

Grant Agreement

2024-GR- 009

Amendment 2

This amendment is effective as of January 1, 2025 and modifies the Agreement 2024-GR-009 signed on August 5, 2024 between Zinc Network Ltd. and Georgia's Reforms Associates (GRASS) (or the "Grantee"), located at Georgia, Tbilisi, 0112, Aghmashenebeli Ave. №189

The AGREEMENT is modified for

Terms and Conditions (modified)

Statement of Work (modified)

Budget (modified)

PURPOSE

The overarching aim of the project by Georgia's Reforms Associates (GRASS) is to amplify regional voices in Georgia, particularly those that feel excluded from the political system. The project seeks to bridge the gap between political discourse and citizen priorities by increasing the visibility of community needs and promoting issue-based discussions during the pre-election period. By highlighting real problems faced by Georgians in various regions and presenting these issues to political actors, the project aims to foster a more inclusive and responsive political discourse.

The updated Scope of Work (detailed in Attachment A) replaces originally intended activity: TV appearances with producing and promoting short videos for social media, addressing key issues such as EU integration and regional social challenges. This reallocation of resources ensures a more targeted and accessible engagement strategy while remaining fully aligned with the project's original goal of amplifying voices from Georgia's regions.

PERIOD OF PERFORMANCE

The term of this Agreement began on August 5, 2024, has been extended from November 30, 2024 to December 31, 2024 and is now being extended to March 31, 2025.

The final reports, both narrative and financial, will be due by April 14, 2025.

AGREEMENT TYPE

This is a cost reimbursable price agreement.

AMOUNT

The total amount of this agreement shall not exceed 116,840.00 GEL and remains the same as original agreement.

Budget has been revised to adjust for period and the type of costs for revised Statement of Work

All other terms remain the same.

Zinc Network Ltd	Georgia's Reforms Associates
By: _____	By: <i>Paata Gaprindashvili</i>
Title: _____	Title: <i>Director</i>
Date: _____	Date: <i>27.01.2025</i>



ATTACHMENT A

STATEMENT OF WORK

Background: Georgia Information Integrity Program

The USAID funded Georgia Information Integrity Program works to build societal resilience to disinformation in line with USAID's programmatic Theory of Change. The core components of the Georgia Information Integrity Program's approach are a diverse Network of Partners, incorporating CSOs, media, technology, academia, arts and education, with reach and influence into vulnerable audiences who the recipient will empower to deliver effective research and interventions.

Subaward Goal:

The overarching aim of the project by Georgia's Reforms Associates (GRASS) is to amplify regional voices in Georgia, particularly those that feel excluded from the political system. The project seeks to bridge the gap between political discourse and citizen priorities by increasing the visibility of community needs and promoting issue-based discussions during the pre-election period. This effort is crucial in counteracting the disconnection between citizens and political actors, which has led to widespread disillusionment with the political process. By highlighting real problems faced by Georgians in various regions and presenting these issues to political actors, the project aims to foster a more inclusive and responsive political discourse.

Key activities include collecting and disseminating stories from selected regions, producing multimedia content (videos, digital postcards, vox pop interviews), and engaging with influencers and traditional media to ensure broad coverage.

Deliverable update: The adjustment replaces the deliverable involving TV appearances with a focus on producing and promoting short videos for social media platforms such as Facebook, TikTok, and Instagram. This change reflects the evolving political climate and new legislative measures, which have created a more sensitive environment for public engagement by civil society representatives. By prioritizing digital platforms, the project ensures safer and more effective outreach while continuing to align with its goal of reaching diverse audiences and addressing key societal issues

ANNEX B

BUDGET

GRANT APPLICATION BUDGET					
Activity	Description	Unit cost GEL	Multiplier	Type	Total unit cost GEL
1. Salaries					
	The project manager will ensure that the project is executed according to the project plan; assign tasks, set expectations, and facilitate effective communication within the team; regularly monitor project activities and evaluate impact and outcomes. Level of effort for the project - 40%				
Project manager		GEL 1 000.00	6.0	Monthly	GEL 6 000.00
	The project coordinator will ensure that tasks are completed on schedule; organize and maintain project documentation, including project plans, reports, and files; monitor project progress; complete miscellaneous tasks set out by the project manager. Level of effort for the project - 45%				
Project coordinator		GEL 900.00	6.0	Monthly	GEL 5 400.00
	The communications manager will monitor social media metrics and use analytics tools to assess the performance of social media efforts; participate in data collection activities in the region; engage in developing the content based on collected data; identify and connect with influencers and partners who can amplify the organization's message; develop and maintain a content calendar to ensure consistent posting and messaging. Level of effort for the project - 40%				
Communications Manager		GEL 1 000.00	6.0	Monthly	GEL 6 000.00
	The analysts will participate in data collection activities, analyze the collected data and help tailor it to social media posts; engage in developing the content based on collected data; assist in the reporting process; complete miscellaneous tasks set out by the project manager. Level of effort for the project - 40%				
Analysts		GEL 750.00	12.0	Monthly	GEL 9 000.00

