

TERMS OF REFERENCE



POSITION TITLE: A SERVICE CONTRACTOR UNDER OUTCOME 3

PRIMARY LOCATION: GEORGIA

PROPOSED DATES: FEBRUARY 2026 TO JUNE 2026

The Mercy Corps Georgia implemented Alliances Caucasus Programme2 (www.alcp.ge) funded by a consortium of donors; the Swiss Development Cooperation (SDC) project in cooperation with the Austrian Development Cooperation (ADC) and Sweden, launched in May 2022 for four years. The ALCP 2 aims to further build on regional market alliances in the South Caucasus to benefit rural producers and inhabitants of rural Georgia. It continues to promote regional cross border trade and initiatives in information and equitable access to decision making between Georgia, Armenia and Azerbaijan. It is implemented through the lens of environmental sustainability and taps into and further build a sustainable platform for rural producers to participate in added value, export and tourism markets. Its purpose is to raise incomes and increase inclusion and the quality of the living environment in rural areas of Georgia, Armenia and Azerbaijan thanks to higher incomes, employment opportunities and more equitable sustainable local development. The programme is implemented with strict adherence to the 'Market Systems Development' (MSD) approach. It has a light-touch facilitation approach to intervention design and implementation and makes strategic investments with key market players in the private and public sector to address systemic causes of market ineffectiveness and exclusion of small-scale livestock producers. The programme monitoring and evaluation is run according to the Donor Committee for Enterprise Development standard, the programme being one of the few PSD programmes globally to have proceeded to full audit. It is deeply committed to ensuring Women's Economic Empowerment in all aspects of programme implementation.

BACKGROUND

Local natural resources are central to human wellbeing, especially for rural inhabitants whose income is highly dependent on use of local natural resources. However, though research the programme identified that rural inhabitants lack awareness in local natural resource use and management and it hampers the sustainable use of natural resources and results in chaotic development spoiling the precious biodiversity, landscape, traditions and culture of unique mountain regions in Georgia. Accountability and transparency in local natural resource use, access to opportunities through rural hubs and developing a united vision for rural development amongst conservation stakeholders is the focus of the ALCP2 interventions under Outcome 3. In July 2025, in response to an altered operating environment, the ALCP2 updated Outcome 3 strategy to focus on rural tourism entrepreneurship through the Women's Rooms Union's Network as this ties directly into the programmed work with the private sector and current support through the municipal Women's Rooms of facilitating access to grants for micro businesses for rural entrepreneurs, many of which were based on the rural tourism market.

The programme is therefore focusing on local resource and environment based private enterprises centered on rural entrepreneurship in the rural tourism sector i.e. guest houses, tours, crafts, food and drink manufacture which rely on the environment, natural resources and sustainable local development. The programme has produced *a Farmers' Handbook for Rural Tourism Ventures* linking it directly to the concerns and needs of small-scale business owners serving the rural tourism market, such as preserving natural beauty and upkeep of local amenities and infrastructure i.e. signposts. The programme intends to promote the manual in three municipalities where the ALCP2 is working on NR based value chains - Silk in Akhmeta, Kakheti, Lori in Oni, Racha and honey in Keda, Ajara.

AIMS & ACTIVITIES

The ALCP2 is seeking a service contractor organization to help the programme to reach its objective to promote the Rural Tourism manual in three municipalities of three regions – Akhmeta, Oni and Keda by conducting trainings and information campaigns for rural entrepreneurs using the ALCP *a Farmers' Handbook of Rural Tourism Ventures*, a rural tourism manual, aiming to improve their knowledge and motivation to start/expand or link their small scale rural businesses to tourism sector and increase their incomes.

The ALCP2 publication a Farmers' Handbook of Rural Tourism Ventures is designed for people who live and work in rural Georgia and are starting or considering rural tourism as part of their agricultural activity. It offers practical insights and essential steps to help develop successful tourism ventures that celebrate the unique features of their local area and preserve them for future generations.

The programme is looking for the service contractor to undertake the following activities (in close coordination with the programme) effectively and in timely manner:

Note: all activities and interim deliverables will be discussed and shared with the ALCP2 programme staff working on Outcome 3 in an ongoing process throughout the facilitation. The service contractor will work together with and be supported by the programme within the framework of activities being conducted under Outcome 3.

- Hire a trainer who will provide training to local businesses based on natural resources or people interested in starting a rural tourism business in Akhmeta, Oni and Keda municipalities. The programme will provide the manual and will train the trainer who will prepare a training module and pre-and-post questionnaires, based on the manual.
- Printing the manuals and the training materials (150 copies, A4 format, coloured, paper type: Slick)
- Organize and conduct six two-day training sessions two in each of the three municipalities with a total of up to 150 participants. Each training session will be two-days long for up to twenty-five participants: the first day – training session and the second day – experience sharing site visits.
- Identify successful local rural entrepreneurs in Agro-tourism & eco-tourism and organize site visits.
- Make a short film (max. 5-10 min) and conduct an online informational campaign in cooperation with the JRC and other media outlets to widen the spread of the information and scale-up.
- Provide the full list of training participants and filled pre-and-post training questionnaires.
- Provide continuous support to the training participants or any interested rural entrepreneurs, e.g., consultancy in accessing the funds for diversification and tourism attractions creation.

Note: The programme wishes to commence these activities throughout the spring 2026 with a completion goal of June 2026.

KNOWLEDGE AND EXPERIENCE

An implementing entity will be required to work in close tandem with the ALCP2 as programme implementer. The service contractor organization must have experience of working with rural population and in provision of capacity building activities, organising training and information campaigns, and linkages with the municipal Women's Rooms.

FINAL RESULTS/DELIVERABLES:

- Up to 150 rural small-scale entrepreneurs are trained by using the ALCP2 Rural Tourism manual in Akhmeta, Keda and Oni municipalities
- Up to 3000 rural inhabitants have access to the manual and have information how to start rural tourism ventures.

Note: The programme anticipates the listed deliverables being completed within the next five months.

RESOURCES:

Reports directly to: ALCP2 Western Georgia Coordinator and ALCP2 Transversal Themes Coordinator

Works directly with: ALCP2 Western Georgia Coordinator and ALCP2 Transversal Themes Coordinator

SELECTION CRITERIA

- Qualifications
- Interpretation of the brief
- Links to relevant market players
- Experience
- Timeframe
- Enthusiasm/drive