



## TERMS OF REFERENCE

### • BACKGROUND

The Trade Promotion East (TpE) project aims to promote inclusive export growth within specific value chains by enhancing the competitiveness and sustainable export growth of Small and Medium-sized Enterprises (SMEs) and bolstering the capacities of Business Support Organizations (BSOs) to provide quality services.

In Albania, the TpE-s project targets SME beneficiaries within the Medicinal and Aromatic Plants (MAPs) and Olive Oil sectors. To support these enterprises, ITC invites proposals from reputable firms to spearhead the digitalisation and rebranding initiatives for SME beneficiary organisations in the agriculture sector.

Within the project framework it is foreseen to address prevalent challenges SMEs face, including limited online visibility, outdated brand identities, and a need for more access to modern digital marketing tools.

This Terms of Reference (TOR) is designed to outline the tasks that a service provider will implement to improve the branding and online presence of partner SMEs. This will include redesigning logos, updating websites, creating new marketing promotional materials, and boosting social media engagement. These activities are designed to present a cohesive and attractive brand image that effectively showcases each SME's unique qualities. The enhanced branding will be used in promotional materials for international trade fairs, websites, and social media, aiming to increase visibility and attract potential partners and investors.

### • SCOPE OF SERVICES

This Terms of Reference (TOR) outlines the comprehensive services required for rebranding and enhancing digital presence. The project seeks to procure the development and design of the following for 11 (eleven) selected producers:

- **Logo Design**
- **Branding guidelines**
- **Label design**
- **Flyer, business cards, email signatures and letterhead design**
- **Social media placement**
- **Website design**

The project will provide the necessary visuals, accurately reflecting each SME's unique qualities and brand. These visuals will be used in promotional materials for international trade fairs, websites, and

social media platforms to enhance visibility and attract potential partners and investors.

This initiative is a strategic step towards equipping SMEs in Albania's MAPs and olive oil sectors with the tools needed to thrive in the global market, thereby contributing to sustainable economic growth and improved livelihoods.

- **DETAILED TASKS AND DELIVERABLES**

- **Logo Design (2 SMEs)**

**Objective:** Develop logos for selected two SMEs that embody the company's values, resonate with its target audience (national and international), and are adaptable for online and marketing materials.

**Service Provider Responsibilities:**

- **Design Development:** The service provider must create at least three initial logos for each SME. The designs should offer a diverse range of options, considering the SME sector's purpose and activity (*For MAPs – Export and Made in Albania recognition in the international market / Olive Oil Export and Made in Albania recognition in the national and international market*). The logos must align with the company's identity and reflect its selling proposition. The service provider should ensure that the logos are innovative, visually appealing, and easily recognisable.
- **Logo Specification:** Specifications for each logo variant are to be provided, delineating:
  - **Colour Specifications:** The colour palette for each design will include primary and secondary hues, precisely detailed with CMYK, RGB, and Pantone codes.
  - **Typography Details:** Each logo variant's typography will be specified, listing typeface names, styles, and the contexts in which each is to be applied.
- **Design Refinement:** The provider will facilitate up to two iterations of revisions on the chosen design (SME - logo selected alternative), focusing on refining specifics such as colour schemes and typographical elements.
- **Approval and Finalisation:** The design will be finalised after the second round of refinements to ensure complete alignment with the company's identity and their approval.
- **Final Deliverables:** The selected logo must be presented in full-colour and monochrome versions to ensure it can be used across different media types. The final logo should be delivered in digital formats (vectorial), including SVG, PNG, and JPEG, to ensure that it can be used at high resolutions and scaled for various applications like social media and the company website.

**Beneficiary SMEs Role:**

- Participate in the reviews and provide feedback on the logo designs.
- Company identity and information are to be communicated with the service provider.

**ITC Project Manager's Role:**

- Will closely monitor the logo creation process to ensure that it aligns with the Terms of Reference (ToR) and incorporates the feedback received from the beneficiary company/SMEs.

- **Short branding guidelines (11 SMEs)**

**Objective:** The objective is to create a brief guideline for each company/SME regarding brand identity and using an existing or new logo across all online platforms and printed marketing materials.

- **Service Provider Responsibilities:**

- **Logo Specifications:**

- **Specifics:** Ensure the logo remains legible and consistent across online and printed marketing materials.
    - **Applications:** Examples of correct and incorrect logo usage

- **Guideline content:**

- **Colour:** Use of logo-specific colours with codes (CMYK, RGB, Pantone) for all marketing materials (online and offline).
    - **Typography/Font:** Main and secondary fonts, styles, weights, and when to use them.
    - **Key Visual Elements:** Description and usage rules for logo/brand identity elements.
    - **Social Media Templates:** Standard templates for posts and ads to keep the logo looking consistent on online platforms.

