person)       | person/day  |                         |                           |                                      |
| Water/ tea during trainings 3 days x 40 person (36 person participants + 4 trainers staff person)) | person/day  |                         |                           |                                      |
| Stationery for training (36 person)                                                                | person      |                         |                           |                                      |
| Training materials (flipchart, markers and ets)                                                    | unit        |                         |                           |                                      |
| <b>3. Training for civil servants</b>                                                              |             |                         |                           |                                      |
| Lunch during trainings 2 days x 108 person (50 person participants + 4 trainers staff person)      | person/day  |                         |                           |                                      |
| Water/ tea during trainings 2 days x 108 person (50 person participants + 4 trainers staff person) | person/day  |                         |                           |                                      |
| Stationery for training ( 50 person)                                                               | person      |                         |                           |                                      |
| Training materials (flipchart, markers and ets)                                                    | unit        |                         |                           |                                      |

<sup>2</sup> If you have another source of funding, please specify.

|                                                                                                                       |            |  |  |  |
|-----------------------------------------------------------------------------------------------------------------------|------------|--|--|--|
| <b>4. Trainings (12) for the School students</b>                                                                      |            |  |  |  |
| Lunch during trainings 1,5 days x 648 persons (50 person participants + 4 trainers staff person) X 12 X 1.5 )         | person/day |  |  |  |
| Water/ tea during trainings 1,5 days x 648 persons (50 person participants + 4 trainers staff person) X 12 X 3 times) | person/day |  |  |  |
| Stationery for training                                                                                               | person     |  |  |  |
| Training materials (flipchart, markers and ets)                                                                       | unit       |  |  |  |
| <b>5. Study tours (12) for school students</b>                                                                        |            |  |  |  |
| Bus rent                                                                                                              | unit       |  |  |  |
| Lunch box (600 person participants)                                                                                   | unit       |  |  |  |
| <b>6. Information meetings (12) with household members</b>                                                            |            |  |  |  |
| Water/ tea during meetings 1 days x 324 person (12 meetings X (25 participants + 2 trainers staff person) )           | person/day |  |  |  |
| Informational material                                                                                                | unit       |  |  |  |
| <b>7. Meetings (4) with representatives of the municipalities</b>                                                     |            |  |  |  |
| Water/ tea during meetings 1 days x 108 person (4 X (25 person participants + 2 trainers staff person) )              | person/day |  |  |  |
| Informational material                                                                                                | unit       |  |  |  |
| <b>8. Meetings (4) with representatives of commercial enterprises</b>                                                 |            |  |  |  |
| Water/ tea during meetings 1 days x 102 person (4 X (25 person participants + 2 trainers staff person) )              | person/day |  |  |  |
| Informational material                                                                                                | unit       |  |  |  |
| <b>9. Mid Term workshop in Sep 2019</b>                                                                               | unit       |  |  |  |
| <b>10. Campaign inauguration workshop (May 2019)</b>                                                                  | unit       |  |  |  |
| <b>11. Final Workshop and World water day (March 22, 2020)</b>                                                        | unit       |  |  |  |
| <b>13. Print awareness materials 500 copies</b>                                                                       | unit       |  |  |  |
| <b>14. Painting competition for school students</b>                                                                   | unit       |  |  |  |
| <b>15. Videos on the different activities (3)</b>                                                                     | unit       |  |  |  |
| <b>Total</b>                                                                                                          |            |  |  |  |
| VAT                                                                                                                   |            |  |  |  |
| Total Excluding VAT GEL                                                                                               |            |  |  |  |
| Total Excluding VAT USD                                                                                               |            |  |  |  |

## Annex 4

### **The Terms of Reference for the Awareness Campaign For Rational Water Use in the Municipal Sector in Gori City Municipality in Georgia**

Language required: English  
Duration: May 2019 – June 2020  
Location: Homebased

#### **I. Background**

UNDP GEF Kura II Project “Advancing Integrated Water Resource Management (IWRM) across the Kura river basin through implementation of the transboundary agreed actions and national plans” is a GEF funded project to support both Azerbaijan and Georgia in the implementation of the **Strategic Action Program (SAP)** for the Kura River Basin.

