TERMS OF REFERENCE

**Event services for “Organize Hackathon-Batumi BLUETHON”**

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# BACKGROUND INFORMATION

NNLE International Business and Economic Development Center is planning to hold a “Batumi BLUETHON” based on the hackathon concept to implement such a Blue Growth initiative, within the framework of the project on “Digital Blue Economy and Innovation Acceleration Network" (DBAN) funded by European Union program EMFAF (European Maritime, Fisheries and Aquaculture Fund). The project is an international one and 3 partner countries participate in it: Bulgaria, Georgia and Ukraine.

The project idea is built on the concept of creating a network-based ecosystem for the acceleration of regional marine economic growth, which will support existing businesses and initiatives to develop in the marine economy sectors, is based on their capabilities in the direction of innovation, circular and bio decisions, as well as their ability to contribute to local/regional sustainable development. The project is considering to create a "Digital Blue Economy and Innovation Acceleration Network", which will support and implement blue (maritime) economy growth initiatives and trends in three partner countries - Bulgaria, Georgia and Ukraine, ensure requirements of resource mobilization (knowledge, methodological support, partnership, financing ) need to support small and medium-sized enterprises to enable transition to sustainable use of resources and innovation in traditional and emerging sectors of the "maritime economy".

# OBJECTIVES & EXPECTED OUTPUTS

The general objective of Hackathon-Batumi BLUETHON is to solve the challenges around the so-called blue (maritime) economy with digital technologies and innovative methods.

The results will contribute to the development of the blue (Maritime) economy and the growth of Georgia's potential in this direction.

# ASSUMPTIONS & RISKS

The main assumption is that the service provider has relevant experience in the field of the contract and fully understands the requirements of the contracting authority.

The risks associated with the contract are:

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Identified risk** | **Level of incidence** | **Mitigation measures** |
| 1. | Cancellation of the procedure due to receiving no bids or only non – compliant bids | low | Adequate degree of publicityClear requirements and forms |
| 2. | Impossibility to identify the relevant target group | medium | Due to the short time the service provide should make proper publicity of the event and make the subscription to the event as simple and handy as possible |
| 3.  | Low quality of the solutions | low | The mentors / trainers should be able to support the participants with proper training and info  |
| 4. | Low interest of the final users | low | According to the carried-out survey, there is great interest for digital solutions to blue economy problems in all four sectors: maritime transport, aquaculture, fisheries, and maritime and coastal tourism  |

# SCOPE OF THE WORK

Bluethon is based on the hackathon concept and provides an opportunity for people with different backgrounds to work collaboratively on hackathon challenges around practical and actionable ideas.

Anyone over the age of 16 can participate in the event across the country. The participants will be formed into teams as per their will and will work in Batumi for 2 days to solve the challenges in the following areas:

1) Solving challenges using IT technologies and innovations in the field of maritime transport and shipping;

2) Solving challenges using IT technologies and innovations in the field of maritime tourism;

3) Solving challenges using IT technologies and innovations in the field of fishery;

4) Solving challenges using IT technologies and innovations in the field of aquaculture.

During the event, trainers and mentors will introduce the participants to the specifics, development trends of the blue (Maritime) economy and the fields, where it is possible to improve Georgian economy. Also, in the form of trainings, they will provide information about the tools and strategies required to develop a product from an idea.

Participants will develop digital, innovative and technological start-up ideas with support from the qualified mentors and using the existing FabLab resources in Batumi Technopark.

A demo day will be held at the end of the second day, where the jury will select the winners, who will be awarded a cash prize of 5000 Gel, to implement the idea developed on Hackathon-Batumi BLUETHON and/or develop a prototype, which will be funded by the Georgian Innovation and Technology Agency (GITA). Also, paid prizes will be awarded to the second and third place participants.

Bluethon may have sponsors and partners as a various private or public organizations, who may establish prizes for Batumi BLUETHON participants..

Segment and number of participants: 16+, 30-40 people in total. Participation is available as individually and as a team (minimum 3, maximum 5 people in a team) as well.

