

Terms of Reference

For the Development of NSDI Communication Strategy and Action Plan

1. Overview

The government of Georgia and the World Bank jointly developed a new investment project in Georgia's rural sector – Georgia Resilient Agriculture, Irrigation, and Land (GRAIL) Project. The total cost of the Project is 138,600 mil USD which is equally split between International Bank for Reconstruction and Development and the State budget of the Government of Georgia. The Project Development Objective (PDO) is to: (a) improve irrigation, and drainage services, and agricultural production in project areas, and (b) strengthen national irrigation and land management institutional capacity for climate resilient planning.

The primary beneficiaries of the Project comprise farmers and agricultural enterprises across the project-targeted regions. Overall, the rural population will benefit from enhanced services provided by land management, irrigation services, and agricultural support. In the public sector, the Project will support the institutional strengthening of the Ministry of Environmental Protection and Agriculture.

The Project will enhance land administration service delivery and support building digital infrastructure by enhancing the National Agency of Public Registry (NAPR)'s information technology systems, development of e-services, designed for accessibility and usability by diverse users, and considering potential digital divides and further support NAPR's effort in operationalizing the National Spatial Data Infrastructure (NSDI).

The Project strongly focuses on climate resilience and rural livelihoods through a holistic and integrated approach. It will include the following components:

Component 1: Resilient Irrigated Agriculture, divided into three sub-components: 1) Subcomponent 1.1: Irrigation & Drainage Infrastructure Rehabilitation and Modernization; 2) Subcomponent 1.2: Irrigated Agriculture and Value Chain Development; and 3) Subcomponent 1.3: Improved Performance of Irrigation Service Delivery.

Component 2: Improved Land Management Capacity, comprising of two sub-components: 1) Subcomponent 2.1: Strengthening of agricultural land management and monitoring; and 2) Subcomponent 2.2: Enhancement of the land administration service delivery and building digital governance infrastructure.

Component 3: Project Management, which will finance two Project Implementation Units that will be responsible for project management: One Project Implementing Unit (PIU) is established within MEPA, which manages Component 1 and Subcomponent 2.1. The second PIU is established within the NAPR, the Project Implementing Entity, and will be responsible for implementing Subcomponents 2.2 and 3.2.

Sub-component 2.2 – Enhancing land administration service delivery and building digital governance infrastructure by:

- (a) enhancing NAPR's information technology systems, particularly the Immoveable Property Registration System by focusing on upgrading the core cadaster and registration systems, developing of selected e-services through innovative technologies to improve NAPR customers' experience further; and
- (b) Designing, developing, and deploying the National Spatial Data Infrastructure by NAPR in collaboration with other institutional stakeholders including by focusing on capacity building, training, knowledge sharing, and incorporating best international practice.

2. Background

The National Spatial Data Infrastructure (NSDI) is a key instrument for implementing standards for the management and use of spatial data in the country.

This innovative system aims to ensure the accessibility of spatial digital data created by state institutions and to enhance interoperability of relevant geospatial information system and their efficiency.

The development of the NSDI promotes data standardization and integration, including collection and disaggregation of data by sex and other relevant social variables where appropriate. This enables coordinated and standardized approaches to improve access to spatial data produced by state institutions at all levels of governance — central government, local self-governments, and all administrative levels — through the use of modern technologies, including Geospatial Information Systems (GIS), and Information Technologies (IT).

The development of the NSDI is also important for the planning and implementation of large infrastructure projects. The use of various spatial data visualization methods improves environmental perception and plays a crucial role in making complex decisions aimed at the sustainable and safe development of society, risk reduction, and the advancement of various sectors.

Main Areas of the Project:

- **Formation of the NSDI Legislative and Policy Framework** – Adoption (issuance) of a strategy, sectoral concept, action plan, and other mandatory subordinate legal acts as defined by law, aimed at the creation, management, operation, and development of the National Spatial Data Infrastructure.
- **Digital Infrastructure Development** – Implementation of e-governance tools, creation of the National Geoportal, and development of a national metadata catalogue/editor.
- **Formation of a Spatial Data Exchange and Joint Use Model** – Establishment of a framework to regulate spatial data pricing, including the implementation of licensing models, restrictions, and other relevant provisions.
- **Strengthening Institutional Capacities** – Assessment of public institutions' readiness, promotion of continuous education, support for coordinated activities, and enhancement of data management practices.