The UNDP GEF Kura II Project has the objective “to integrate water resources management in the Kura river basin to address water-energy-food-ecosystem security nexus through the implementation of agreed actions in the SAP”.

The project has five components to support the countries to achieve this objective. These are:

- Project Component 1: Establishment of effective cross sectoral IWRM governance protocols at the local, national and transboundary levels in the Kura Basin;
- Project Component 2: Strengthening national capacities to implement multi-sectoral IWRM in the Kura basin;
- Project Component 3: Stress reduction in critical areas and pre-feasibility studies to identify investment opportunities for improving river system health;
- Project Component 4: Targeted education and involvement projects to empower stakeholders in implementing local / national / regional actions in support of SAP implementation;
- Project Component 5: Enhancing science for governance by strengthening monitoring, information management and data analysis systems for IWRM.

One of the main components of the **Project** is component 3 “Stress reduction in critical areas and pre-feasibility studies to identify investment opportunities for improving river system health”. This component has 3 main outputs where output 3.1 is “**Showcase technologies to reduce factual water losses in different sectors**”, where the project hired a water supply and demand management international consultant to assess the water supply and demand systems for both the municipal and agriculture sectors in Azerbaijan and Georgia. He identified the main challenges facing each country in water use efficiency in each sector and developed national level plans for the appropriate measures to reduce factual losses in these two sectors in each country. One of the main challenges facing the two countries in rational water use in the municipal water supply sector is the lack of awareness between different groups of the society on the importance of water and its economic value.

Therefore, the Kura II project will develop a demonstration project for raising the awareness on rational water use in the municipal sector. This demonstration project will be implemented in one pilot area in each country.

This Terms of Reference (TOR) was developed to implement this awareness campaign in Gori City Municipality in Georgia in collaboration with one of the active Non Governmental Organizations who has the proper knowledge and experience in the design and implementation of such awareness activities.

## **II. Justification of consultancy**

In Azerbaijan and in Georgia there is an interest in any need for green technologies to reduce water losses in agriculture and municipal water sectors. The Kura II project hired an international expert for water supply and demand who developed an assessment report on the gaps and challenges to reduce water losses in these two sectors. One of the main challenges indicated in this report is the lack of awareness among water users on the importance for water as a limited resource that has an economic value. This output will provide an opportunity to co-design and develop an educational awareness campaign on rational water use in the municipal water sector with focus on school children in one of the districts in Georgia as a pilot case that can be replicated in the future to other areas with the support of the United Water Company of Georgia and municipalities.

This output links to Kura SAP Strategies:

- Strategic Outcome 1. Improved Hydrological Management by improving water efficiency and reducing pollution impacts
- Strategic Outcome 2. Reduced loss of water resources through raising the awareness between different stakeholders on the importance of water as a resource of economic value.
- Strategic Outcome 9. Reduction of hazards due to floods and drought by increasing water efficiency in different sectors
- Strategic Outcome 10. Harmonized Climate Change Adaptation by sharing lessons learned in improved water management for climate change.

This TOR is to find a company/NGO in Georgia who has the required technical experience and expertise to carry out the implementation of an awareness campaign for rational water use in Gori City Municipality, Georgia.

## **III. Objectives**

The immediate (short-term) objectives of the awareness campaign for rational water use in in Gori City Municipality, Georgia are the following:

Raise awareness among in Gori City Municipality, Georgia.

- population about rational use of water resources and care for limited water resources
- To strengthen Civil society's participation in water resources management decision making process
- To involve different target groups in the rational water use activities and reduction of water losses

- To promote local youth to implement environmental projects and initiatives at the community level
- To work with local government on issues related to water conservation and protection
- Active participation of the youth on monitoring and reporting on water leakages in the water distribution network.

