



## **Terms of References**

### **For procurement of consulting services for Activity A 2.3 Supporting informal cooperation initiatives**

under the project:

**“Equity in food, rights and participation for a sustainable rural development”**  
Funded by We Effect, Sweden

#### **I. Background**

“Unë, Gruaja” is a non-profit organization, registered in 2003 by Tirana First Instant Court. The mission of the organization is to empower women and youth in the Pogradec - Korça area. UG has worked in institutional level to establish and build the capacities of the Technical Working Groups in each of the Administrative Units, part of the Coordinated Referral Mechanism of Domestic Violence in the Municipality of Pogradec. The organization has consistently been actively supported by the community. The community of Pogradec has witnessed a high level of motivation, commitment, professionalism and readiness in service delivery by offering services with high quality to the community members. “Unë, Gruaja” is member of AWEN (Albanian Women Empowerment Network).

The Association "Unë, Gruaja" Pogradec (UG) is implementing the project “Equity in food, rights and participation for a sustainable rural development”, which has the main purpose to empower rural communities in Pogradeci Municipality, especially women and youth, through education, services, access to resources and active involvement in sustainable development.

During the implementation of the project UG has identified some groups of women who work together and are willing to increase production standards, find new markets and increase income. UG will provide workshops and training as per their needs, expertise, and experience sharing, to help them improve the standards of their products and increase their incomes.

For this purpose UG will hire a short term consultant to support the identified groups of women with training and mentoring for packing and labeling their traditional products for the best possible promotion in the market.

#### **II. Objective of the assignment**

UG is looking for a qualified expert who will conduct training and mentoring sessions for packing and labeling their traditional products.

In this context, the expert will be responsible to:

##### **1. Conduct a workshop about basic knowledge of graphic design.**

2. **Organize two mentoring sessions (10 participants in each session) to help around 20 women producers to create visit cards and labels, price tags, posters.**
3. **Provide samples of visit cards and labels, posters, price tags and demonstrate sticking labels on different packages such as bottles, vases, paper bags, etc.**
4. **Submit a report in English on the assignment.**

### **III. Duty travel & accommodation**

All travels and accommodations should be organized by the consultant and all assignment-related travel/accommodation expenses should be arranged, calculated and reimbursed as per UG’s financial rules.

**Reference:** Consultancy services will be provided in the frame of the **A. 2.3 Supporting informal cooperation initiatives.**

### **IV. Coordination & reporting**

The selected expert will work under the direct supervision of the UG’s project manager. The project manager will be responsible for sharing the available assignment-related documents with the consultant and replying to the question/s that the selected consultant might have.

Logistical support to the expert is expected to be delivered by UG’s project team members and coordinated by the project manager.

The consultant will be reporting directly to UG’s project manager.

<b>Deliverables:</b>	<b>Timelines</b>
<b>1. Conduct a workshop about basic knowledge of graphic design.</b>	By 10 <sup>th</sup> November
<b>2. Organize two mentoring sessions (10 participants in each session) to help around 20 women producer to create visit card, labels,</b>	By 20 <sup>th</sup> November
<b>3. Provide samples of visit cards and labels, posters, price tags and demonstrate sticking labels on different packages such as bottles, vases, paper bags, etc.</b>	By 10 <sup>st</sup> December
<b>4. Submit a report in English on the assignment.</b>	By 15 <sup>th</sup> December
<b>5. UG’s approval provided and payment implemented.</b>	By 20 <sup>th</sup> December

Table 1. Timeline for delivery of the expected products

### **V. Qualification requirements**

The expert shall hold the following skills and experience:

- Formal or/and vocational education in design principles, typography, color theory, and other essential skills.

- Proficiency in graphic design software such as Adobe Illustrator, Adobe Photoshop, and InDesign.
- Experience in conducting training sessions or workshops related to graphic design.
- Strong understanding of layout design, typography and visual hierarchy.
- Proficiency in graphic design software such as Adobe Illustrator, Adobe Photoshop, and InDesign.
- Strong understanding of layout design, typography, and visual hierarchy.
- Basic knowledge of marketing and branding concepts to ensure that the designs effectively represent the client's brand identity.

