

**REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES – SELECTION OF INDIVIDUAL CONSULTANTS)  
GEORGIA  
Third Regional Development Project (RDPIII) – P150696  
Loan No: 8494-GE**

**Individual Advisory Service for Promotion of Selected Cultural Heritage Sites in  
Samtskhe-Javakheti Region**

**Reference No: IBRD/RDPIII/CS/IC/17-2021**

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 Regions.

The objective of this assignment is to promote selected cultural heritage sites, supported under RDP3, in the Samtskhe-Javakheti region, as touristic destinations and improve their management and commercial appeal. MDF (the Employer) is seeking consulting services of an individual Expert (the Consultant) preferably with international experience, who will offer expertise, provide guidance and advice, help prepare management plans, offer ideas and strategies for product development and provide capacity building (trainings and knowledge exchange) opportunities for the staff of the selected cultural heritage sites, local Destination Management Organization (DMO) located in Akhaltsikhe, and for the representatives of National Agency for Cultural Heritage Preservation (NACHP) and MDF.

The Consultant is expected to offer expertise, provide guidance and advice, and capacity building (trainings and knowledge exchange) opportunities for the staff of the selected cultural heritage sites and NACHP, as well as the local DMO, resulting in improved site management plans and skills, and increased income generation through the development and offering of various products at these sites. The representatives of the local DMO shall be closely involved in the process to enhance their skills in the preparation of commercialization and other plans and products development for sustainability purposes.

**The Terms of Reference of the assignment is available on the following link:**

<https://drive.google.com/file/d/1hdCQ99o3dsO6Fo5ost8vzk-5FZ7oY20e/view?usp=sharing>

Tentative duration of the assignment is 10 months.

The Municipal Development Fund of Georgia (MDF) now invites eligible individual consultants ("Consultants") to express their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The shortlisting criteria are:

**Qualification Requirements for Consultant:**

- Higher Education: Master's degree or PHD in tourism, , Economics for cultural heritage, Heritage Management or other related fields;
- Proficiency in English language;
- Experience in the preparation of management plans (at least 3). Having international experience for the similar task will be an advantage;
- Experience in development of marketing and promotion strategies (at least 3). Having international experience for the similar task will be an advantage;
- At least 3 years' experience in cultural heritage site management and/or economic development of museums or heritage sites (possibly including also historic urban centers); proven experience in preparing management and commercialization plans (at least 5).
- Provide at least 2 recommendation letters from the previous collaborators.

**Will be considered an advantage:**

- Proven experience in projects funded by international financiers (such as the European Union, Council of Europe, World Bank, UNESCO, etc.);
- At least 1 collaborative cultural heritage-related projects with Georgian institutions;
- At least 1 collaborative cultural heritage-related project with the international team and outside of Georgia.

Note: the MDF reserves it's right to verify submitted references and use obtained information for evaluation purposes.

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's [\*Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers - January 2011, revised July, 2014 \("Consultant Guidelines"\)\*](#), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultant (IC) method set out in Section V of the *Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers, January 2011, revised July 2014*.

Further information can be obtained by e-mail [procurement@mdf.org.ge](mailto:procurement@mdf.org.ge) to Mrs. Eka Ezugbaia, World Bank Procurement Consultant.

**Expressions of Interest with CV must be submitted electronically to the e-mail address below no later than June 21, 2021, 18:00 hours:**

**Municipal Development Fund of Georgia**  
**Attn: Mr. George Shengelia, Executive Director of MDF**  
**E-mail: [procurement@mdf.org.ge](mailto:procurement@mdf.org.ge)**