#### **IV. Scope**

The public awareness campaign for rational water use will be divided into 4 main phases:

- The Preparatory phase
- The Implementation of the first Phase of the campaign
- The implementation of the second phase of the campaign
- The Evaluation of the campaign impact and demonstration of results

In the preparatory phase the NGO will visit the study area, identify the target groups precisely to ensure effectiveness, and Select data/evidence-based material to base the campaign on, design the Facebook page and provide input into the design of the mobile app to report on leakage, and prepare a detailed work plan for the different activities of the campaign. The NGO should present this work plan and the selected awareness materials to the Kura II project PCU for approval.

During the implementation of the first phase of the project, the NGO will focus on establishing a clear set of baseline empirical measurements and the awareness raising activities that lead to behavioural change towards water consumption. The campaign will include training for school teachers on how to deliver the messages to their students using the Kura Box, how to convince their students with the importance of water in our lives and how it is vital to all human activities. This phase will also include training of the school students on how to use the mobile app to be developed by the Kura II Project Team during the first phase of implementation and the Facebook page to report on the water network leakages, and how to follow up on the reporting to monitor progress towards resolving the leakages they have identified It will also include meetings with other stakeholders on the importance of rational water use as one of the main actions of the IWRM.

The activities of this first phase will continue for 3-4 month. The NGO should collect the monthly water consumption for each school, governmental building, commercial enterprise that will be included in the project competitions. The NGO will develop a monthly report on the actual consumption of each entity and comparison with the monthly average of the same entity during the past year. The report will also include the number of reported leakages from the students and the responses from the United Water Company of Georgia on these leakages. This report will be announced in a monthly basis to all the entities involved in the competitions.

The first phase inauguration will be celebrated in a workshop with school and community representatives to announce the awards for the largest water savings for each category (school, government building, private sector business, etc) and will feature support from the Ministry of Environmental Protection and Agriculture, Ministry of Education, Municipality, the United Water Company of Georgia, and the UNDP-GEF Kura II Project. The NGO will convene press conferences and issue press releases to convene local media.

In Sep. 2019, the NGO will organize a mid-term workshop with Kura II project PCU and relevant stakeholders to present the preliminary results of the first phase of the campaign and what are the lessons learned from the implementation of this phase. The NGO will provide suitable venue for hosting this workshop. The workshop should provide the NGO with recommendations to design the second phase of the campaign activities and to make adjustments for implementation methodology as needed. The NGO will design the activities of the second phase and make any changes in the awareness materials and send them to the Kura II project PCU for approval.

Then the NGO will start implementation of the second phase of the project activities and continue the implementation of these activities till April 2020, with the announcement of the awards that will be awarded on 22 March 2020 workshop. The reporting of water consumption of the selected entities will continue from the beginning of the project till April 2020. The NGO will organize the second phase evaluation workshop during the world water day on 22 March 2020 to present the results of the campaign and its impact on water consumption in the schools, governmental buildings, and commercial enterprises. During this workshop, the Kura II PCU will award the competitions prizes to the best school, governmental building, and commercial enterprise who achieve the highest reduction rate in their water consumption. During this event, the Kura II project will also provide a roadmap for the replication of such awareness campaigns in other areas in Georgia. As was done for the first phase of implementation, the second phase workshop should receive a lot of publicity, in order to promote the good practices in rational water use and highlight the main success stories resulted from the implementation of this contract. The NGO must provide 3 audio visual clips, no more than 5 minutes long, for dissemination amongst stakeholders and local media on the various activities of the campaign and highlighting the change in the water use consumption pattern before and after the campaign.

The NGO will provide the Kura II project with a final report documenting all the activities that have been implemented and the main project results, lessons learned, and strategy for upscaling in Georgia. This report will include all the awareness materials that will be developed and copies of the videos and media and social-media coverages.

## **V. Targeted area**

The awareness campaign will be implemented in Gori City Municipality, Georgia as a pilot area as shown in the following map. The campaign will target 12 public schools, 5 governmental buildings, and main commercial enterprises in this city.