Target groups of participants:

● 16+ people from all over the country interested in the Blue (Maritime) economy: Maritime transport and shipping, maritime tourism, fishing and aquaculture, etc.

● Any person over 16 interested in prototyping, engineering, programming, design, innovation and technology entrepreneurship, maritime economics and industry.

Main tasks of the provider include:

* Involvement in the selection of participants
* Organising online flash training
* Identification and participation of mentors and trainers performing the tasks described below
* Attracting the financial and non-financial support within Hackathon-Batumi BLUETHON
* Ensuring the logistics and the organization of the two – day event.

The provider company is obliged to:

* Ensure the project is carried out on a Friday and Saturday selected by the purchaser, during two days in a physical space, at the place of the event determined by the organizer.
* Ensure project coordination according to the agenda.
* Award the participants with the winner certificates on the second day of Bluethon through the persons agreed with the organizer. The design of certificate should be agreed with the purchaser.
* Bluethon mentor and jury members, trainers and jury members, must not be the same person.
* Provide Photographer's services who will photograph the ongoing processes within Hackathon-Batumi BLUETHON . At the end of each day no later than 20:00, the purchaser should be provided with at least 50 photos summarizing the day. Also, a 3-5 minutes summary video, which should be delivered to the purchaser no later than ten working days after the completion of the project.

# LOGISTICS AND TIMING

Event venue: Technopark Batumi

Event dates: September 29-30, 2023

Working schedule, period and place:

|  |  |  |  |
| --- | --- | --- | --- |
| **Task** | **Short Description** | **Place of work** | **Performance deadlines** |
| Selection of participants | The contractor should participate in the selection of participants and communication with them together with the purchaser | Physical, remote | August-September, 2023 |
| Online Flash trainings | The contractor should perform remote so-called preparatory trainings with the selected participants on the following topics: design of thinking, how to create a product, prototyping and tools/resources required for creation of MVP, | Through the remote, online platforms  | September, 2023 |
| Attracting the financial and non-financial support within Blueton | The contractor should ensure communication with potential Bluethon partners: From the private sector and international organizations for both, financial and non-financial partnerships | Physical, remote | September, 2023 |
| Solving the logistical requirements | The contractor, together with the buye purchaser, should provide the necessary environment for holding the Blueton in the Blueton territory, and organize the comfortable working space for the participants. | Physical - venueof Batumi BLUETHON | September, 2023 |
| Mentors | The contractor should ensure at least 4-5 mentors at on site with the following fields:* 1 mentor in the field of maritime transport and shipping;
* 1 mentor in the field of maritime tourism;
* 1 mentor in the field of fishery and aquaculture;
* 1 mentor in the field of business/product development;
* 1 mentor in the field of hardware Prototyping in electrical engineering
 | Physical - venueof Batumi BLUETHON | September 2023 |
| Trainings | The contractor should ensure conduction of the following trainings on site:* Blue (maritime) economy fields and innovative approaches with examples of different startups
* How to present an idea - Pitching and Pitch Deck presentation
* Mini workshop – use and capabilities of equipment and other resources needed for prototyping

Trainers and mentors may be the same person | Venueof Batumi BLUETHON | September 2023  |
| The first day of Bluethon | Mentors should work with the participant teams individually and provide support and mentorship to them for generation, refinement and development of ideas in order to enable formation of projects and prototypes with commercialization potential. The mentors may conduct trainings in their fields * **The trainings with the following directions will be held:** Mini workshop - use and capabilities of equipment and other resources needed for prototyping;
* Blue (maritime) economy fields and innovative approaches with examples of different startups.

  | Venueof Batumi BLUETHON | September 29, 2023  |
| The second day of Bluethon | Mentors should work with the participant teams individually and provide support and mentorship to them for generation, refinement and development of ideas. The mentors may conduct trainings in their fields.* The training with the following direction will be held: How to present idea - Pitching and Pitch Deck presentation

