**Programme:** Private Sector Development South Caucasus (PSD SC): EU-Co-financing  
“Support to SME Development in Armenia” (SMEDA)

**PN:** 13.2144.7.010.00

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**Activity**: Promoting film “Made in Armenia”

**Period: October 2018 to November 2nd 2018**

**1. Brief Introduction**

The private sector in Armenia faces several challenges such as the lack of cohesion and coordination of different small and medium-sized enterprises (SME) support programmes, inefficient steering mechanisms for the SME development process, a fragmented landscape of stakeholders, and an inefficient public private dialogue as well as an inefficient decision-making process. The donor coordination process in different intervention areas is currently not government-driven.

The involvement of the private sector in SME development strategies is not effective and interests of SMEs are in fact not reflected in decision-making processes. Supporting services are insufficiently available – both in quality and quantity. Underdeveloped capacities within the organised private sector are main obstacles and barriers to the envisaged development.

Innovative ideas are hardly developed and are rarely transferred into business cases. Research and development are limited, in particular in the SME sector with hardly any cooperation of businesses and research entities. The innovative and creative potential of young specialists is not employed.

Access to finance is another major challenge for SMEs. Due to high debts – accrued during the global financial crisis and an associated decline in GDP (estimated 14% in 2009) – many Armenian SMEs have only limited access to further credits and loans. In general, lending policies of most banks and financial institutions do not encourage investments in SMEs.

With this situation for the private sector in Armenia, the EU-co-financed, GIZ-implemented project “Support to SME Development in Armenia” (SMEDA) was initiated in 2016. The project is in line with the EU Single Support Framework 2014-2017 for Armenia. It is furthermore consistent with the strategic framework documents of Armenia (Armenia Development Strategy and SME State Support Strategy) in order to facilitate their implementation.

The objective of the project is to improve the national business and investment climate and support the creation and development of SMEs to enable broad based growth.

The SMEDA-Project is part of the Regional Private Sector Development in South Caucasus Programme, which is operating in the three countries of the South Caucasus, Armenia, Azerbaijan, and Georgia. This umbrella programme faces the challenge of generating broad based inclusive growth to reduce the urban-rural gap and poverty above all in rural regions. In view of the small domestic markets with low purchasing power, the primary aim is to strengthen private sector development.

The PSD SC Programme is currently divided into 4 components with a budget as follows:

* PSD SC Programme (regional programme): EUR 8.6 Mio for four years (2017-2020).
* Project “Economic Integration of Syrian Refugees in Armenia”: EUR 2.5 Mio EURO for two years (2015-2018).
* EU-co-funded Project “DCFTA and SME Development” in Georgia: EUR 5 Mio EURO for four years (2015-2019).
* **EU-co-funded Project “Support to SME Development in Armenia”: 6.4 Mio EURO for four years (2016-2019).**

The “Support to SME Development in Armenia” (SMEDA) Project is focusing on the following result areas:

1. Improved policy making process and coordination of supports to SME development for a conducive business development framework,
2. Strengthened private sector organisations to implement SME policies,
3. Improved process of commercialization of ideas linking research institutions and businesses via cooperation networks,
4. Improved design and management of economic clusters (business incubators, techno parks, and Free Economic Zones),
5. Diversified access to finance for innovative start-ups and small businesses.

The project is co-funded by the European Union and implemented by the GIZ Programme Private Sector Development South Caucasus (PSD SC) and its country component in Armenia. The PSDSC-Programme is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). The SMEDA-Project is designed for four years from 2016 to 2019 with a total budget of EUR 6.400.000.

**SMEDA Overall Objective**

Create employment opportunities by enhancing private sector development in Armenia.

**SMEDA Specific Objective**

The specific objective is to improve the national business and investment climate and support the creation and development of SMEs to enable broad based growth.

**SMEDA Indicators**

1. Increase the proportion of SME within the overall economy: increase the share of SME from 7% to 15% in overall number of micro, small and medium enterprises in Armenia.
2. Increase share of SME in employment from 25% to 30%.
3. Increase share of SME in GDP from 27% to 35%.
4. Increase of added value created by SMEs.

**Partner structure: executing agencies and intermediaries**

The project is guided in its implementation by a Technical Project Steering Committee (PSC), which is co-chaired by representatives of the EU Delegationand theMinistry of Economic Development and Investments (MEDI*)*.

**Target Group and Implementing Partners**

The target group is composed of all relevant stakeholders involved in the development of SMEs in Armenia. This includes the political lead partner, the Ministry of Economic Development and Investments in Armenia, and the Small and Medium Entrepreneurship Development National Centre (SMEDNC), related sector associations, the Armenian Chambers of Commerce and designated SME support organisations.

An important project partner is the Armenian Enterprise Incubator Foundation (EIF), which implements parts of the project activities related to managing and monitoring of funds for start-ups and small businesses.

Another important target group is females and males, owners and employees of SMEs.