Project Objective:

- To establish Georgia's National Spatial Data Infrastructure (NSDI) in alignment with the European Union's INSPIRE Directive.
- The project aims to form a standardized system — a unified geospatial data space of the country — for the production, sharing, use, and accessibility of spatial data, metadata, and related network services. This system will operate at the state, autonomous republic, and municipal levels, ensuring simple and seamless access to valid, harmonized, and up-to-date spatial data created by public institutions through a common access point: the National Geoportal.

NSDI Beneficiaries:

- Public Institutions – Benefit from readiness assessments and the enhancement of employee qualifications in geoinformation, information technologies, and other NSDI-related topics by incorporating international best practices.
- Decision-Makers – Gain the ability to make high-quality, informed decisions quickly, based on valid, harmonized, and up-to-date spatial data and evidence produced by public institutions.
- Society – Benefits through increased awareness of the importance and advantages of the NSDI, reflected in the active use of location-based services (e.g., crisis management measures, spatial object searches, geospatial analytics in various tasks, etc.).

Key Stakeholders Involved in the Process

The ministries of Georgia represented in the National Spatial Data Infrastructure (NSDI) Coordination Council, along with major producers and users of spatial data from their affiliated agencies, include:

- Ministry of Justice of Georgia
- Ministry of Economy and Sustainable Development of Georgia
- Ministry of Environmental Protection and Agriculture of Georgia
- Ministry of Defense of Georgia
- Ministry of Regional Development and Infrastructure of Georgia
- Ministry of Foreign Affairs of Georgia
- Ministry of Education, Science and Youth of Georgia
- Ministry of Internally Displaced Persons from the Occupied Territories, Labour, Health and Social Affairs of Georgia
- Ministry of Internal Affairs of Georgia
- Ministry of Culture and Sports of Georgia
- Ministry of Finance of Georgia
- Office of the State Minister of Georgia for Reconciliation and Civic Equality

- Other key stakeholders include:
- LEPL – National Agency of Public Registry
- LEPL – National Environment Agency
- LEPL – Spatial and Urban Development Agency
- LEPL – National Agency for Sustainable Land Management and Land Use Monitoring
- LEPL – National Statistics Office of Georgia
- LEPL – Municipal Development Fund of Georgia
- LEPL – National Agency for Cultural Heritage Protection of Georgia
- Emergency Situations Management Service (a state sub-agency under the Ministry of Internal Affairs)
- Georgian Roads Department (a state sub-agency under the Ministry of Regional Development and Infrastructure)
- Local Municipalities

Additional stakeholders include representatives from the academic and business sectors, regulatory commissions, major communication companies, organizations having experience with diverse groups (women, youth, ethnic minorities, disabled, etc.) to ensure their perspectives, needs, and contributions are actively included throughout the NSDI development and communication process, organizations involved in infrastructure project implementation, remote sensing, navigation, and other related fields, as well as donor organizations, the World Bank, and other local and international actors.

3. Purpose of Consulting Services/Assignment:

A consulting company (Consultant) shall be identified for the development of the National Spatial Data Infrastructure (NSDI) Communication Strategy and one-year Action Plan. The National Spatial Data Infrastructure Communication Strategy should cover stakeholders, their engagement strategy and tactics ensuring inclusive participation, awareness raising, continuous education, institutional strengthening, popularization of NSDI standards and policies, public relations, monitoring and feedback mechanisms, and long-term sustainability concept. Emphasis should also be placed on capacity building, continuous "coaching," knowledge sharing, and integration of international best practices.

The Consultant's scope of work should include identifying target audiences according to their interests and creating communication ideas/concepts. The consultant shall:

- Develop a detailed strategy and a 12-month action plan that includes: tasks, activities, performance indicators (including gender-sensitive indicators (e.g., number of men/women reached by campaigns, participating in trainings, etc.) and other important components, activity implementation schedule, and budget for activity implementation. While working on the strategy, consultant shall take into consideration existing Strategy for Creation, Management, Operation and Development of the NSDI in Georgia and the Relevant Action Plan (relevant document will be provided to the consultant by the NAPR);

The Communication Strategy and Action Plan represent a conceptual document of the NSDI project, which includes marketing and awareness-raising, informational and communication activities that should be implemented to popularize the National Spatial Data Infrastructure for various audiences and potential users.