The contractor should award the winners of Bluethon with the certificate of success developed by them and mentioning design agreed with the purchaser.The contractor should be able to suggest the relevant candidates of jury to the purchaser according to the challenges of Blueton. The jury should consist of the specialists familiar with the challenges posed at the Bluethon event and the field specialists, 3-5 members. | Venueof Batumi BLUETHON | September 30, 2023  |
| Branding and stationery | The contender should ensure development of the design of various types of branded items for the hackathon in agreement with the purchaser, their manufacture and delivery to the project participants (according to their quantity: * Branded bracelets
* Branded stand
* Branded pens
* Branded bloc-note
* Branded badges
* Roll-up banner 1 piece
* Flip chart paper 2 packs
* Paper sheets 1 pack
* Colored sticky papers - 2 packs (of 500 pieces)
* Board markers and permanent
* Branded stickers
 | Venueof Batumi BLUETHON | September, 2023 |
| Photographer's services | The contender should ensure service of photographer for two days. | Venueof Batumi BLUETHON | September, 2023 |

# REQUIREMENTS

## 6.1. Qualification requirements for the company

The applicant company must have the relevant experience in organizing a similar event (hackathon & ideathon) for at least 3 years. In order to prove the above, at least 3 (three) contracts, photo and/or video material (where the implementation of the event can be clearly seen) should be provided confirming the conducted service and the delivery acceptance act confirming the full fulfillment of the obligations prescribed in the said contracts must be submitted. The value of the signed contract should be no less than 10,000 GEL.

## 6.2. Qualification requirements for mentors / trainers

**Key – expert 1 - Mentor 1 (Project coordinator). In development of innovative business/product:**

- At least 3 years of teaching and/or training experience in the field of innovative and/or technological business, startup or product creation and development, including LEAN startup methodology, CANVAS business model, validation, product and market compatibility, prototyping/MVP, marketing, providing presentation (pitching).

- Experience in organizing at least 2 hackathons/makeathons in the relevant topic and/or innovative and technological direction during the last 3 years

- Experience in mentoring within at least 2 hackathons/makeathons in the relevant topic and/or innovative and technological direction during the last 3 years

**Key – Expert 2 - Mentor 2 – In sustainable development, waste management and/or renewable energy**

- Work experience in sustainable development or renewable energies, at least 3 years.

- During the last 3 years, training/mentoring within at least 1 event in the relevant topic and/or innovative and technological direction will be considered an advantage.

**Key – expert 3 - Mentor 3 - Tourism**

- At least 2 years of work experience in the tourism industry, including creating and developing their own product

- Experience in mentoring within at least 1 innovative project (hackathon, pre-acceleration, acceleration, makeathon) in the relevant topic and/or innovative and technological direction during last 3 years.

**Key – expert 4 - Mentor 4 – In hardware prototyping in electronics**

- At least 2 years of experience in microelectronics, working with programmable devices (laser cutter, CNC programmable machine, 3D printer);

- At least 2 years of experience working with vector files in 2D/3D modeling software.

In order to confirm the experience of the mentors, the applicant should submit the resume of the proposed mentors/trainers - the so-called СV, where information about their experience will be fully provided.

The buyer reserves the right to request additional documentation to confirm the information and experience included in the resume.

**No** equipment is to be purchased on behalf of the contracting authority as part of this service contract or transferred to the contracting authority at the end of this contract.

# REPORTS

Within 5 working days after completion of the Hackathon-Batumi BLUETHON, submit a summary report with the information on the finalization of all tasks and information on the participants. The report will include the KPIs of the contract as mentioned below.

Together with the summary report, submit the results of the Bluethon anonymous evaluation form. The evaluation form should be developed together with the purchaser. Evaluation forms should be shared with participants on the second day of the project before the final presentations. The evaluation form should be filled in by at least 70% of the participants.

# MONITORING AND EVALUATION

The task performance indicators of the contractor (KPI) are:

* Attracting and coordinating the relevant mentors and trainers
* Organizing and conducting the relevant trainings and mentorships
* Presentation of at least 10 ideas and / or prototypes by the participants which will be related to addressing the problems posed by Hackathon-Batumi BLUETHON and will have commercialization potential.