

# Goethe-Institut Georgien

## Terms of Reference (ToR)

### Call for External Service Providers – Implementation of a Masterclass Series in Commercial Photography for Creative Practitioners

#### 1. BACKGROUND

**1.1. Creative Compass Georgia (CCG)** is a 4-year project funded by the European Union (EU), co-funded and implemented by the Goethe-Institut Georgien. This initiative contributes to sustainable growth and employment in cultural and creative industries (CCIs). Through empowering the cultural and creative sectors across regions in Georgia, the project aims to enhance the socio-economic environment of the country.

#### 1.2. Skills Academy

The Skills Academy is CCG's hybrid capacity-building programme offering:

- A six-month certification programme: Creative Business Basics (CBB)
- Short-term learning opportunities like Masterclasses and Keynotes

Overall programme aims to strengthen and broaden the capacity of creatives working in the regions of Georgia. It addresses systemic skills gaps, limited access to practical training, and the need for entrepreneurial and digital competencies among creative professionals.

#### 1.3 Masterclasses

Masterclasses are short, practice-focused learning formats designed around needs expressed by regional creatives through Round Table meetings, consultations, and needs assessments. They are delivered based on demand validation and regional feasibility.

#### 2. OBJECTIVE AND SCOPE OF THE ASSIGNMENT

The Goethe-Institut Georgien seeks external service providers to design and deliver a practice-oriented Masterclass Series on **Commercial Photography for Creative Practitioners**.

The Masterclass Series is intended for creative practitioners from CCG focus municipalities, including artists, craftspeople, designers, cultural practitioners, and micro-entrepreneurs who produce creative goods, services, or cultural content but have limited experience in

photographing and visually presenting their work. Many potential participants may not have professional cameras or prior photography training. Therefore, the Masterclass Series must be beginner-friendly and should focus on accessible techniques that can be applied with smartphones, entry-level cameras, and simple low-cost setups.

The Masterclass Series should support participants in producing clear, consistent, and usable images of their products, artworks, creative processes, and activities. The focus is on photography and basic image preparation.

## **2.1 General Objective**

To equip regional creative practitioners with foundational and practical photography skills that enable them to document, present, and communicate their creative work more professionally using accessible equipment and simple visual techniques.

## **2.2 Specific Objectives**

- build participants' understanding of basic photography principles and visual composition.
- develop practical skills for photographing crafts, artworks, products, people, creative processes, and small-scale activities;
- introduce accessible photography techniques using smartphones, entry-level cameras, and simple lighting or background setups;
- support participants in making basic image adjustments for practical use in portfolios, catalogues, presentations, websites, social media pages, or other communication channels;
- strengthen participants' confidence in independently producing usable visual material after the Masterclass.

## **2.3 Scope of Assignment**

The service provider will **design and deliver** the **Masterclass Series** in **three** CCG focus municipalities: **Akhaltikhe, Gori, and Kobuleti**.

The assignment will include **three iterations**, with one full iteration delivered in each target location. Each iteration will last **three full training days** and will target a group of **up to 20 participants**. The exact dates and sequencing of the three iterations will be proposed by the service provider and agreed with Goethe-Institut Georgien. The full assignment is expected to be implemented between **July and November 2026**.

Each iteration must combine theoretical input, demonstrations, guided practice, individual and group exercises, and feedback. At least **30% of each** iteration must be dedicated to practical assignments, including indoor exercises and, where relevant, outdoor assignments using natural light, real objects, creative workspaces, or local environments.

The Masterclass Series must be designed for beginners and must not assume access to professional photography equipment. The methodology should allow participants to practise using smartphones and/or basic cameras.