## VI. Main activities to be conducted by the selected NGO

- **Create and oversee the social media linkages to the United Water Company of Georgia for reporting and repair of municipal water losses**
  - Working with the United Water Company of Georgia develop a linked social media/Facebook page that will report leakages and locations to **the United Water Company of Georgia** for repair, and will allow the United Water Company of Georgia to report the status of the repair
  - Make this accessible to the public and create an awareness campaign for Gori, with selection for each school to be given credit for leak report
  - Oversee facebook page and update with information about amounts of water saved by each school on a monthly or biweekly basis, also update twice per week with information on water saving, water management, professions involving water, etc.
  - Create quarterly reports on usage of social media and impacts on users
- **Conduct baseline, mid-point, and final surveys of targeted populations to determine impact of this effort and provide guidance for adjustment at mid-point as needed.**
- **Media Production prior to the start of the campaign**
  - Develop a 3-minute Informational video about the Rational water use project in Georgia with English sub-titles

At the request of the project manager, set up and manage online presence on social media platforms – Facebook, Instagram, twitter, snap chat, etc

### Water Saving campaign for schools in Gori City Municipality, Georgia.

- **up to 12 schools, as agreed between UNDP and the NGO. (Number of trainings/meetings and the number of participants of each training/meeting is indicated in the section on description of the campaign activities of this TOR)**
  - Meeting with school administration
  - Training for primary and secondary school teachers to use Kura Box materials
  - Training and eco-quiz for school students

- Training of the students on how to fix the small leakage problems at home
- Train the students on how to send pictures for leakage on the company's Facebook page
- Outdoor events organized by participant schools
- **Information Meetings and Workshops**
  - Study tours on water infrastructure to representatives from each target group
  - Information meetings with Population (household members) and gardeners
  - Information meetings with representatives of state institutions and maintenance groups
  - Information meetings with commercial enterprises about water saving benefits and "water wardens" awards
  - Workshop and celebration for the ingurgitation of the rational water use campaign at the beginning of the campaign (May 2019)
  - Mid-term meeting to evaluate the first phase of the awareness campaign in Sep. 2019.
  - Workshop and celebration for presenting the campaign results during the celebration of the World Water Day on 22 March, 2020
- **Competitions**
  - Water conservation competition for community outreach and awareness raising
  - Painting competition for school students
  - The most successful school in reducing its monthly water consumption
  - The governmental building that will have higher reduction in the monthly water consumption
- **Share relevant and timely information**
  - Develop the 3 sets of age appropriate thematic area awareness materials on: climate change and water; rational water uses and water conservation; protecting water quality; life in the water and water in life -ecology; and geography of the basin.
  - Print 500 copies of the developed age appropriate awareness materials
  - Provide information, via press conferences and/or press releases, to local media (Radio, TV, print)
  - Manage online social media presence for the campaign
  - Produce informative content (blog posts, social media posts) on project events
  - Produce 2 documentary videos (each not more than 5 min) to document the main awareness raising and training activities
  - Produce 1 Informational video (not more than 5 min) on the results of implementing the Demo project, with guidelines on how to replicate this across Georgia (In national language with English subtitles)

The awareness campaign activities can be divided into the following phases:

- **The preparatory phase**

In this phase the selected NGO will develop the following:

- Develop the detailed work plan for all the awareness campaign activities and discuss it with the UNDP GEF Kura II project PCU for final approval
- Finalization of the social media linkages to **the United Water Company of Georgia** for reporting and repair of municipal water losses
- Develop the 3 sets of age appropriate thematic area awareness materials on: climate change and water; rational water use and water conservation; protecting water quality; life in the water and water in life -ecology; and geography of the basin.
- Print 500 copies of the developed age appropriate awareness materials

All the awareness material that will be produced under this agreement must be prepared by the selected NGO in draft form and send to UNDP-GEF Kura II project PCU for checking and approval before printing.

