

Goethe-Institut Georgien

Terms of Reference (ToR)

Call for external service providers to deliver digital presence and digital transformation support services for cultural and creative organisations in Georgia

1. BACKGROUND

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 socioeconomic environment of the country.

2. OBJECTIVE AND SCOPE OF THE ASSIGNMENT

Creative Compass Georgia (CCG) is seeking external service providers 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 between **October 2026 to July 2027**.

2.2 Scope of Services

Selected service provider will be responsible for digital transformation services – including:

- digital needs assessment,
- online presence enhancement,
- web and social media platform improvements,
- audiovisual content enhancement,
- digital commercialisation tools,
- AI-enabled functions, and targeted mentoring.

Based on a thorough assessment, an adequate digital strategy is meant to be created and implemented together with the selected organisations.

2.3 Service Description

Creative Compass Georgia seeks an external service provider to deliver a comprehensive digital presence improvement program for 15 entities within the cultural and creative industries (CCIs)

across eight regional municipalities. The entities have been selected and are currently present digitally to different degrees. The goal is

- to enhance their overall online visibility,
- strengthen their digital capacity,
- support access to wider markets, and
- to potentially open new revenue streams for them.

This program is delivered through five (5) distinct work packages, each with defined deliverables.

2.3.1 Work Package 1: Digital Needs Assessment & Gap Analysis

Objective: Assess digital readiness and identify areas for improvement across all 15 entities
Systematically assess entities' digital priorities and interests.

Deliverables:

1 comprehensive digital needs assessment report covering all participating organisations separately

15 individual digital audits of existing online presence (websites, pages, profiles, etc.)

1 prioritized gap-analysis matrix (covering all 15 organisations)

15 tailored digital improvement roadmaps based on identified gaps and needs/interests.

2.3.2 Work Package 2: Website, Social Media, and Application Improvement

Objective: Upgrade and enhance digital presence of all organisations based on the previous assessment and joint strategy development.

Deliverables:

7 upgraded websites or applications

15 improved or newly created digital profiles

10 multimedia items added (photo/video)

5 core (based on the assessment¹) website sections updated or rebuilt

2.3.3 Work Package 3: Digital Commercialisation & Market Access

Objective: Enable organisations to access online sales channels and increase market visibility.

¹ comprehensive digital needs assessment report

Deliverables:

15 organisations onboarded to digital commercial platforms
35 products digitised (catalogues, photos, descriptions)
15 active seller profiles configured
1 visibility-ready content package

2.3.4 Work Package 4: Market Integration & Platform Interoperability

Objective: Facilitate technical integration with relevant tourism, cultural, or commercial platforms to maximize their visibility, searchability, and discoverability.

Deliverables:

1 visibility-ready content package
1 interoperability plan (connections with at least 3 platforms)
15 profiles integrated into partner platforms (Development and successful integration of profiles for all participating organizations within the identified platforms, optimized for search engine visibility and platform performance.
1 summary report on visibility improvements
2 AI-enabled features (Implementation of two AI-supported functionalities to enhance digital presence, search optimization, and user engagement.)

2.3.5 Work Package 5: Digital Mentoring, Coaching & Micro Training

Objective: Provide practical support and guidance to ensure long-term sustainability of improved digital presence.

Deliverables:

30 online mentoring sessions on digital presence and digital development (individual or small group)
1 practical digital guidance document individually
1 follow-up evaluation note

Time Frame:**Service Delivery period: between contract periods 10.2026 -07.2027**

- Assessment & Pre-Production Phase (October 2026)
- Platform Upgrades & Content Development (November 2026 – January 2027)
- Commercialisation & Market Activation (February – April 2027)
- Integration, Mentoring & Finalisation (May – July 2027)