### **3. ROLES AND RESPONSIBILITIES**

#### **Service providers will be responsible for:**

- a. designing the full Masterclass Series curriculum, methodology, training structure, practical assignment approach, and learning materials, including presentations, handouts, checklists, assignment instructions, and reference materials;
- b. delivering all Masterclass sessions in Akhaltsikhe, Gori, and Kobuleti, ensuring that each iteration is adapted to beginner-level participants and to the practical needs of regional creative practitioners
- c. facilitating theoretical inputs, practical exercises, demonstrations, group assignments, individual feedback, and guided review of participants' outputs;
- d. providing or arranging any basic equipment needed for demonstrations, such as simple lighting, backgrounds, tripods, reflectors, or other relevant tools;
- e. organising all local logistics related to implementation, including booking training spaces, arranging catering for participants, and arranging and covering the service provider's own travel and accommodation costs
- f. managing the participant application and selection process based on criteria agreed with Goethe-Institut Georgien, as well as operational communication with selected participants regarding the schedule, venue, practical requirements, and participation conditions;
- g. following the communication, visibility, branding, and visual guidelines provided by Goethe-Institut Georgien, using the templates provided for all public-facing communication materials, and submitting the main outreach and communication materials for review before publication or dissemination
- h. ensuring compliance with applicable data protection requirements and instructions provided by Goethe-Institut Georgien, including consent procedures where participant data, photographs, or visual outputs are collected or documented;
- i. preparing short documentation after each iteration, including the final programme, participant list, materials used, short summary of implementation, and selected examples of outputs where appropriate and subject to participant consent.

#### **Goethe-Institut Georgien will be responsible for:**

- a. providing overall programme guidance;
- b. supporting outreach through CCG communication channels where relevant;
- c. providing communication, visibility, branding, and visual guidelines, including relevant templates for public-facing materials;
- d. providing data protection guidance and required templates where applicable;

- e. reviewing and approving the overall programme framework, implementation schedule, and main participant communication materials before the start of implementation.

**Each iteration must include the following elements:**

- a. Foundation Theory
  - basic photography principles: light, focus, exposure, framing, perspective, and composition;
  - understanding image quality and common mistakes in beginner photography;
  - photographing different types of creative work, including crafts, artworks, objects, people, activities, and creative processes;
  - introduction to basic commercial photography principles relevant for small-scale creative practitioners;
  - basics of file formats, image size, image selection, and simple editing.
- b. Practical sessions
  - creating simple documentation setups with limited resources;
  - photographing products, artworks, and creative processes using smartphones or basic cameras;
  - working with natural and artificial light;
  - using simple backgrounds, surfaces, angles, and framing;
  - basic editing and image adjustments using accessible software or mobile applications;
  - guided practical assignments followed by feedback and repetition.

**Coordination and Approval**

The service provider will coordinate with Goethe-Institut Georgien during the preparation and implementation of the assignment. Prior to the start of implementation, the service provider must submit the overall Masterclass Series programme, including the core curriculum, methodology, three-day structure, indicative schedule, practical assignment approach, and main communication materials for review and approval by Goethe-Institut Georgien.

Once approved, the agreed programme framework and communication approach should serve as the basis for all three iterations in Akhaltsikhe, Gori, and Kobuleti. The service provider may adapt minor operational details to the context of each location, including exact dates, venues, timing, examples, practical exercises, and participant information, provided that the overall learning objectives, structure, content blocks, practical focus, and approved communication/visibility approach remain consistent.

All public-facing materials must follow the communication, visibility, branding, and visual guidelines provided by Goethe-Institut Georgien. Any substantial changes to the agreed programme framework, implementation schedule, delivery format, target group, visual identity, communication approach, or logistical arrangements must be communicated to and agreed with Goethe-Institut Georgien in advance.

#### **4. SERVICE PROVIDER'S PROFILE:**

##### **Eligibility criteria**

The following eligibility criteria constitute minimum requirements. All eligibility criteria must be demonstrated through clear, objective, and verifiable documentation. Failure to meet any of these criteria may result in exclusion from further evaluation.