- **Start The implementation of Phase I of the campaign to raise awareness of the importance of water conservation:**
  - Organize an event for the inauguration of the rational water use with representatives from schools, households, and commercial enterprises at the beginning of the campaign (May 2019)
  - Submit a monthly report on the consumption of water per school and governmental building and the percent reduction in water use compared to the average consumption, on the number of leak detection reporting per school
  - Develop a report on the impact of the whole awareness campaign on water use efficiency
  - Conduct a 3-day Training for 36 School Teachers from the 12 schools in Gori City Municipality (the training will be repeated twice as the participants will be divided into two groups where each group will have 18 participants);
  - Conduct 1-day Training for 50 persons from the technicians and maintenance staff in the 12 schools and the largest 5 Governmental buildings in Gori City Municipality (the training will be repeated twice for two groups, where each group will be 25 persons)
  - Conduct 12 Trainings, each for 1.5 day, for the School students (25 Students in each school) on leak location, reporting, and household repair, as well as use of reporting program (face book page for first year)
  - Conduct 12 Study tours for the students in the 12 schools in Gori City Municipality to the water treatment facilities (50 students from each school)
  - Conduct 6 Information meetings with household members and gardeners in the Gori City Municipality (6\*25 = 150)
  - Conduct 2 meetings with representatives of commercial enterprises (Hotels, Restaurants, cafes, car washes) Gori City Municipality (2\*25 = 50)
  - Develop documentary video (not more than 5 min) on the main awareness and training activities in the first phase to be approved by the PCU and the Ministry of Ecology and Natural Resources.
  - Develop a report on the lessons learned, both positive and negative, from the first phase of implementation experience.
  - Provide input to the mobile phone App to be developed by the PCU to replace the Facebook page use.
  
- **Organize a Mid Term workshop in Sep. 2019 to evaluate the first phase of the campaign and make recommendations for the Kura Box and updated work plan and methodology for increasing water conservation**
  
- **Start the implementation of Phase II of the campaign:**
  - Organize a school students' competition for the best awareness activity to the surrounding communities
  - Organize a school students' competition for the best water related paintings
  - Conduct 1-day Training for 50 persons from the technicians and maintenance staff in the 12 schools and the largest 5 Governmental buildings in Gori City Municipality (the training will be repeated twice for two groups, where each group will be 25 persons)

- Conduct 12 Trainings, each for 1.5 day, for the School students (25 Students in each school) on leak location, reporting, and household repair, as well as use of reporting program (face book page for first year)
- Conduct 6 Information meetings with household members and gardeners in Gori City Municipality (6\*25 = 150)
- Conduct 2 meetings with representatives of commercial enterprises (Hotels, Restaurants, cafes, car washes) in Gori City Municipality (2\*25 = 50)
- Develop documentary video (not more than 5 min) on the main awareness and training activities in the second phase to be approved by the PCU and the Ministry of Ecology and Natural Resources
- Produce 1 Informational video (not more than 5 min) on the results of implementing the Demo project, with guidelines on how to replicate this across Georgia (In national language with English subtitles)
- Reporting:
  - Develop a monthly report on the consumption of water per school and governmental building and the percent reduction in water use compared to the average consumption
  - Develop a monthly report on the number of leak detection reporting per school
  - Develop a report on the impact of the whole awareness campaign on water use efficiency
- Media and PR Activities:
  - Develop 2 documentary videos (not more than 5 min) on the main awareness and training activities in each phase to be approved by the PCU and the Ministry of Ecology
  - Produce 1 Informational video (not more than 5 min) on the results of implementing the Demo project, with guidelines on how to replicate this across Georgia (In national language with English subtitles)
  - Develop a leaflet on the final results of the awareness campaign and its measured impacts on the water use efficiency in the schools and governmental buildings
  - Organize the Final workshop to present the campaign results and award the prizes for the best school, the best governmental building, and the best commercial enterprise during the celebration of the World Water Day (March 22, 2020)

## **VII. Main deliverables to be produced by the NGO**

The NGO will be responsible for the following deliverables and activities under a Responsible Party Agreement:

- Design the Facebook Page for reporting on water leakage accidents
- Develop the 3 sets of age appropriate thematic area awareness materials on: climate change and water; rational water use and water conservation; protecting water quality; life in the water and water in life -ecology; and geography of the basin.
- Print 500 copies of the developed age appropriate awareness materials
- Organize an event for the inauguration of the rational water with representatives from schools, households, and c commercial enterprises at the beginning of the campaign (May 2019)