**Planned Activities of SMEDA-Project**

* Support to policy making by assisting the Armenian government to implement the SME strategy and to introduce a review mechanism for the SME development strategy and its action plans
* Support to policy implementation by strengthening the institutional capacities of the Ministry of Economic Development and Investments and the SMEDNC in terms of coordinating the implementation of the SME strategy and related action plans as well as developing an information portal to support business performance on foreign trade transactions
* Support to Public-Private Dialogue (PPD) by strengthening the capacities of the Ministry of Economic Development and Investments to manage the PPD process as well as to assess and recommend on dispute settlement mechanisms and platforms
* Provide technical assistance to private sector organisations to improve and expand services and to increase their network with European businesses
* Strengthening the capacities of private sector organisations to participate in PPD platforms and to utilize the opportunities of technology transfer as well as to promote entrepreneurial skills, clusters and value chain development
* Support to linking research institutions and the private sector to foster innovation
* Support to state bodies and the private sector to access EU innovation support resources and platforms such as the new EU Framework Programme for Research and Innovation (Horizon 2020)
* Strengthening capacities of the Ministry of Economic Development and Investments to design, implement and promote clusters
* Support to improving cluster management, linking clusters to European networks as well as developing and promoting new areas for business incubation
* Supporting the provision of grants to support technology start-ups and SMEs promoting new services/products
* Support to EIF and SMEDNC to design and implement business acceleration and coaching programmes for entrepreneurs and grant recipients

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

It is obvious that the Armenian economy will recover via the promotion of domestic production. It is in the country’s best interest to promote and support local businesses. When buying a product produced locally, money is kept in the country, helping to build the local economy. But, for this to happen, local authorities must incorporate this promotion in their policies for the socio-economic development of the regions and also, which is more important, the population in Armenian should be sensitized regarding local production and for giving preference to the local production, which seeks to create employment and income-earning opportunities. The official statistical information is also suggesting to put more attention on local production: Monthly date (jun 2018) highlighted:

Export, 199.4 mln. USA dollars

Import, 394.3 mln. USA dollars

To target this challenge by raising awareness and knowledge through an easy to understand, story-telling based video format is one of the aims of this assignment.

**3. Conditions of the assignment**

* 1. **Objective and tasks**

SMEDA seeks to contract a scriptwriter and filmmaker or consortia to support the project component “*Diversified access to finance for innovative start-ups and small businesses*”. The goal of the assignment is to develop a concept and script for a film for promotion of local producers, the filn should have social character, according to the regulations fixed in the Law on Advertisement of RA. The format of the film needs to be suggested by the contractor and the film should have 2-5 minutes duration. The overall objective is to raise awareness and knowledge about local products, thus the slogan “Made in Armenia” and the **bar code of origin** (**485 for Armenia**) must be widely used. The concept should therefore develop general set of messages and learnings regarding domestic production. This issue should be accentuated and transferred through the concept. The film should be impact-oriented with clear and easy to understand messages and contents for the general public and target groups that could be displayed via TV, Internet, YouTube, social media and other information platforms – reaching out to the general public in Armenia.

The assignment further seeks to develop the video including a shooting plan. For the realization of the script as well as the production in the second stage a close coordination and cooperation with SMEDA experts and MEDI is crucial.

It is envisaged that the overall process of the film production will be implemented in 2 stages:

A) Concept, script and shooting plan development (in the framework of this assignment)

B) Carrying out the technical aspects: Shooting, production, editing etc.

The contractor ensures the EU visibility & communication guidelines and includes a final slide on the project at the end of the film. For this purpose the contractor shall closely coordinate with the project’s communication expert.

This assignment starts from October 2018 and lasts until November 2nd 2018.

* 1. **Deliverables and resources**

The following deliverables are to be submitted during the assignment period:

|  |  |  |
| --- | --- | --- |
| **Tasks & deliverables** | **Timeline/ Location** | **Man days (max.)** |
| I. Development of the concept of the script for a documentary/reality film on local production (2-5 min)   * Description of main formats * Incorporating of EU-SMEDA project activities and communication points   **Deliverable**: Presentation of Concept to EU-SMEDA and MEDI for discussion and approval |  | 2 |
| II. Development of draft script for short films or storylines (the film might consist of different short episodes)   * Potential messages such as “Made in Armenia”; “485” (bar code of origin for Armenia) * Preliminary shooting schedule (in consultation with EU-SMEDA and MEDI) and estimation of needed shooting days * Consultation and coordination with EU-SMEDA and MEDI   **Deliverable**: Draft script including shooting concept including EU-SMEDA and MEDI comments |  | *5* |
| III. Final script for short film and estimated shooting days  The final scripts elaborate each story more detailed including breakdown of shooting days and technical/equipment needs.   * Finalised scripts * Shooting plan Specification regarding shooting days and equipment   **Deliverable**: Final scripts and shooting plan for film approved by EU-SMEDA and MEDI |  | *3* |
| IV. Film Production   * Filming of short film according to agreed script * Finalisation and editing of the film   **Deliverable**: Film is finalised and approved | *November 2018* | *4* |
| **Total (up to)** |  | **14** |

* 1. **Conditions and payment terms**

The contractor’s offer must include:

* The **financial offer** requires the contractor to submit for consideration a summary of costs with respect to the above sections
* The **technical offer** requires the contractor to submit details pertaining to the contractor’s experience in the field of script development, video production and also experience or knowledge regarding entrepreneurship & business
  1. **Coordination and communication**

The Contractor reports to the Team Leader of the SMEDA-Project and closely collaborates with the responsible communication expert.