Eligible applicants must:

- be an individual entrepreneur or commercial legal entity legally entitled to provide the requested services;
- be officially registered and tax-compliant in accordance with legislation of Georgia;
- demonstrate proven professional experience of minimum three (3) years in photography, commercial photography, product photography and visual documentation;
- demonstrate experience in delivering training, workshops, mentoring, or other educational formats for non-professional or beginner audiences;
- demonstrate that the applicant and proposed expert (at least one) have experience in delivering training, workshops, mentoring, or comparable educational formats for regional audiences outside the capital;
- demonstrate the human and basic technical capacity required to deliver in-person practical training in three locations;
- Strong communication skills in Georgian.

#### **5. OFFER:**

Applicants are required to submit an offer consisting of the following components. All information must be clear, concise, and directly relevant to the scope of the assignment.

##### **5.1. Technical Offer (max. 5 pages):**

The Technical Offer should include:

- a brief overview of the applicant's relevant professional and training experience;
- a description of the applicant's and proposed expert(s)' experience working with regional audiences, including examples of relevant training, workshop, mentoring, or educational activities delivered outside the capital;
- a description of the proposed methodology and pedagogical approach for Masterclass Series;
- a draft programme structure for one three-day Masterclass iteration;
- an indicative calendar for implementing all three iterations in Akhaltsikhe, Gori, and Kobuleti between July and November 2026;

- a description of practical assignments, including how beginner-level participants with limited equipment will be supported;
- a preliminary description of logistical arrangements, including venue, catering, travel, and accommodation planning;
- team composition, roles, and responsibilities;

## 5.2 Financial Offer

The Financial Offer must be submitted in **Georgian Lari (GEL)** using the Financial Offer Form provided by Goethe-Institut Georgien and must include:

- a package price for designing the Masterclass Series, including curriculum development, preparation of materials, and adaptation of the programme for three locations;
- The price per iteration that must include all costs required for implementation in the respective location, including training delivery, facilitation of practical assignments, participant feedback, venue booking, catering for participants, expert travel and accommodation, training materials and related logistics.
- a package price for basic equipment and training materials required for demonstrations and practical work;

The Goethe-Institut Georgia is exempt from VAT. Submitted financial offers must be provided in NET.

## 5.3 Supporting Documents

- CVs of all proposed experts;
- proof of legal registration, such as a Business Registry extract, individual entrepreneur registration document, or equivalent official document;
- Relevant portfolio samples of photography or visual documentation work, preferably including product photography, craft documentation, artwork documentation, portraits, events, or creative process documentation.

## 6. APPLICATION PROCEDURE

1. Interested candidates are invited to submit an application consisted of:
  - a. Technical Offer;
  - b. Financial Offer, using the provided Financial Offer Form;
  - c. Supporting Documents listed under Section 5.3;
2. **Offers** should be submitted in English (preferably as one PDF file) to the email address: [creativecompass@goethe.de](mailto:creativecompass@goethe.de) by **08.07.2026, till 23:59 (GMT+4)**.
3. Please note that compressed/archived files and/or short links cannot be accepted.

4. **Questions** or requests for clarification to these terms can be sent to [creativecompass@goethe.de](mailto:creativecompass@goethe.de) before **03.07.2026 till 23:59 (GMT+4)**.
5. Applications submitted after the deadline will not be considered.
6. Only applicants that meet the eligibility criteria will proceed to technical and financial evaluation.
7. Applicants may be contacted for clarification during the evaluation process, provided that such clarification does not result in changes to the submitted offer. Proposals scoring below 60 points will not be considered eligible for award.
8. The contracting authority expects to complete the selection process by **22.07.2026**. The selected contractor will be bound to the submitted offer until **31.08.2026**.

### Evaluation Grid

Each application will be assessed by the evaluation committee based on the criteria below. % will be awarded according to the guiding questions under each criterion.

