

Third Regional Development Project

TERMS OF REFERENCE

Individual Advisory Service of an International Expert in Museology

Introduction and Background

The Municipal Development Fund of Georgia (MDF) is a Legal Entity under Public Law (LEPL) with the objective of assisting to enhancement of institutional and financial capacities of local self-governmental bodies, making investments in local infrastructure and services, and improvement of main economic and social conditions for the local population. MDF implements infrastructural projects such as: urban renovation of the cities, arrangement of infrastructure at tourist and cultural heritage monuments, construction and rehabilitation of schools and kindergartens, improvement of infrastructure aimed at preventing the natural disasters, creation of sustainable economic base for IDPs, rehabilitation of water supply and wastewater management systems, etc., Towards implementation of these investments, MDF engages with other public agencies and the private sector under Public-Private Investment (PPI) arrangements.

The Third Regional Development Project (RDP3) is one of the active investment operations of MDF co-financed by the World Bank Group and the Government of Georgia (GoG). The aim of RDP 3 is to promote tourism development in Mtskheta-Mtianeti and Samtskhe-Javakheti Regions¹. In recent years, the social and economic role of museums has undergone significant changes worldwide. The link between the museums and the creative economy at local levels has grown exponentially and the opening of large contemporary institutions has contributed to regional regeneration in many countries. In this context, museums play a leading role in bolstering the creative economy and attracting tourists and revenues. Museums are also increasingly present in the social sphere, acting as platforms for debate and discussion, tackling complex societal issues and encouraging public participation. This implies the development of education and research departments and additional resources for the preparation of temporary exhibits and participative forums. To attract the wider audiences to the museums, and respond to the contemporary challenges, they have to absolutely change the philosophy of storytelling concept, to step outside of traditional presentation methodologies in exhibiting design and using the eco-friendly technologies. Since regaining of independence, Georgia went through the years of severe economic hardship. That was a period of stagnation at the museums. Today, within the regional development program, Georgia is undergoing step-by-step process of the museum renovation at the selected locations to increase the importance of the role of these institutions within the social sphere. Due to the lack of experience and knowledge in the field, in particular, in the contemporary trends, approaches and standards, the issue is complicated to fulfill by the national intellectual resources. Therefore, it is very important to invite

¹ See <http://documents.worldbank.org/curated/en/571991468000614527/Georgia-Third-Regional-Development-Project> for details

an international expert/s for supporting and encouraging the relevant national institutions to turn the existing museums as economic drivers to generate cultural tourism and employment in the regions by attracting a more numerous and diverse public.

Objective of the Assignment

MDF (the Employer) seeks consulting services of an individual Museology Expert (the Consultant) with international experience who will offer expertise, provide guidance and advice, and capacity building (trainings and knowledge exchange) opportunities for the Museums staff and the representatives of National Agency for Cultural Heritage Preservation (NACHP) and MDF resulting in the quality enhancement for the museum-related investments under RDP 3. The main function of the Consultant will be to provide quality assurance services for the deliverables, prepared under the ongoing contracts for the Exposition Concept, Museum Interior Design and Museum Management Plans for the selected museums specified in Annex 1.

Scope of Service

With the aim to undertake museum rehabilitation/renovation investments according to the international advanced approaches and technics, a Museology Expert is expected to assist NACHP's relevant department staff with the review and approval of the museum-related documentation (reports, plans, strategies, concepts etc.). The Consultant shall ensure that all delivered reports meet good practices and respond to the modern needs. The Museology Expert shall work under the direct supervision of and report to the MDF Program Manager of the World Bank, while the beneficiary of the services offered by the Consultant shall be NACHP.

To achieve the set objectives, the Consultant shall perform the following duties:

- Study the technical documentation related to the museum-related consultancies, specified in Annex 2, and suggest improvements as deemed necessary to ensure high quality deliverables;
- Provide support to the NACHP staff with the review of the submitted deliverables under the listed contracts to ensure their adequacy with the terms of reference and relevance to good practices. Provide comments and questions for clarification, as relevant, to ensure that the reports can lead to the creation of modern museums with all applicable qualifications;
- Through NACHP work closely with the consulting firms to ensure most up-to-date and feasible concepts are developed and detailed in the reports for their future implementation;
- Provide support to NACHP resulting in high quality supervision of the museum-related consultancy contracts listed in Annex 2;
- Provide additional support to NACHP during the Management Plan implementation phase to secure the satisfactory results as described in the plans.
- Conduct need assessment of NACHP museum staff and undertake capacity building activities (Training and knowledge exchange, on the job training, etc) for the Museums staff and representatives from the MDF and NACHP. The training plans and programs shall be agreed with the Client before implementation.

