



Address awarding office:	Area: EU project CCG Culture
	Phone +995 -293845 (208)
	e-mail: creativecompass@goethe.de

Public invitation to tender according to section 9 UVgO

Call for External Service Providers for Supporting Digital Presence and Digital Transformation Across Regions of Georgia

Goethe-Institut e. V.
Oskar-von-Miller-Ring 18
80333 Munich

Ladies and Gentlemen,

Thank you for your interest in this invitation to tender.

We hereby invite you to submit an offer. Enclosed you will find the necessary general information, conditions and forms. The following application conditions apply.

Yours sincerely

Creative Compass Georgia team

Attachments:

- Appendix A Terms of reference
- Appendix B 1 Offer cover letter
- Appendix B 2 Basic company information
- Appendix B 5 Self-declaration regarding the non-existence of exclusion criteria
- Appendix B.7 References
- Appendix B 8 Self-declaration of reference to Russia
- Appendix C Price sheet
- Appendix D Contract
- Appendix E Evaluation matrix
- Appendix F Data protection notice according to Art. 13 and Art. 14 GDPR

This letter is intended to remain with the bidder, please do not return it with the tender.

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Application conditions

I. Subject of the invitation to tender

The Goethe-Institut e.V. plans to outsource the implementation of services related to digital to design and deliver a comprehensive strategic support (and implementation) for improved digital representation and services of Cultural and Creative Industries (CCI) actors across eight (8) geographical municipalities of Georgia targeting 15 pre-selected organisations between October 2026 to July 2027. A detailed description of the required services can be found in Appendix A "Terms of Reference".

II. Basic provisions

The tender documents may only be used within the scope of this invitation to tender. Any publication and forwarding to third parties (including extracts) is not permitted without the express authorisation of the contracting authority.

Supplementary or corrective information on the invitation to tender will be communicated to all bidders electronically.

III. Information and conditions for the preparation of the tender

1. FORM OF THE OFFER

The tender, including the appendixes to be submitted, must be written in English and must be submitted in PDF to the email address: creativecompass@goethe.de

An electronic signature is not required.

The offer must be provided (in net/without VAT) either in EUR for non-Georgian bidder or in GEL for Georgian-based bidders.

Please note that compressed/archived files and/or short links cannot be accepted.



2. DEADLINES

The complete offer must be submitted by

22.09.2026 till 23:59 (GET/GMT+4)

The submission of the offer via email – creativecompass@goethe.de must be completed by the deadline.

This deadline is a cut-off deadline. Documents received late can no longer be considered unless the bidder can prove that he is not responsible for the delay.

Questions or requests for clarification to these terms can be sent to the contracting authority exclusively electronically to the same email address: creativecompass@goethe.de **07.09.2026**, 23:59 (GET/GMT+4). Inquiries received after the deadline cannot be considered. The official responses will be provided by the contracting authority no later than **10.09.2026**. All submissions will undergo a thorough review by a dedicated jury, who will evaluate each offer based on the predefined criteria outlined in the Appendix E - Evaluation Matrix. Applicants might be contacted by the Goethe-Institut Georgien for further clarifications.

The contracting authority is expected to decide on the award of the contract by **05.10.2026** and inform any unsuccessful bidders. The contractor is bound to the offer until **30.10.2026**.

The offer must be complete and contain the price and all other required information and declarations. The incompleteness of the offer (including the absence of individual required declarations) can lead to exclusion.

3. CONTENTS/COMPONENTS OF THE TENDER

3.1 Overview and general information

The offer must contain the following documents

Table 1 - Documents to be submitted

Type of document	Document within the application conditions
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Offer cover letter	B.1
Offer Written Concept (Maximum 4 A4 Pages): – according to Appendix E	Documents prepared independently by the bidder
Basic company information	B.2
Self-declaration regarding the non-existence of exclusion criteria	B.5
References	B.7
Self-declaration of reference to Russia	B.8
Price sheet	Appendix C
Additional documents required for the suitability (see Section 3.3 below):	Documents prepared independently by the bidder

Failure to submit the listed tender components may lead to exclusion from the award procedure.