Criterion	Guiding questions	%
<b>1) Quality, clarity and practicality of the proposed approach and programme structure</b>	<ul style="list-style-type: none"> <li>- Does the proposed programme provide a clear, realistic, and beginner-friendly structure for a three-day Masterclass? <b>(10 %)</b></li> <li>- Does the methodology ensure an appropriate balance between theory, demonstrations, guided practice, feedback, and at least 30% hands-on practical assignments? <b>(10 %)</b></li> <li>- Does the proposal adequately support participants with limited or no prior photography experience, including those using smartphones or basic cameras? <b>(5 %)</b></li> <li>- Are the proposed practical assignments relevant to the needs of creative practitioners, such as photographing crafts, artworks, products, people, creative processes, or small-scale activities? <b>(5 %)</b></li> </ul>	<b>30</b>
<b>2) Relevant experience, qualifications, and understanding of regional creative contexts</b>	<ul style="list-style-type: none"> <li>- Do the proposed expert(s) demonstrate relevant professional experience in photography, commercial photography, product photography, visual documentation, or related fields? <b>(5 %)</b></li> <li>- Do the proposed expert(s) demonstrate experience in delivering trainings, workshops, mentoring, or other educational formats for beginner or non-professional audiences? <b>(5 %)</b></li> <li>- Do the proposed expert(s) demonstrate relevant and substantial experience working with regional creative practitioners or comparable regional audiences outside the capital? <b>(5 %)</b></li> <li>- Does the proposal demonstrate a strong understanding of the practical needs, working conditions, and limitations of regional creative practitioners, especially craftspeople, artists, micro-entrepreneurs, or comparable groups with limited equipment and beginner-level photography skills? <b>(10 %)</b></li> </ul>	<b>25</b>

<b>3) Quality and relevance of submitted portfolio samples / previous visual work</b>	<ul style="list-style-type: none"> <li>- Do the submitted photography samples demonstrate adequate technical quality, including lighting, composition, focus, framing, image clarity, and suitability for practical use? <b>(10 %)</b></li> <li>- Are the submitted samples relevant to this assignment, such as product photography, craft documentation, artwork documentation, portraits, events, or creative process documentation? <b>(5 %)</b></li> </ul>	<b>15</b>
<b>4) Financial Offer</b>	<ul style="list-style-type: none"> <li>- Is the relation between the proposed price and the expected deliverables adequate? <b>(10 %)</b></li> <li>- Are training delivery, practical work, feedback, logistics, venue, catering, travel, and accommodation appropriately reflected in the budget? <b>(10 %)</b></li> <li>- Is the Financial Offer internally consistent with the proposed methodology, team composition, and implementation calendar? <b>(10 %)</b></li> </ul>	<b>30</b>
<b>Total</b>		<b>100%</b>

## 7. CONFLICT OF INTEREST

Applicants are required to declare that, to their knowledge, no actual or potential conflict of interest exists in relation to this procurement procedure. The contracting authority may request submission of a completed self-declaration form prior to contracting.

## 8. CONFIDENTIALITY

Service providers must treat all information obtained during the fulfilment of the assignment as confidential in line with the provisions set in the expert contract.

## 9. INVOICING

Standard invoicing will follow delivery of contracted services. Details will be confirmed during contracting.

The payment structure will be agreed during contracting and will follow the agreed deliverables and implementation stages.

Payments are expected to be made in three instalments, subject to the final contract:

- **30%** of the total contract amount after signing the contract;
- **50%** after submission and approval of the final Masterclass Series programme and completion of the first iteration;
- **20%** after completion of all services and submission of the required documentation.

Documents submitted as part of the application will not be returned and may be retained by the contracting authority for procurement documentation purposes. Submission of portfolio samples does not transfer copyright or ownership of the submitted works to Goethe-Institut Georgien.

No costs will be reimbursed for participation in the procurement procedure or for preparation of application documents.

## **10. DATA PROTECTION**

The applicant agrees that the personal data is processed in compliance with GDPR REQUIREMENTS. Any submitted offer will be stored in accordance with [GDPR](#) requirements.