**Programme:** Private Sector Development and TVET in South Caucasus (PSD TVET SC)

**PN:** 16.2179.6-002.00

**Activity**: SEO Research and Content Creation for the E-Commerce Website for Armenian Wines in EU

**Period:** January - March 2021

1. **Brief information about the programme**

The Private Sector Development and Technical Vocational Education and Training programme developed jointly with the public partners and private sector in the South Caucasus Countries, aims at promoting the private sector development with high attention to employment impacts and close integration of vocational education and training.

Due to the small domestic markets with limited purchasing power, the South Caucasus Countries have focused so far on expanding foreign trade to promote economic development.The export-dedicated strategy achieved only limited success in improving the employment situation and living conditions. Employment growth in sectors that afford the greatest potential for *pro-poor growth* and employment promotion in comparable economies and, also in South Caucasus, such as tourism and agricultural, cannot be sustained, because businesses lack well-trained skilled labour.

The core challenge consists thus in the difficult framework conditions for sustainable economic development in the sectors relevant for employment. The capacities available are not yet enough to generate the envisaged employment and growth momentum.

Therefore, the programme **module objective** is: The conditions for sustainable economic development have improved in selected sectors relevant for employment.

The programme adopts the integrated approach of German development cooperation in employment promotion. It addresses both the supply and demand side of the labour market to lay a better foundation for employment.

The programme operates in three intervention fields:

**Intervention** **field 1** aims to strengthen capacities for improving competitiveness in the sectors relevant for employment.

In **intervention field 2**, it supports the cooperation of the private and public actors to improve the labour-market relevance of selected training courses.

**Intervention field 3** seeks to strengthen the regional and international exchange of experience in sustainable private sector development and dual-oriented vocational training.

The programme is scheduled for a term of 6 years (from April 2017 to April 2023).

1. **Context and current situation in the field of assignment**

Over the past 7 years, the wine industry in Armenia has seen impressive growth. Since 2007 large investments have been made in the winemaking sector, especially for purchasing progressive technologies and modernisation of production processes.

However, the sector is still negatively impacted by a number of challenges starting from inconsistent grape quality to visibility and promotion of Armenian wines locally and internationally.

On the other hand, the Corona Pandemic has aggravated the situation with creating additional issues such as:

* almost no demand for wine tourism products (abrupt decline in wine sales in the domestic and international markets;
* interrupted supply chains;
* unstable financial situation of especially small winemakers due to lack of income;

Thus, a series of support measures should be taken in order to support wine industry in Armenia to tackle the above-mentioned challenges, especially in terms of recognition and selling of Armenian wines outside of its borders.

As part of the activities of visibility and promotion of Armenian wines in the European market, GIZ in cooperation with Vine and Wine Foundaiton of Armenia has initiated a project comprised of 3 components:

* an online e-commerce platform for direct sales of Armenian wines in Europe
* a single warehouse where all the wines presented in the platform will be stored
* a service centre for providing information and guidance on Armenian wines, how to get them, at what prices etc.

Therefore, the online platform will come to address a number of issues for Armenian wine producing companies:

* The platform will give an excellent opportunity for those wine companies having no representation in Europe to sell their wines to the market.  Because of small volumes of production, it is often difficult Armenian companies to find partners willing to import their wines into the given market.
* Encourage tourists visiting Armenian and trying Armenian wines to buy them in their home countries in Europe through the platform. This will indeed enhance visibility of Wines of Armenia brand outside of Armenia’s borders.

It should be noted that the wines selected for the platform will be quality - checked and assessed based on certain criteria by VWFA.

1. **Conditions of the assignment**

**3.1. Objective and tasks**

The Contracted Company will be responsible for development of the SEO-optimised content in English for the first component of the project – online platform for direct sales.

The objective of the assignment is to conduct SEO research and create SEO-optimised content including the selected keywords, so as the website ranks high on Google and other search engines.