- **Usage of stationery and promotional materials:**

- **Promotional Materials:** Directive template specifications regarding logo and font placement for flyers, letterheads, email signatures, and business cards.

- **Beneficiary SME role:**

- Provide feedback on the company's brand guidelines concept.

- **ITC Project Manager role:**

- Will closely monitor the guidelines creation process to ensure that it aligns with the Terms of Reference (ToR) and incorporates the feedback received from the beneficiary company/SMEs.

- **Packaging: Label Design (6 SMEs)**

**Objective:** Design digital template labels ready to print - 4 in total/SME - for local market product packaging for:

- Olive oil: 1-litre bottle and 5-litre can
  - MAPs: 20ml herbal essential oil bottles and paper envelope bags for herbs and spices.

- **Service Provider Responsibilities:**

- **Template creation and finalisation:**

- Design four template labels (two for each sector) in local language
  - Refine designs based on company/SME feedback
  - Finalise the label design, ensuring it includes all necessary local regulatory information. Tasks involve developing the final label design with all required information, including company feedback and approval.
  - Deliverables are the final label artwork ready for printing/production.
- **Beneficiary SME role:**
    - Will provide initial package specifications (bottles/Cans and paper bags), give feedback on prototypes, and grant final approval of label design.
  - **ITC Project Manager role:**
    - Will closely monitor the process to ensure that it aligns with the Terms of Reference (ToR) and incorporates the feedback received from the beneficiary company/SMEs.
- **Flyers Design (11 SMEs)**

**Objective:** Create at least a four-page flyer (in Albanian and English versions) for eleven SMEs in the Olive Oil and MAP sector, highlighting their products, quality, and identity to engage international and national customers.

- **Service Provider Responsibilities:**
  - **Brand Identity:** Ensure the brand name and logo are easily recognisable.
  - **Product Showcase:** Display the different products offered.
  - **Contact Information:** Provide clear contact details for inquiries.
  - **Company Story:** Share a brief history of the company.
  - **Design Considerations:** Use a clean, professional layout with a colour scheme reflecting the company's brand identity.
  - **Delivery Format:** Ensure the final design is suitable for printing and online sharing, such as PDF or JPEG formats.
- **Beneficiary SME role:**
  - Provide company information, company/product history, and product details.
  - Give feedback on the design/content and approve the final version.
- **ITC Project Manager role:**
  - Provide the service provider with 30 photos of each subject from a previous photo shoot.
  - Monitor the development process to ensure it follows the Terms of Reference (ToR) and includes feedback from the SMEs.

- **Social media (LinkedIn & META) account creation/optimisation**

**Objective:** Improve the SME brand's online presence on LinkedIn, Instagram, and Facebook to connect with the target audience and boost brand visibility and engagement.

- **Service Provider Responsibilities:**
  - **Platform Setup:** Create or improve (if it exists) professional social media profiles, optimise them to reflect the brand's identity, and start engaging with

early followers with well-crafted introductory posts.

- **Communication Manual:** Develop a short guide outlining effective communication practices, including photo quality standards, logo usage, font sizes, and maintaining visual consistency across posts for a professional appearance. The guide should also include detailed content creation and posting strategies, specifying content types, posting frequency, and adjustments for each platform to increase engagement and visibility.
- **Social media posting calendar:** Create a two-month calendar to schedule posts effectively, including specific days and optimal posting times based on peak audience activities and weekly and bi-weekly content themes.
- **Capacity building training session:** Conduct an online training session to teach the SME team how to implement the standards.

#### **Two-Month Posting Calendar Example:**

- **Week 1-2:** Introduction to the brand's vision and values (Text and Images).
  - **Week 3-4:** Highlighting key products and services (Videos and Images).
  - **Week 5-6:** Customer testimonials and success stories (Text and Video).
  - **Week 7-8:** Upcoming events and product launches (Images and Event Reminders).
- **Beneficiary SME role:**
    - Provide company contact information, history, and product details.
    - Give feedback on the platform enhancement.
  - **ITC Project Manager role:**
    - Provide the service provider with 30 photos of each SME taken during a previous photo shoot.
    - Monitor the work of the service provider process to ensure it follows the Terms of Reference (ToR) and includes feedback from the SMEs.