Reporting Format and Payment Schedule

The Consultant shall submit the following reports:

1. Following the review of the deliverables listed under Annex 2, the Consultant shall submit a report for each deliverable, specifying, among others, the findings of the review, adherence to the ToRs, what are the identified gaps and how can they be filled, what are other best practices that can be incorporated into the report for effective implementation of the activities specified in the deliverables. The report should not be more than 5-7 pages long.
2. Following each visit in the country, the Consultant shall submit a report, highlighting the scope of the visit, key findings, and recommendations for improvements and offer best practices to further enhance the final product(s). The report should not be more than 10 pages long.
3. Following the needs assessment, the Consultant shall submit a report detailing the results and what capacity building activities can best fill these needs. The report shall provide a detailed list of the proposed activities with the specifications of each activity/program, tentative durations, logistical considerations for organization, etc. Activities proposed in the report shall be re-confirmed with the Client and the Beneficiary before they are implemented.

The Consultant shall submit to the reports written in English and Georgian, which must include the list of services carried out during the reporting period. Reports will be provided in two hard-copies and a soft copy.

Work Schedule

The Contract to be entered into between the Client and the Consultant for this consultancy shall be “Time Based”. Payments under the time based consultancy services contract shall be made based on the submitted report on services provided, acceptable for the Client and the confirmation of actual time spent to fulfil assignments, described in these Terms of References and shall cover fees (remunerations) and reimbursable expenses based on the relevant documents submitted after each visit of the country, and including accomplished desk review works.

The total period of services of the Consultant will not exceed 116 calendar days. These will be distributed over the period of approximately 12 months from March 2021 to March 2022. In addition, to fulfill the scope of works, a minimum of 4 trips for the duration of the contract which will not exceed 10-14 days each in Georgia, while desk review work may be undertaken not more than 3 days in preparation for or after each visit of the country. All travel arrangements and plans shall be reconfirmed and approved by the Client as the pandemic situation in Georgia and globally requires.

<i>Position</i>	<i>Time spent (number of working days)</i>		
	<i>Home</i>	<i>Field</i>	<i>Total</i>
<i>Museology Expert</i>	60	56	116

The Consultant shall submit the relevant reports within 10 working days (upon receipt of documentation and / or completion of the visit) and send it to the Client.

Qualification Requirements for Consultant:

- PHD in the cultural studies (cultural heritage, museum study, art history/critic or equivalent);
- Proficiency in English language;
- Experience in museum practice and contemporary museology;
- Minimum 3 years of experience in managing position in a big museum
- Provide at least 2 recommendation letters from the previous collaborators.

Will be considered an advantage:

- Work experience in projects funded by international funds (such as the European Union, Council of Europe, World Bank, UNESCO, etc.);
- At least 1 collaborative museum projects with Georgian institutions;

Annex 1

The list of Museums Implemented (ing) Under RDP III Project

1. Mtskheta Archeological Museum



The Mtskheta Archeological Museum was housed in a dedicated building, which was established in 1955 and since then the artifacts have been stored in a storage room. In 2015, the management of the abandoned building of Cinema “Karibche” was entrusted by National Agency for Cultural Heritage Preservation of Georgia (NACHP), to be readapted and become the seat of the new archeological museum. The Mission of the Mtskheta Archeological Museum is to study and preserve the testimonies of the past, to interpret the history and culture of ancient large Mtskheta indigenous population and pass this knowledge to the future generations, to protect study and popularize Mtskheta cultural heritage monuments and objects. It is notable that Mtskheta, known as the second Jerusalem, is one of the ancient centers of Christianity and is represented by multiple monuments of national and world cultural heritage categories. Mtskheta Museum should become one of the most important scientific and educational centers, which will exhibit and make accessible collections stored at the museum (research, restoration-conservation, exhibiting, interpretation, promotion) as well as the architectural and archeological heritage of national and world importance of Mtskheta. More than 23 000 artifacts are stored at the Museum, including 22,187 items in Archeology collection; 398 in Ethnography collection, 78 items in applied arts, and other photo and archive Materials. The chronological framework of the museum collections spans from the 4th millennium B.C until the 20th century A.D.