**3.2. Tasks and deliverables**

**The final product should be SEO-optimised and targeted content in English for the website which will then be translated to other target languages.**

The target audience is Europe, mostly Germany, France, Russia, Belgium.

GIZ and VWFA will provide the sitemap as well as the materials for creating the final content, such as information about winemaking in Armenia, brands, wines, wine varieties, etc. The task of the company is to create accurate, unique, effectively crafted content with the right tone of voice and saturation of keywords.

Please note that in most of the cases there will be no need for creating pieces of content from scratch but to renew, refine and polish the already existing pieces and adjusting to the overall requirements of the website.

*See the sitemap and the scope of content in section 3.6. of this ToR.*

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| **Tasks** | **Deliverables** | **Expert Days** | **Timeline** |
| 1.   Kick-off meeting-discussion with GIZ and VWFA, identification and approval of the work-flow, main approaches, tools and assignment of tasks | Approved approaches and work-flow based on discussion and GIZ comments, as recorded in meeting minutes  | ***1*** | **January 2021** |
| 2. SEO research- SEO research for finding the optimal keywords for content creation  | SEO research completed,Main results and keywords identified and provided to GIZ in a PDF file  |  7 | **January 2021** |
| 3. On-site SEO of the website pages |  | 13 | **January 2021** |
| 3. Development of the first draft of the content including the identified keywords and based on the materials provided by GIZ and VWFA (details for volume – see 3.6) | The first submitted to GIZ and VWFA for approval |  15 | February 2021 |
| **4. Finalisation of the content based on GIZ and VWFA comments** | Final content submitted  | **5** | **Early March 2021** |
| **5. Final report**  | **Final report drafted and submitted to GIZ**  |  **2** | **Early March 2021** |
| **Total expert days** |  **43** |

**3.3. Coordination and communication**

* The hired company shall report to PSD TVET Programme Team Leader Armenia and closely cooperate with PR and develoPPP Projects Coordinator.
* All the tasks will also be coordinated with and approved by Vine and Wine Foundation of Armenia.
* The hired company shall comply with GIZ regulations for procurement and/or service provision.
* All reports should be provided to GIZ in English via email and/or in an external hardware, if required;

**3.4. Submission Requirements**

The hired company should meet the following requirements:

* Over 5 years of experience in the relevant field;
* Proven expertise in SEO research and management
* Extensive experience in content creation in English for the private sector and international organisation
* Work experience with international organisations and private companies is an asset
* Fluency in English and Armenian;
* Excellent communication and interpersonal skills
* Flexibility and ability to meet tight deadlines

The company should submit the following documentation in the technical offer:

* Portfolio and CVs of key experts for the assignment (Project Manager, SEO Specialist, Content Writer), brief portfolio (s) of the company or companies (in case you apply as part of a consortium)
* Samples of proven experience in SEO and content creation
* Brief summary/ concept of the approaches, tools and timeline for the project
* At least 2 recommendations from international and/or organisations
* Other documents that might be relevant to the assignment

**3.5. Other provisions**

* Please note that the selection of all the subcontractors if any should be agreed with GIZ.
* All the materials provided by GIZ and partners must be treated as confidential and not otherwise disclosed to third parties.
* All the personal data (names, surnames, contact details, emails, phone numbers etc.) processed before, during and after the assignment and related to it should be treated as confidential, transferred to GIZ and by no means disclosed to other parties.

**3.6. Sitemap – see attached**

***Content for the following sections***

**About Armenian wines**

(up to 800 words)

Armenian winemaking regions

(up to 2000 words)

Armenian grape varieties

(up to 2000 words)

**Brands**

(short info for up to 20 brands – up to 200 words each)

Wines (overall up to 100 descriptions of wines – materials to be provided)

Reds

Whites

Rose

Sparkling

**Terms and Conditions**

(up to 1500 words)

**Privacy and Cookies**

(up to 1000 words)