* 1. **Submission Requirements**

The Contractor must fulfil the following requirements:

* Strong proven expertise in the area of assignment with sound portfolio of script writing for fiction and documentary films and business-related topics
* Flexibility and readiness to make adaptations/changes upon the request
* Proficiency in English and Armenian languages (written and spoken)
  1. **Additional Documentation**
* SMEDA project Communication and Visibility plan

Contribution of above-mentioned mission\* to SMEDA indicators:

|  |  |  |
| --- | --- | --- |
| **Overall Objectives & indicators** | The **overall objective** is to lay the ground for the creation of employment opportunities by enhancing private sector development in Armenia; measured through following indicators: |  |
| **1)** | Increase the **contribution of SMEs to the overall economy**: increase the share of small and medium enterprises (SME) from 7% to 15% in the overall number of micro, small and medium enterprises (MSME) in Armenia. | x |
| **2)** | Increase share of SME in **employment** from 25% to 30%. | x |
| **3)** | Increase share of SME in **GDP** from 27% to 35%. | x |
| **4)** | Increase of **added value** created by SMEs (OECD/statistics) | x |
| **Specific objective & indicators** | The **specific objective** is to improve the national business and investment climate and support the creation and development of SMEs to enable broad based growth; measured through following indicators: |  |
| **1)** | The specific number of businesses that benefited (increased turnover, reduction of operating cost e.g. RIA) from the support provided by the project (estimated 2,000 a year). | x |
| **2)** | Number of new businesses created within the framework of this project (disaggregated by targeted sectors and gender: targeting from 10% to 30% of businesses led by women and increasing overall ratio of businesses led by women) (estimated 100 a year). | x |
| **3)** | 500 new jobs created within the framework of this project (disaggregated by targeted sectors and gender: targeting from 10% to 30% of women). |  |
| **Indicators R1** | Result Area 1 – Policy Making Processes  (Source for measurement: focus-groups interviews, representatives’ survey) |  |
| **1)** | At least 50 % of business organisations confirm a better involvement of private sector in policy making and legislative processes |  |
| **2)** | At least 50% of respondent SME enterprises which participated in state SME support measures can name the improvements made as a result of the perceived measures (respondent will be disaggregated by sex) |  |
| **3)** | 8 recommendations on improving doing business for SME elaborated in PPD mechanisms have been introduced in policy/legislative decision processes |  |
| **4)** | All programme and policy indicators to monitor SME development are properly set up with corresponding data and baselines |  |
| **Indicators R2** | Result Area 2 – Strengthening Business Organisations  (Sources of measurement: data of baseline study with PSO) |  |
| **1)** | The range of services that are provided and used has increased by at least 30%. |  |
| **2)** | Increased membership of min. 20% in at least 3 business associations |  |
| **3)** | 6 recommendations of SME policy/strategy implemented |  |
| **Indicators R3** | Result Area 3 – Linking Science and Private Sector  (Sources of measurement: baseline study, interviews) |  |
| **1)** | 5 cooperation platforms including (MEDI and) research organisations/universities, in particular economic sectors, have been established and work on a sustainable and regular base (1 to 4 times a year) |  |
| **2)** | 15 recommendations of these platforms as to how to improve the link between businesses and research have been implemented by the respective partners |  |
| **3)** | 4 new joint cooperation projects between companies and universities or research institutes (requires monitoring system in universities) are established |  |
| **4)** | Up to 4 successful proposals with Armenian participation to H2020 - Success rate of Armenia in EU calls for proposals related to innovation in science and technology (H2020) |  |
| **Indicators R4** | Result Area 4 – Improving Management of Economic Clusters  (Sources of measurement: proof of evidence (concept), interviews) |  |
| **1)** | The concept for the design and improved management of economic clusters (business incubators, technoparks, FEZ) has been elaborated or reviewed with close cooperation of private sector and government |  |
| **2)** | 4 economic clusters have improved their management practices (income growth rate has increased or cost of management have decreased) |  |
| **3)** | 40 SME have been registered in economic clusters and are using services |  |
| **Indicators R5** | Result Area 5 – Improving Access to Finance  (Sources of measurement: ElF statistics/monitoring) |  |
| **1)** | 50 start-ups and existing small businesses are using new financial services (innovation grants, crowd funding, angel investments etc.) |  |
| **2)** | 30 new/innovative ideas that have been applied by private sector and lead to the establishment of a company or new products and services. |  |
| **3)** | 15% of newly registered companies (30% of them are women) are operating for at least 2 years |  |

\*this should guide the contractor in the focus of the mission on activities relevant to actively contribute directly or indirectly to the fulfilment of the indicators and to report accordingly to SMEDA.