As evidence of eligibility, the bidder must complete the templates provided in Annex B to this invitation to tender and, where applicable, submit any additional documents listed under Section 3.3 of this document. Eligibility criteria are mandatory requirements; failure to comply with them will result in the bidder's exclusion from the procurement procedure.

Please use the forms provided, if available.

Please note: Changes to the pre-formulated texts of the forms are not permitted.

Manufacturing, trade or business secrets must be labelled accordingly in the offer documents. In the case of documents in other languages (except English and German), translations into English or German must be enclosed.



3.2 Documents on Suitability and Eligibility Criteria

The suitability of the bidders will be assessed based on the information provided in the documents described in the table 1, and the Eligibility Criteria in point 3.3.

3.3 Eligibility Criteria - Digital Services

All eligibility criteria must be demonstrated through clear, objective, and verifiable documentation. **As evidence of eligibility, the bidder must complete the templates provided in Annex B to this invitation to tender and, where applicable, submit any additional documents listed under this Section. Eligibility criteria are mandatory requirements; failure to comply with them will result in the bidder's exclusion from the procurement procedure.**

The suitability of the bidders will be assessed based on the information provided in Annexes B.1 to B.8, as well as on the following mandatory supporting documents to be submitted as evidence of suitability:

1. Extract from the Business Register:

Single service providers - legal entities registered in Georgia (outside Tbilisi) or an EU member state are eligible to apply:

- CSO/NGO (Civil Society Organisation)
 - Individual Entrepreneur (IE)
 - LTD (Limited Liability Company)
2. assessment Current positive bank statement regarding the bidder's creditworthiness (not older than 3 months),
 3. CVs of all team members, clearly outlining their roles, relevant skills, and experience in delivering digital services such as website and platform development, digital marketing and content creation, audiovisual production, digital commercialisation and platform integration, mentoring and training in digital skills. A minimum of three years of relevant professional experience is required.



- Demonstrated experience in working with organisations or communities in the regions of Georgia, in particular in the following municipalities: Akhaltsikhe, Dusheti, Gori, Kaspi, Kobuleti, Kutaisi, Poti, and Zugdidi.
- Proof of relevant experience demonstrated through at least two of the following:
 - Portfolio or list of previous digital projects (with short descriptions and links where available)
 - Examples of developed websites, platforms, or digital tools
 - Samples of audiovisual or digital content produced (photos, videos, campaigns)
 - Project reports, case studies, or documentation of digital interventions
 - References, testimonials, or public documentation of previous work

4. Project Management & Coordination:

- Proven experience in managing interactive, multidisciplinary activities, approaches in local communities in the regions of Georgia. Acceptable evidence may include:
 - Portfolio of previous projects demonstrating similar work in Georgian regions.
 - Reference letters or certificates from previous clients, partners, municipalities, cultural institutions, NGOs, or donor-funded projects.
 - Project completion reports, impact assessments, or monitoring/evaluation summaries from earlier assignments.
 - Contracts or memoranda of understanding verifying participation in or coordination of relevant regional/community-based initiatives.
 - Links to publications, websites, or media coverage documenting interactive or multidisciplinary activities.

5. Human and technical capacity to design and deliver services

- Demonstrated human and technical capacity to design and manage logistics for required services. Acceptable evidence may include:

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- CVs of key team members, clearly indicating relevant experience and roles
 - o Proven by links, documentation or project materials.
- Organisational structure chart, showing dedicated staff for logistics, coordination, and technical support.
- Descriptions of past logistics management assignments, including scale, number of participants, regions covered, and type of activities.

6. Access to suitable digital infrastructure to organise activities to support and enable suitable atmosphere for delivering required services.

Self-declaration by the bidder. Examples of acceptable evidence include:

- Description of the available digital infrastructure (e.g. project management tools, video conferencing systems, cloud solutions, collaboration platforms)
- List of software applications and technical systems in use
- Information on available technical resources (hardware, licenses, hosting solutions, etc.)
- Screenshots or documentation of the platforms used
- Evidence of access to existing digital working environments
- Reference projects in which this infrastructure has been used
- Organisational chart or description of the technical support team.

