



TERMS OF REFERENCE

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Date: 13. May. 2019

Programme title: Cross-border Programme Republic of North Macedonia - Republic of Albania under the Instrument of Pre-accession Assistance (IPA II), allocations 2014-2015

Financing: Grant contract: IPA/2017/390-464

Budget Line 22.02.04.01

Re: Visibility Actions | Printed Promotional Materials

Ref no: 5.8.1 | 5.8.2

1. Background

The project is implemented by a regional partnership with Debar Municipality and Albanian Development Fund (ADF) as a partners, and Creative Business Solution as the Lead Partner. The project aims at strengthening the Agriculture SME's productive capacities and access to market, incentivize investments in modern technologies and increase exports. As part of its interventions, the project will develop a cluster of agribusinesses in the cross border area that will be empowered through three components: **(i)** Certification of Agriculture Products and Provision of Tailored Trainings to enhance awareness on the importance of certifications; **(ii)** Preparation of accurate Application Packages for EU and other grant programs combined with capacity building trainings to increase funds absorption capacities; **(iii)** Integrated Consultancy Services for Marketing Strategies including branding, labeling and digital marketing.

1.1 Project' Mission

Project' Mission is to Strengthening Agriculture SME's productive capacity and access to European markets through Certification of Food Safety Standards, Capacity Building to Absorb EU Funds as well as development of Marketing Strategies. This is a regional 2-year project





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financed by European Union in the framework of Cross-border Programme, under the Instrument of Pre-accession Assistance (IPA II) allocations for 2014 & 2015.

1.2 Impact

The project will generate a considerable impact ensuring economic benefit for local SME's in both regions. The project will Certify a total of 20 Agribusinesses with four internationally recognized certifications including HACCP, ISO2200, GlobalGap and Organic, will facilitate the submission of full Grant Application Packages for at least 15 Agribusinesses, and will provide Integrated Consultancy Services for Marketing Strategies including branding, labelling and digital marketing for 20 Agribusinesses. The intervention activities will be combined with provision of tailored and advance training sessions in order to enhance awareness on the importance of certifications and to increase awareness for available Grant and Alternative Financing investments opportunities to enhance absorbing skills.

1.3 Objective

The project is accepting proposals from qualified firms to help develop concept and design for the project and its foreseen visibility actions. Through its visibility products the project aims to raise awareness among the public, communicate project' core scope and values, and to guide the wide public about the importance of food safety related issues. In doing so, we aim to establish an inspirational visual actions and to create accompanying taglines to convey the message to the target audience. The Offeror shall provide a proposal in accordance with terms of reference set forth herein, in relation to the subject.

2. DESCRIPTION OF THE ASSIGNMENT

2.1 Requested Services

The project is seeking for a Media & Marketing Design Company to establish and develop the project Visibility Actions and Printed Promotional Materials. The project is looking to engage a company for the needs related to and for the visibility materials identity, concept, design, content and printing of all promotion materials such as leaflets, roll-ups, notebooks, media-kit for the events etc. So, every publicity/visibility product will be conceptualized by the company. Dedicated Project Promotional Banner and Roll-ups with Project's name and other visual identity will be developed and printed. This will make visible the project's aim throughout its main activities. Core



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activities to be delivered covers concept, design and printing of promotional materials such as (i) Leaflets (ii) Roll-up and Banner (iii) Notebooks (iv) Files and (v) Pens.