The activities listed below should be implemented during the 4-month consulting services period.

4. Outputs

Executive Summary (within 14 calendar days from the date of contract signing)	Consultant shall prepare and submit to the NAPR an executive summary (document) of the strategy, in which the key elements are presented: the vision, mission, strategic goals and tasks;
Communication Strategy and Action Plan (within 45 calendar days, counting from the date of the Client's approval of the Executive Summary.)	<p>At the initial stage of the project, an integrated communication strategy and one-year action plan should be developed, based on the stakeholder feedback. Strategy will have clearly defined communication tasks and objectives, including:</p> <ul style="list-style-type: none">– Clear communication objectives;– Main communication idea/concept;– Key and support message boxes;– Message box, slogan;– Communication channels linked to the assignment objectives;– Communication matrix, which represents a comprehensive tool for managing the communication campaign for individual segments of the target audience;– Activity concepts for each communication channel and tactical plan;– Communication guiding principles for project stakeholders;– Target audience identification, detailed segmentation, as well as communication approach/method and engagement strategy tailored to each segment;– Target audience capacity building;

	<ul style="list-style-type: none"> – Primary and secondary communication channels and action plan – activities for each source and their implementation methods. <p>Within the framework of the strategy, a detailed 12-month action plan should be developed, which will include NSDI activities targeted at the target audience with corresponding budget, based on the communication strategy and the budget determined by the NAPR. The document should define activity types for each source by calendar month. The strategy and action plan should include key performance indicators (KPIs), assessment methodology, and result verification tools, which will help the NAPR to evaluate the action plan implementation.</p> <p>This Communication Strategy and Action Plan must explicitly detail the diversity and inclusivity approach, including targeted strategies for addressing disparities in access to and use of spatial data.</p>
--	---

5. Payment Terms

- 100% of the total contract amount will be payable against submission, inspection and approval by the NAPR of the Communication Strategy and Action Plan;

6. Deliverables

1. Executive Summary - to be submitted within 14 calendar days from the contract signing date;
2. Communication Strategy and Action Plan – to be submitted within 45 calendar days, counting from the date of the Client’s approval of the Executive Summary.);

7. Qualification Requirements

The Consultant shall have

- Minimum 4 years of experience in relevant consulting activities: communication, public relations, marketing, and others;
- Minimum 6 (six) successfully completed similar contracts in communication strategy development over the last 4 years with a total value of not less than 180,000.00 GEL. Respective delivery acceptance acts confirming successful completion of the contracts are mandatory.

Staff Qualifications:

The consultant will be expected to have sound experience in developing communication strategies and related action plans.

The minimum composition of the team working on the communication strategy and action plan as well as the minimum requirements for the specialists, are provided below:

Team Leader/ PR and Marketing Specialist:

- Higher education in Marketing, Business Administration, Communications, or a related field;
- Minimum five years of professional experience in marketing, branding, and strategic communications;
- Experience in developing brand strategy and managing its implementation process;
- Experience in planning and implementing marketing campaigns/projects for governmental, private, and international organizations;
- Proven experience in implementing at least two projects of a similar character over the last 4 years (in the form of a presentation, report, or client recommendation).

Digital Communication & Social Media Specialist

Role: Designs and manages social media campaigns, digital communications, and visual storytelling for NSDI.

- Degree in Communications, Marketing, Journalism, Public relations, Digital media, or a related fields.
- Minimum five years of professional experience in digital communication, content creation, or social media management.
- Proven experience in managing institutional social media accounts.
- Experience in producing engaging multimedia content (text, graphics, video) tailored for digital platforms.
- Skills in content creation, analytics, and SEO.

Stakeholder Engagement & Outreach Specialist

Role: Designs stakeholder engagement plan, organizes consultations/workshops, ensures academic, private sector, civil society participation.

- Degree in Public Administration, Social Sciences, Communications, Public Relations or related fields.
- Minimum three years of professional experience in stakeholder engagement and consultations, partnership management, outreach, or related fields.
- Familiarity with communication and outreach tools, including digital platforms and event management systems.
- Strong facilitation and negotiation skills.