2. Stepantsminda Historical Museum Complex



The Stepantsminda Historical Museum complex is located in Kazbegi Municipality, borough Stepantsminda. This museum will represent the best way to popularize the history and culture of this region. It should enhance the collections stored in the museum, as well as the cultural heritage of the entire area. The existing buildings date back to the 19th century and hold the status of cultural heritage monument of the national category (excluding the visitors' center, built later in the 1980s). Stepantsminda museum complex and historical monuments area is 5,167 sq.m.

The museum complex is part of a larger memorial complex which, in addition to the three museum buildings, includes a gateway bell tower, church, family graveyard, graveyard monuments for Al. Kazbegi's parents and grandparents and other minor constructions. The complex is owned and managed by NACHEP.

There are three museum buildings in the complex:

- Al. Khazbegi memorial house – Exhibition Halls (located in the birth house of Al. Kazbegi),
- The Visitor center and temporary exhibition space (located in between the houses of Al. Kazbegi and N. Kazbegi)
- Museum storage and educational spaces (located in N. Kazbegi's house).

3. Borjomi “New Cavalry House” as the Museum of Decorative-Applied Arts



The “New Cavalry House”, located on Merab Kostava Street in Borjomi, is a stone building with a pseudo-gothic style, and is characterized by elements of the Russian architecture – mezzanine, towers, and high frontons. The German-Georgian architect Albert Zaltmann probably between 1875 and 1883 designed the building. Since then, the building has served as a summer residence for Grand Duke Nicholas Romanov, before the construction of his Likani residence. Later it served as a residence for royal family members, close nobility and military aristocracy. Since 2006, the building has been listed as a National Heritage Monument of Georgia. The rehabilitation of the “New Cavalry House” and its adaptation for the Decorative-Applied Arts Museum, as well as the definition of its interior design shall consider the specificity of its construction period (XIX-XX centuries.) and the characteristics of the collections. It is strongly recommended that all the modern museum standards related to the preservation, exhibition, interpretation and visualization of the artefacts will be followed and the most recent technologies designed for museums will be adopted. The museum will serve as a modern multifunctional cultural hub, and an interactive educational center, at the service of the community and of national and international visitors. After its rehabilitation, this building will become a highlight of the town, thanks to its historical, architectural and artistic values.

Annex 2

The list of Ongoing Consultancies and Tentative Timeline of Deliverables

The List of Ongoing Consultancies

N	Museum	Building Status	Consultancy (Title)	Consultant (Contractor)	Consultancy Status
1	Mtskheta Archeological Museum	Rehabilitated	Preparation of Mtskheta Archeological Museum Exposition Concept, Interior Design and Management Plan	JV of Nonprofit Legal Entity “Georgian Heritage” and “KOKO Architectid OU”	Ongoing
2	Stepantsminda Historical Museum Complex	Ongoing Rehabilitation	Preparation of Stepantsminda Museum Exposition Concept, Interior Design and Management Plan	Georgian National Museum	Ongoing
3	Borjomi “New Cavalry House” as the Museum of Decorative-Applied Arts	Ongoing Rehabilitation	MDF Procurement stage (Evaluation)	To be selected	Planned

Tentative Timeline of Deliverables (Consultancies)

1. Mtskheta Archeological Museum:

N	Stage	Estimated Delivery period
1	Deliverable under Task 1: Museum Complex Exposition Concept and Exposition Plan	January 2021
2	Deliverable under Task 2: Part A - the interior design for the selected spaces: office spaces, conference hall, storage spaces, and laboratory.	September 2020
	Part B – the interior design for the remaining spaces.	March 2021
3	Deliverable under Task 3: Mtskheta Archeological Museum Management Plan (Draft Report)	December 2020
	Mtskheta Archeological Museum Management Plan (Final Report)	March 2021

2. Stepantsminda Historical Museum Complex

N	Stage	Estimated Delivery period
1	Deliverable under Task 1: Museum Complex Exposition Concept and Exposition Plan	January 2021
2	Task 2: Development of the Interior design	March 2021
3	Task 3: Development of the Museum Management Plan	December 2021

3. “New Cavalry House” as the Museum of Decorative-Applied Arts

N	Stage	Estimated Delivery period
1	Deliverable under Task 1: Part A: Museum Exposition Concept	2021
	Part B: Design of the exhibition concept	2021
2	Deliverable under Task 2: Interior Design Report	2021
3	Deliverable under Task 3: Museum Management Plan	2021