TERMS OF REFERENCE

Project Branding Service and Production of its Visibility Materials

# Introduction and background

**The Albanian Network for Rural Development** is a genuine initiative of civil society that seeks to contribute to the development of rural communities by taking up an active role in the processes and reforms of the rural development sector. Established on the 11th December 2015, ANRD is a membership organization currently encompassing 30 member organizations with long standing experiences and consolidated profiles in important activities of rural development.

**The Regional Project *‘Farm to Fork Academy for Green Western Balkans – Our shared European future’*** (hereinafter referred to as F2F Academy project) focuses on strengthening the contribution of civil society actors across WB-6 in the implementation of the EU integration and approximation process in the six Western Balkan countries (WB-6) in the agricultural and rural development sector through advancing the green and just transition in the region. The action intends to create a better environment for CSOs and CSO Networks to proactively contribute to addressing societal challenges related to climate changes and biodiversity losses through building competencies able to assist farming and rural communities toward green and just transition across the region, and at the same time to sustain participatory and constructive policy dialogue to accelerate the alignment with the EU Green Deal and F2F Strategy. This project is funded by European Union.

**The project partners – the family of National Rural Development Networks (NRDNs)** in the WB-6 and Croatia and their regional cooperation platform Balkan Network for Rural Development (BRDN) are leading the way in tackling today’s critical issues concerning sustainable rural development. These genuine civil society networks support the formulation and implementation of agriculture and rural development policies at national and regional level in the light of the principles that guide the European integration processes of the region.  The project reflects the project partners’ shared vision in contributing in the implementation of the EU integration and approximation process in the WB in agricultural and rural development sector. The project partners are aware of the important role of civil society sector (CSOs and CSO Networks) in the region in addressing societal challenges, whereas they have limited capacities toward contributing to long-term social and economic transformation of the region.

# Objectives and scope of the assignment

**The main objective of this assignment is the designing, branding, and production of the promotional materials of F2F Academy project. The overall goal of the promotional materials is to foster and raise the public profile of the project and will be used as the main visualization with a unified and unique visual identity. The branding of the promotional materials will be produced considering the Communication and Visibility Plan. The Plan will provide the key concepts based on which the branding of the promotional materials will be further developed.** The package will be conceptualized based on the overall communication objectives developed in the Communication and Visibility Plan and will be fully aligned with the outlines provided on that document. The promotional materials will be distributed on all the activities/ events/ meetings etc. that will take place along the project duration and across the WB-6 and at regional level.

# Purpose of visibility materials

Purpose of F2F Academy Promotional package:

* To build awareness about the project activities, opportunities and their achievements among target audiences and project stakeholders in the Western Balkans.
* To disseminate information and promote the principle of sustainable and inclusive rural development, among target groups and other stakeholders.
* To strengthen project consortium’s image and partnership with the EU.
* To ensure compliance with EU visibility requirements in all project materials and activities.
* To ensure that partners/ beneficiaries and the target groups are aware of the EU support for the project.

# Description of required services

ANRD is seeking the services of a legal entity engaged in branding, designing, and printing services that will provide branding and production services of visibility materials with the specifications highlighted under the following sessions of this ToR.

The contractor (winning applicant) will be requested to provide the following:

* Designing of the project logo with variations based on the type of visibility materials.
* Production of printed promotional materials as per required specifications and quantities.
* Delivery of visibility materials to ANRD premises.

All materials produced for the F2F Academy Project must include as a minimum the emblem of the European Union and the project logo.

Anyhow, the correct way of applying the visual identity should be approved by ANRD before printing the materials out.

The contractor will report to the F2F Academy Project Manager by communicating regularly and providing feedback and guidance on its performance and all other necessary support to achieve the objectives of the assignment as well as remain aware of any upcoming issues related to contractors` performance and quality of work. All activities and deliverables undertaken by the contractor shall be discussed and agreed on in consultation with ANRD.

ANRD reserve the right to reject the delivered products of damage or non- compliance with the order stated within 48 hours from delivery. The materials must be properly packed and protected against any damage.

# Required deliverables and delivery dates

The elements of F2F Academy Project promotional materials under this contract will be as following:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No** | **Item** | **Quantity** | **Specification** | **Delivery Date** |
| **1.** | **Roll up / banner** | **6 + 1** | 6 with Standard size 2000 mm x 850 mm (roll up mechanism)  1 with size 180 mm x 3000 mm (without mechanism) | **60 days from the**  **contract signing**  **60 days from the**  **contract signing** |
| **2.** | **Branded notebooks** | **1500** | Hardcover, Book binding. Min 150 pages; 80 gr; Elastic closure; Dimensions: A5 /14.4 x 21.4cm. |
| **3.** | **Branded pens** | **1500** | Material: wood / plastic; Printing: 4/0 |
| **4.** | **Branded Folders** | **1500** | Material: Coated Paper (350g), matte plasticization; Printing: 4/0 |
| **5.** | **Branded Reusable Tote Bags** | **700** | Washable, cotton, height 40 x width 35, depth 10 cm, one-side printed. Printing: 4/0 |
| **6** | **Branded backpacks** | **75** | Laptop backpacks, unisex |
| **7** | **Branded reusable**  **water bottle** | **75** | Capacity: up to 500 ml; Glass, wooden cap / aluminum; Unisex. |
| **8** | **Branded Power Bank** | **75** | 10,000mAh power bank |
| **9** | **Branded T-shirts** | **100** | Unisex shirts, pre-shrunk 100% cotton, 5.9-oz. Double-needle stitched neckline and sleeves, S, M, L & XL; Print: 4/0 |
| **10.** | **Production of branded Awards for the F2F Academy project** | **21** | To Be Decided with the winning company on possible options; Printed glass / Wood / plastic; Size: 25 x 20 cm | **Within 12 months** |
| **11** | **Factsheets** | **1500** | A4 paper format, cardboard, color |

# Price List

Applicants should indicate the unit prices for each of the products, as well as prices for the total quantity of each of the items, as per the above-stated quantities.

Prices must be expressed in EUR with VAT and transportation expenses included.

# Payment

The contractor will be invited to sign a supply contract with ANRD. The

Contract will be realized in EUR and the Payment will be performed in two instalments, upon confirmation of delivery of the services.

The related payment will be made within 15 days upon submission of the invoice.

The contractor should start the work immediately after signing of the contract.

# Criteria and Qualifications needed:

* Minimum of 5 years of experience in designing and production of visibility materials.
* Demonstrated technical capacities for the design of production of printed visibility materials. To demonstrate technical capacities, the applicant should provide electronic (photo) samples of previously produced visibility materials when applying.

# Award Criteria

The most economically advantageous tender is the technically compliant tender with the best price-quantity ratio, determined by the results of the technical and financial evaluation in accordance with the technical specifications as per following:

Technical offer – 60% of total evaluation

* Experience – max 30%
* Portfolio (including previous samples) max points 30%

Financial offer – 40% of the total evaluation

# Evidence and supporting documents

* Portfolio (Company profile) in English language, of the service provider, demonstrating the minimum requested previous work in the relevant field. The portfolio needs to include the electronic (photo) samples of previously produced visibility materials
* List of clients to which the applicant has provided similar services
* Certificate of registration/incorporation (NIPT)
* The extract on the subject's history issued by the National Registration Center (Ekstrakti historik ne QKB)
* Balance sheet for the last 3 (three) financial years:
* Code of Conduct ANNEX 3, signed and stamped.
* Financial Offer (ANEKSI 2)