- Conduct a 3-day Training for 36 School Teachers from the 12 schools Gori City Municipality (the training will be done twice for two groups each group will be 18 participants)
- Conduct a one-day Training for 50 persons from the technicians and maintenance staff in the 12 schools and the largest 5 Governmental buildings in Gori City Municipality (the training will be repeated 4 times for 4 groups, where each group will be 25 persons)
- Conduct 24 Trainings, each for 1.5 day, for the School students in the 12 schools in Gori City Municipality (25 Students in each training) on leak location, reporting, and household repair, as well as use of reporting program (face book page for first year)
- Conduct 12 Study tours for the students in the 12 schools in Gori City Municipality to the water treatment facilities (50 students from each school)
- Conduct 12 Information meetings with household members and gardeners in the Gori City Municipality (12\*25 = 300)
- Conduct 4 meetings with representatives of commercial enterprises (Hotels, Restaurants, cafes, car washes) in Gori City Municipality (4\*25 = 100)
- Organize a Mid Term workshop in Sep. 2019 to evaluate the first phase of the campaign
- Organize a school students' competition for the best awareness activity to the surrounding communities
- Organize a school students' competition for the best water related paintings
- Develop a monthly report on the consumption of water per school and governmental building and the percent reduction in water use compared to the average consumption
- Develop a monthly report on the number of leak detection reporting per school
- Develop a report on the impact of the whole awareness campaign on water use efficiency
- Develop 3 videos on the different activities of the awareness campaign
- Develop a leaflet on the final results of the awareness campaign and its measured impacts on the water use efficiency in the schools and governmental buildings
- Organize the Final workshop to present the campaign results and award the prizes for the best school, the best governmental building, and the best commercial enterprise during the celebration of the world water day (March 22, 2020)

#### **VIII. Key Personnel:**

During the selection of appropriate project staff, Selected NGO will provide for inclusion of at least one senior-level expert in environmental education who has strong teaching skills and experience in environmental and water resources management. The senior-level expert will be responsible for:

- Providing supervision and guidance to other project team members, during the preparation, execution, evaluation, and reporting on the awareness campaign activities;

- Representing the NGO in all technical meetings with the Kura II project PCU and other related stakeholders.
- Responsible for the preparation for the work plan of activities for the awareness campaign activities and present it to the Kura II project PCU for approval
- Develop the midterm and final report for the evaluation of the awareness campaign activities
- Develop the monthly progress reports on the consumption of water for each school and governmental building that will be included in the campaign competitions for rational water use.

An indicative list of the main fields of activity and related education and expertise of senior level experts required is provided in the following table:

| Main field of the expertise required for the team of experts needed to carry on the awareness raising activities | Indicative expertise required                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Environmental Education expert                                                                                   | <p>One expert trained in the following:</p> <ul style="list-style-type: none"> <li>• Environmental education techniques for different age groups</li> <li>• Strong background in water resources management in Georgia</li> <li>• Experience in training of the school students and school teachers</li> <li>• Experience in facilitating meetings with diverse group of stakeholders</li> </ul> <p>Selection requirements:</p> <ul style="list-style-type: none"> <li>• Education level: Master's or above required, Ph.D. preferred in relevant field</li> <li>• Minimum years of experience: 5 years required, preference for experience in similar assignments, and field experience in environmental education and awareness raising activities</li> </ul> |
| Municipal water expert                                                                                           | <ul style="list-style-type: none"> <li>- At least one technician trained in municipal water supply networks, including the possible reasons for water losses in the distribution network, the possible measures to be undertaken to reduce these losses, and what actions should be taken by the different groups of the society to improve water use efficiency.</li> </ul> <p>Selection requirements:</p> <ul style="list-style-type: none"> <li>• Education level: Master's or above required, Ph.D. preferred in relevant field</li> </ul>                                                                                                                                                                                                                  |