	The financial manager will monitor financial performance against budgets and make adjustments as needed; ensure compliance with the Georgian legislature and requirements from the donor; ensure proper allocation and management of funds. Level of effort for the project - 20%	GEL	800.00	6.0	Monthly	GEL	4 800.00
Financial Manager						GEL	31 200.00
Total Salaries							
2. Contractual Services							
Videographer	The videographer will travel with the team to the regions and will be responsible for filming the interviews with ordinary Georgian citizens and taking care of on-set technical matters.	GEL	500.00	8.0	Per outing	GEL	4 000.00
Short video editor	The short video editor will edit the collected material and tailor the material to short video-based platforms.	GEL	90.00	25.0	Per video	GEL	2 250.00
Video editor	The video editor will edit the collected material and make technical adjustments as instructed. We will engage with influencers, primarily regional ones, to participate in the TikTok challenge "Demand from Politicians." Using this hashtag, influencers will distribute videos in which they ask politicians to address specific, previously unvoiced problems in their rural regions. This initiative aims to bring attention to local issues and hold politicians accountable, fostering a more responsive and engaged political environment.	GEL	350.00	8.0	Per video	GEL	2 800.00
Influencer engagement	The vox pop journalist will conduct vox pop interviews in urban areas of the selected towns to capture a wide array of voices and opinions.	GEL	2 000.00	14.0	Per video	GEL	28 000.00
Vox pop journalist	Cooperating with regional CSOs and Tbilisi-based CSOs with regional presence, who are involved in the local public life, will play a crucial role in identifying and recruiting respondents.	GEL	400.00	8.0	Per video	GEL	3 200.00
Regional coordinators	The campaign will utilize traditional media through TV appearances to extend our reach to older demographics who may not be as active online. These funds will be used to pay TV channels.	GEL	300.00	8.0	Per location	GEL	2 400.00
TV appearances		GEL	2 000.00	0.0	Per report	GEL	-
Total Contractual Services						GEL	42 650.00
3. Travel and Per Diem							

M& IE for Batumi and Ozurgeti, 4 days	The team (program manager, communications manager, analyst) will travel to Batumi and Ozurgeti to collect stories through offline face-to-face engagements, highlighting the real-life experiences and perspectives of locals, as well as identifying their priorities and issues affecting them the most.	GEL	30.00	8.0	M & EI	GEL	240.00
Travel to Batumi and Ozurgeti by car	The team (program manager, communications manager) will travel to Batumi and Ozurgeti to collect stories through offline face-to-face engagements. These funds will cover car rental, driver, and fuel expenses.	GEL	400.00	1.0	trip	GEL	400.00
Lodging fee at Batumi for 3 nights	The team (program manager, communications manager), a vox pop journalist, and a videographer will stay in Batumi to collect data in Batumi and Ozurgeti.	GEL	250.00	12.0	Per night	GEL	3 000.00
M & EI for Kutaisi and Chaitura, 3 days	The team (program manager, communications manager) will travel to Kutaisi and Chiatura to collect stories through offline face-to-face engagements, highlighting the real-life experiences and perspectives of locals, as well as identifying their priorities and issues affecting them the most.	GEL	30.00	6.0	Per diem	GEL	180.00
Travel to Kutaisi and Chiatura by car	The team (program manager, communications manager) will travel to Kutaisi and Chiatura to collect stories through offline face-to-face engagements. These funds will cover car rental, driver, and fuel expenses.	GEL	300.00	1.0	trip	GEL	300.00
Lodging fee at Kutaisi for 2 nights	The team (program manager, communications manager), a vox pop journalist, and a videographer will stay in Kutaisi to collect data in Kutaisi and Chiatura.	GEL	250.00	8.0	Per night	GEL	2 000.00
M & EI for Zugdidi and Poti, 4 days	The team (program manager, communications manager) will travel to Zugdidi to collect stories through offline face-to-face engagements, highlighting the real-life experiences and perspectives of locals, as well as identifying their priorities and issues affecting them the most.	GEL	30.00	8.0	Per diem	GEL	240.00
Travel to Zugdidi and Poti by car	The team (program manager, communications manager) will travel to Zugdidi to collect stories through offline face-to-face engagements. These funds will cover car rental, driver, and fuel expenses.	GEL	700.00	1.0	trip	GEL	700.00

Lodging fee at Zugdidi for 3 nights	The team (program manager, communications manager) will travel to Zugdidi to collect stories through offline face-to-face engagements, highlighting the real-life experiences and perspectives of locals, as well as identifying their priorities and issues affecting them the most.	GEL	250.00	12.0	Per night	GEL	3 000.00
M & EI for Telavi, 2 days	The team (program manager, communications manager) will travel to Telavi to collect stories through offline face-to-face engagements, highlighting the real-life experiences and perspectives of locals, as well as identifying their priorities and issues affecting them the most.	GEL	30.00	4.0	Per diem	GEL	120.00
Travel to Telavi by car	The team (program manager, communications manager) will travel to Telavi to collect stories through offline face-to-face engagements. These funds will cover car rental, driver, and fuel expenses.	GEL	300.00	1.0	Lump sum	GEL	300.00
Lodging at Telavi for 1 night	The team (program manager, communications manager), a vox pop journalist, and a videographer will stay in Telavi to collect data.	GEL	250.00	4.0	Per night	GEL	1 000.00
M & EI for Gori, 1 day	The team (program manager, communications manager) will travel to Gori to collect stories through offline face-to-face engagements, highlighting the real-life experiences and perspectives of locals, as well as identifying their priorities and issues affecting them the most.	GEL	30.00	2.0	Per diem	GEL	60.00
Travel to Gori by car	The team (program manager, communications manager) will travel to Gori to collect stories through offline face-to-face engagements. These funds will cover car rental, driver, and fuel expenses.	GEL	150.00	1.0	Lump sum	GEL	150.00
Travel and Per Diem						GEL	11 690.00
5. Other Direct Costs							
Promotion on social media (videos illustrating individual stories)	Each video will be separately promoted on both Facebook and Instagram. Through our experience of conducting strategic communication campaigns on social media targeting a demographic of 18-35-year-olds, we saw that boosting content (short videos, postcards) requires the given amount to have sufficient social media reach and tangible impact, especially within two months. Moreover, as more posts get promoted on social media by political	GEL	350.00	16.0	Per post	GEL	5 600.00

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