3.4 Price Sheet – Appendix C

To ensure comparability and clarity, bidders must use the **Price Sheet (Appendix C)** when submitting their financial offer.

4. AMENDMENT, CORRECTION AND WITHDRAWAL OF OFFERS

Subsequent amendments or corrections to tenders are only permitted up to the expiry of the tender deadline. The amendments or corrections must be labelled as such and must be submitted on the email address – creativecompass@goethe.de

Offers can also be withdrawn until the end of the offer period.



5. RELIANCE ON THE CAPACITIES OF OTHER ENTITIES

Each company whose capacities the applicant wishes to utilise for the fulfilment of one or more suitability criteria **must also submit** the self-declaration of reference to Russia (Appendix B8).

6. TENDERING PROCEDURE

The selection process aims to ensure the comprehensive realisation of the “Call for External Service Providers for Supporting Digital Presence and Digital Transformation Across Regions of Georgia” Successful bidder will be who submit the most economically advantageous tender.

The contracting authority will review all tenders received and evaluate them based on the specified evaluation criteria and their respective weighting.

The most economically advantageous tender from suitable bidders will be determined on the basis of the following **evaluation criteria**:

1.	Quality and Relevance of the Proposed Concept / Creative Approach	20
2.	Methodological Approach, Implementation Plan, and Deliverables	15
3.	Team Composition, Role Allocation, and Assignment	15
4.	Regional Implementation Experience and Local Partnerships	10
5.	Experience and Competence in Managing Digital Workflows and Client coordination	10
6.	Financial Offer	30

Detailed information about the evaluation criteria can be found in Appendix E – Evaluation Criteria.



The contract should be concluded under the conditions outlined in this invitation to tender. This applies irrespective of any subsequent documentary stipulation; the separate signature of the contract document by the parties shall be declaratory in nature.

Applicants will be informed upon completion of the tendering process.

7. DUTY TO INFORM / REPRIMANDS OF THE BIDDERS

If, in the bidder's opinion, the tender documents contain errors, inconsistencies and/or if, in the bidder's view, there is a breach of the regulations in the award procedure, the candidate/bidder must inform the awarding authority of this in writing by electronic means without delay and before submitting the bid.

Such information and/or procedural complaints should be sent to the following address:

Goethe-Institut Georgien,

Email: creativecompass@goethe.de

8. PRACTICES RESTRICTING COMPETITION

Tenders from bidders who participate in an unauthorised restriction of competition in connection with this award procedure will be excluded.

A key feature of competitive tendering is the guarantee of secret competition between the participating bidders. Accordingly, it is inadmissible for a bidder to participate in a procurement procedure if it is aware, in whole or in part, of the bids, bid bases or bid calculations of the other bidders. If a bidder therefore not only submits its own bid but also bids for the award of the contract for the same service as a member of a bidding consortium, secret competition is no longer guaranteed. This leads to the mandatory exclusion of the bids concerned, unless it can be proven that a violation of the secrecy of competition due to the multiple participation is excluded.



9. MISCELLANEOUS

The payment structure for the digital services provided will follow a predefined scheme established at the contracting stage. Payments will be made in three instalments:

- 30% of the total contract amount will be paid upon completion of the inception phase and signature of the contract, including approval of the work plan and methodology;
- 40% will be paid upon satisfactory completion of the core implementation phases, including digital needs assessment, content development, and platform integration activities;
- The remaining 30% will be paid upon successful completion of all services, including delivery of final outputs and submission of the final report.

The documents, samples, etc. sent to the contracting authority in connection with the award of the contract shall not be returned and, unless otherwise agreed, shall become the property of the contracting authority without entitlement to remuneration.

No costs will be reimbursed for participation and preparation of the documents.

Indicative timeframe for the “Digital Transformation”

Stage	Description	Deadline	Estimated time (max.)
Call for Service Providers	Open call	August/September 2026	4 weeks
Evaluation of Applications	Review and evaluate applications.	September/October 2026	15 days
Contracting	Finalise the contract	October 2026	2 weeks
Orientation Meeting	Introduction to Creative Compass Team and the objectives of the Scope	October 2026	1 day
Implementation	Delivery of Services	October 2026 – July 2027	10 months