|                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                            | <ul style="list-style-type: none"> <li>• Minimum years of experience: 5 years required, preference for experience in similar assignments, and field experience in municipal water supply systems</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Socio-Economic Assessment Expert           | <p>At least one technician trained in socio-economic analysis, survey development and interpretation, empowering civil society in environmental protection and reducing water losses, and gender mainstreaming in water management.</p> <p>Selection requirements:</p> <ul style="list-style-type: none"> <li>• Education level: Master's or above required, Ph.D. preferred in relevant field</li> <li>• Minimum years of experience: 5 years required, preference for experience in similar assignments, and field experience in monitoring human interactions with water resources related challenges,</li> <li>• Fluency in Georgian language</li> </ul>                                                                                                  |
| Social Media and Community Outreach Expert | <p>At least one person with experience in working with using social media to educate and raise awareness and with community outreach efforts to empower the public and specific stakeholder groups to take actions, preferably with environmental issues.</p> <p>Selection requirements:</p> <p>Education: BA/BS degree in advertising, communications, education, or journalism, or other relevant field</p> <p>Minimum experience: at least 3 years of proven experience in social media campaigns, and applied experience in building awareness through community outreach. Experience working with database development, reporting results via social media, and generating enthusiasm and tangible results from outreach and social media campaigns.</p> |

Additional team members may be considered, to support the work of the above-mentioned experts during the implementation of the different activities of the awareness campaign, submitted CVs and anticipated inputs should be included in the technical proposal

## IX. Timing of activities and indicative work plan

The consultancy should be executed in the period May 2019 – June 2020, in accordance with the following schedule. The NGO may update that schedule based on the actual date of signing the contract and present an updated schedule on the Kick off meeting. This updated schedule must be reviewed and approved by the Kura II project PCU.

| Detailed Work Plan for Implementing the Demonstration Project for Rational Water Use in Municipal Sector                                                                                          |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|-----|-----|-----|-----|-----|-----|------|-------|-------|-----|------|------|--|
| Task                                                                                                                                                                                              | 2019 |      |      |     |     |     |     |     |     | 2020 |       |       |     |      |      |  |
|                                                                                                                                                                                                   | May  | June | July | Aug | Sep | Oct | Nov | Dec | Jan | Feb  | March | April | May | June | July |  |
| <b>Contract Awarded to the Selected Firm/NGO</b>                                                                                                                                                  |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| The kick of meeting for start up implementation with the selected local NGO                                                                                                                       |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Design the Facebook Page for the Awareness Campaign                                                                                                                                               |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>Start Phase I of the campaign</b>                                                                                                                                                              |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>Start the Training and Study Tours</b>                                                                                                                                                         |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Conduct 1 Training for School Teachers based on the modules developed by Kura II project and approved by Ministry of Education                                                                    |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Conduct 1 Training for civil servants in schools, and Gov. Buildings to promote installing water saving devices/faucets                                                                           |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Conduct 12 Trainings for School students based on the modules developed by the Kura team                                                                                                          |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Conduct 12 Study tours for school students to the water treatment facilities                                                                                                                      |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>Start Awareness Meetings with Other Stakeholders</b>                                                                                                                                           |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Conduct 3 Information meetings with household members (3*25 = 75) in close cooperation with Gori Municipality                                                                                     |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Conduct 2 meetings with representatives of the municipalities (2 * 25 = 50) in close cooperation with Gori municipality                                                                           |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Conduct 2 meetings with representatives of commercial enterprises (Hotels, Restaurants, cafes) (2*25 = 50) to encourage changes in consumption patterns and the use of water conservation devices |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Organize an event for promoting rational water with representatives from schools, households, and commercial enterprises during the celebration of the world water day (March 22)                 |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>Monitor and reporting Phase I</b>                                                                                                                                                              |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Monitoring the monthly water consumption at schools and gov. buildings                                                                                                                            |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Report the consumption per school and the percent reduction in water use                                                                                                                          |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Report the most active school in leak detection and reporting                                                                                                                                     |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>Mid Term meeting to evaluate the first phase of the campaign</b>                                                                                                                               |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Preparatory for Phase II                                                                                                                                                                          |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |

| Detailed Work Plan for Implementing the Demonstration Project for Rational Water Use in Municipal Sector (Part II)                                                                                                      |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|-----|-----|-----|-----|-----|-----|------|-------|-------|-----|------|------|--|
| Task                                                                                                                                                                                                                    | 2019 |      |      |     |     |     |     |     |     | 2020 |       |       |     |      |      |  |
|                                                                                                                                                                                                                         | May  | June | July | Aug | Sep | Oct | Nov | Dec | Jan | Feb  | March | April | May | June | July |  |
| <b>Start Phase II of the campaign</b>                                                                                                                                                                                   |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>School Competitions</b>                                                                                                                                                                                              |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Competition for the best awareness activity for the surrounding communities by use of Kura II project logos (e.g. a water drop)                                                                                         |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Competition for the best water paintings                                                                                                                                                                                |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>Conduct Follow up training for schools</b>                                                                                                                                                                           |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Revisiting the 12 schools to conduct second training for the selected age grades                                                                                                                                        |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>Follow up Meetings with Other Stakeholders</b>                                                                                                                                                                       |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Conduct 3 Information meetings with household members (3*25 = 75)                                                                                                                                                       |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Conduct 2 meetings with representatives of the municipalities (2 * 25 = 50)                                                                                                                                             |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| representatives of commercial enterprises (Hotels, Restaurants, cafés) (2*25 = 50)                                                                                                                                      |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>Demonstration of Results and Competition Awards Ceremeony</b>                                                                                                                                                        |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Develop media and awareness materials on the results of the campaign on water conservation with the visual and performing arts) (on TV and radio) including printing of T-shirts and caps with logos of Kura II project |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Organization of large event on the World Water Day on March 22 to present the campaign results and award the prizes for the best school, best Governmental building, and best commercial enterprise                     |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>Monitor and reporting Phase II</b>                                                                                                                                                                                   |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Monitoring the monthly water consumption at schools and gov. buildings                                                                                                                                                  |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Report the consumption per school and the percent reduction in water use                                                                                                                                                |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Report the most active school in leak detection and reporting                                                                                                                                                           |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| <b>Evaluate the Impact of the Awareness campaign</b>                                                                                                                                                                    |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |
| Develop a report on the impact of the whole awareness campaign on water use efficiency and water conservation                                                                                                           |      |      |      |     |     |     |     |     |     |      |       |       |     |      |      |  |

## **X. Reporting**

### **(1) Monthly progress report**

The NGO will develop a monthly progress report for water consumption in each school or governmental building that will be included in the project competitions for rational water use. This report will include the volume of water consumption of each building at the end of each month and comparison of that consumption with the monthly average of the same building. It will also include a comparison between the schools and governmental buildings on the percentage of reduction in water consumption during that month compared to the monthly average.

This report will be submitted to the Kura II project PCU at the 10<sup>th</sup> of each month for the consumption data on the previous month.

All reports are to be submitted in the national language and in English, in digital format.

#### By End of Sep. 2019 the NGO will submit the Preliminary Assessment Report

The Preliminary Assessment Report should include at least the following information:

- Description of all awareness activities that were implemented during the first phase of the campaign. This description should include the number of attendees to each event and their overall feedback on the event.
- Impact assessment of the implementation of the awareness campaign first phase on water consumption of the schools and governmental buildings involved in the campaign competition for rational water use.
- Evaluation of the awareness campaign activities and what are the main challenges facing the team during the implementation of these different activities
- Main lessons learned from the implementation of the first phase of the awareness campaign
- Recommendations to improve the campaign results and make it more effective in the second phase
- Preparation for the second Phase of the campaign with all needed modifications and enhancements in the awareness materials and methodologies used.

#### Final Report – indicative outline

The Final Report should include at least the following information:

- Description of all awareness activities that were implemented during the two phases of the awareness campaign. This description should include the number of attendees to each event and their overall feedback on the event.
- Impact assessment of the implementation of the awareness campaign on water consumption of the schools and governmental buildings involved in the campaign competition for rational water use.
- Evaluation of the awareness campaign activities and what are the main challenges facing the team during the implementation of these different activities
- Main lessons learned from the implementation of the second phase of the awareness campaign
- Recommendations to improve the campaign results and road map for future implementation of that campaign in other districts

All deliverables/reports and tables are to be submitted (in both digital and hard copy) in the Georgian and English languages, by the NGO at the NGO's expense.