The contracted expert will be obliged to perform the following competences:

- Demonstrates integrity and fairness by modeling “Unë, Gruaja” values and ethical principles.
- Demonstrate professional competence and conscientious and efficient in meeting commitments.
- Observing deadlines and achieving results.
- Demonstrate ability to work independently and in the team.
- Display cultural, gender, ethnic, religious and age sensitivity, and adaptability.
- Ability to work closely with clients, understand their specific needs, and adapt designs accordingly.

Selected consultant will be requested to communicate with the project manager for any unclear situation or challenge that the consultant might face during the implementation of the tasks, especially the challenges in practicing the above-mentioned competences.

## **VI. Application procedure:**

- Offers should be submitted by **28 October 2023 deadline until 4 p.m.**
- The offer should include the CV of the applicant, a letter of interest containing a short description of the experience related to graphic design, including at list 5 showcasing previous design works, particularly in the realm of business cards and labels.
- The financial offer, which should be inclusive of any other costs (such as health and travel insurance) and taxes.
- The contact person who should be contacted in case of any questions related to the ToR.
- The signed Declaration of Relationships.

All the above-mentioned documents should be attached to one email sent to [une\\_gruaja@yahoo.com](mailto:une_gruaja@yahoo.com) and Cc to [afrovitig@yahoo.com](mailto:afrovitig@yahoo.com)

## **VII. Evaluation of the offers**

The incomplete applications or applications received after the deadline for submission will not be taken into consideration.

The evaluation of offers will be based on the “best value for money principle” by using a weighted scoring method to evaluate the combination of the applicants’ qualification (70%) and financial proposal (30%).

The most responsive/compliant/acceptable proposal, having received the highest combined score out of a weighted technical and financial evaluation specific to the solicitation, will be selected. The offers will be evaluated based on the technical criteria and financial criteria.

### **1. Technical evaluation (70%): [1+2+3/30% + 30% + 10% = 70%]**

- a) Evaluation of professional experience (relevance, 30%). Expertise and experience: Number of years of experience in the fields relating to Terms of Reference; Similar assignments;
- b) Evaluation of the topics/issues the module contains (30%);
- c) Evaluation of communication, teamwork, and reporting skills (10%)

Only the candidates who will reach the threshold of 60% of the technical qualification will be considered for the financial evaluation.

### **2. Financial evaluation (30%)**

Based on the formula:  $30 * (\text{Lowest Price} / \text{Proposed Price})$ .

## **VIII. Cost of the mandate & Terms of payment**

This assignment consists of conducting training and mentoring sessions for packing and labeling of traditional products with a maximum budget of 200.000 ALL.

Payment will be as follows: A 100% final payment upon receipt and approval of a final invoice.

Due to the expected value and duration of the contract, this assignment considers payment to be realized in one (final) installment upon approval of the deliverables described with this ToR.

The payment will be realized based on the email sent to [une\\_gruaja@yahoo.com](mailto:une_gruaja@yahoo.com) and [afrovitig@yahoo.com](mailto:afrovitig@yahoo.com). The email should contain the following components:

- Email Body Text (preferably in English language):
  - Official request for payment.
  - Link for downloading the pictures and video materials if applicable.
- Email Attachments:
  - Copies of designs produced, like business cards, labels, posters, price tags, etc.
  - A brief summary report (maximum 2-3 pages) on the process and results of the assignments as well as any recommendations coming out of the assignments.
  - Copies of the educational/support materials used during the workshop and mentoring sessions

## **IX. Declaration of relationships**

The Applicant shall describe if their organization/employees have any business or personal relationships with closely associated party from UG, We Effect, its Regional Office in Skopje, its governing bodies and employees or with similar bodies/persons of the Client.

Closely associated party (persons, physical or legal) as per We Effect's definition is considered person who has the possibility to exert control over, or significant influence on, the other person when it comes to financial and operative decision-making concerning an activity. The purpose of the Declaration is to disclose such information which makes the application and evaluation process more transparent and supports the bids in its relevance according to conditions on the open market.