The creative company should use leading edge and deliver solutions which will become the best practice of the project. The objective is to become a recognized, original and trusted, to the main target groups and to the areas of intervention. The contract will be signed once with a defined and agreed duration and price. This will be a service contract with a duration of 6 months. The company must also comply with the latest Communication and Visibility Manual for EU External Actions concerning acknowledgement of EU financing of the project. (See https://ec.europa.eu/europeaid/communication-and-visibility-manual-eu-external-actions_en)

2.2 Specific Services / Deliverables

The visual actions of the project would need to be easily applicable to the project materials such as banners, leaflets, note books etc. For those products that require some logos in the same document, the logo may be incorporated into the branding. Indicative requirement but not exhaustive as following:

- Concept, design and content for outdoor branding in the several project activities;
- Concept and design for the roll-up and banner;
- Concept must be dynamic, modern, catchy (*like European similar brands spirit*)
- Concept of leaflets, files, notebook and ad-hoc visibility items for events, trainings, B2B activity during the project implementation activities.
- Printing of all promotional materials developed; It is anticipated that at least a set of Leaflets & Notebooks & Pens of 1,000copies will be printed/provided.
- Printed banner of at least 20m² and at least two roll-ups. Other materials will be defined during the duration of the contract based on project needs.
- Design templates for envelopes and invitations;

2.3 Target Audience

The project target Agribusiness including *a)* farmers, producers and processors *b)* Consumer Associations, *c)* local authorities, *d)* other projects. In terms of geographical extent our audience, is comprised by the Albanian and North Macedonia Agribusinesses a larger Cross-Border audience and potential European food companies.

2.4 Language of the Specific Contract



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Proposals, correspondence and documents relating to the Proposal should be submitted in the official project language which is English.

4. LOCATION AND DURATION

4.1 Starting Date

The selected company will be engaged by the project over the period from 1st of June 2019 to 30st of November 2019. Over this period an expected several number of visibility actions will be conducted. It is anticipated that the first range of visibility actions will be developed/will take place during the three weeks of the contract. The other part is anticipated during the remaining months of the contract. For the purpose of continuity and comparability of results, it is preferred to select a single company for the whole period.

4.2 Location(s) of assignment:

The assignment will be coordinated from Tirana but the products developed must satisfy and response to methodological advice in relation key target groups.



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ANNEX 1

Submission Requirements / Proposal Guideline

A provider shall be a creative concept and marketing agency that has the capability and management capacities of providing a visibility actions through the design & concept and development of its visibility products. The ideal firm should be able to demonstrate solid experience in corporate identity / branding, including development and graphic standards, and creative abilities, as well as have the ability to implement a proposed plan. The potential firms shall submit within the indicated timeframe a complete Technical Proposal application and adhere to the following guidelines to be considered:

- Firm’s organizational profile with a portfolio of implemented projects and resource capacities (*up to one page*);
- Description of previous experience with similar assignments (please include names of projects and references, where possible, demonstrated experience in working with international companies and organizations) (*free format*);
- Business technical proposal approach and methodology to successfully fulfill the service and how it relates to this project (*up to one page*);
- Technical personnel. CV or brief description of project manager (PM) and other key technical personnel (*free format*);
- Price structure for developments proposed which may include cost breakdown for the services (*free format*);
- Additional information (marketing materials, brochures etc.) and/or a sample mock-up of a logo; a supporting one-page style-guide including color palette and fonts;

Evaluation Criteria

The contract will be awarded to the consultant getting the best technical-economic combination based on the following evaluation criteria. The selection of the firm/ provider will be based upon the following factors:

Technical solution, capabilities qualification and expertise of the firm;	20%
Experience in developing, brand and visual identities;	20%
Previous experience with similar projects	30%
Delivery timeframe	10%





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Cost structure;	20%
Total	100%

*Projects is considered an advantage; operating with European funded

Questions related to the RFP

All interested firms shall direct RFP questions to info@cbs.al. The project team reserves the right to disclose the general content of its communications to ensure process fairness and the distribution of useful information.

Submission

The proposals in response to this PFP must be submitted by email in the following e-mail address: info@cbs.al no later than May 24, 2019 by including ‘Visibility Actions / Printed Promotional Materials 5.8.1 / 5.8.2’ in the subject line.

Confidentiality

Proposals and the information contained therein will be considered confidential and will not be shared with the public and/or individuals other than for the purposes of evaluating the various RFPs and reporting purposes to the Contracting Authority of the project - European Delegation to Albania. The proposals will be evaluated by a panel of experts.



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