- **Website design concept and improvement**

**Objective:** Develop a user-friendly and visually appealing website (in English and Albanian) with up to five tabs to enhance user engagement and meet business objectives, focusing on usability, aesthetics, responsiveness, and search engine visibility.

- **Service Provider Responsibilities:**
  - User Experience (UX) Design:**
    - Develop wireframes and prototypes for a simple and navigable website structure with a maximum of five tabs.
    - Perform usability testing to refine interfaces based on SME feedback.
  - Visual Design:**
    - Create a visually cohesive design that reflects the company's brand identity.
    - Ensure the design models for key pages are well-designed, clean, and accessible in both languages.
  - Front-end Development:**
    - Implement the design with clean, efficient, and responsive code.
    - Convert design mock-ups into HTML, CSS, and JavaScript, ensuring

functionality across all major browsers and devices.

**Back-end Development:**

- Develop server-side logic and database integration for efficient handling of user interactions and data storage.

**Search Engine Optimization (SEO):**

- Optimise the website for higher search engine rankings and increased organic traffic.
- Create and optimise content based on SEO best practices.

- **Beneficiary SME role:**

- Provide company information, history, and product details for the website
- Provide and support the service provider with the website server access details
- Give feedback on the website design and approve the final version.

- **ITC Project Manager role:**

- Provide the service provider with 30 photos and three short videos taken during a previous photo shoot for each SME.
- Monitor the process to ensure it follows the Terms of Reference (ToR) and includes feedback from the SMEs.

- **IMPLEMENTATION ARRANGEMENTS AND EVALUATION CRITERIA**

- **Submission Instructions**

- **Application Form shall include**

- Organisation: A short description of organisational capability, general reputation, experience in preparing logos, brand concepts and guidelines and websites.
- Portfolio of previous works/campaigns/branding/websites.
- List of professional engaged personnel for the above ToR.
- Financial Offer

- **Project Timeline**

- **RFQ Release Date:** 29 May 2024
- **Vendor Selection Date:** 17 June 2024
- **Project Start Date:** Within June 2024
- **Project Completion Date:** 5th October 2024

- **Terms and Conditions**

- **Confidentiality:** All tender-related information is confidential and must not be disclosed.
- **Intellectual Property:** Each beneficiary will retain ownership of the final logo design and associated materials.

- **Non-Binding:** This tender does not constitute a binding contract or an offer of employment.

- **IMPLEMENTATION ARRANGEMENTS AND EVALUATION CRITERIA**

The offers are to be evaluated based on the below-listed criteria:

- **Organisation Experience and Competencies**
  - A proven track record in branding concepts, promotional campaigns, and websites
  - Possesses a minimum of five years of relevant experience in similar projects
  - Holds at least ten years of experience in PR, visual and communications sectors.

- **LIST OF COMPANIES AND ADDRESSES:**

|    | Type of SME | Location                 |
|----|-------------|--------------------------|
| 1  | MAPs        | Fllake, Shijak           |
| 2  | MAPs        | Sopës, Lushnje           |
| 3  | MAPs        | Proger, Korce            |
| 4  | MAPs        | Maliq, Korce             |
| 5  | Olive Oil   | Cerme e sipërme, Divjake |
| 6  | Olive Oil   | Skroftinë, Vlore         |
| 7  | Olive Oil   | Lukove, Sarandë          |
| 8  | Olive Oil   | Trevllazër, Vlore        |
| 9  | Olive Oil   | Lunder, Tirane           |
| 10 | Olive Oil   | Marikaj, Tirane          |
| 11 | Olive Oil   | Shergjan, Elbasan        |

- **LIST OF COMPANIES AND THEIR RESPECTIVE NEEDS:**

| COMPANY NAME | Logo            | Flyers/<br>Marketing<br>materials | Labels          | Website         | Social media     |
|--------------|-----------------|-----------------------------------|-----------------|-----------------|------------------|
| 11 SMEs      |                 | X                                 |                 | X               | X                |
|              |                 | X                                 | X               | X               | X                |
|              |                 | X                                 | X               |                 |                  |
|              | X               | X                                 | X               | X               | X                |
|              |                 | X                                 | X               | X               | X                |
|              |                 | X                                 | X               |                 | X                |
|              |                 | X                                 |                 | X               | X                |
|              |                 | X                                 |                 | X               | X                |
|              |                 | X                                 |                 | X               | X                |
|              |                 | X                                 | X               | X               | X                |
|              | X               | X                                 |                 | X               | X                |
| <b>TOTAL</b> | <b><u>2</u></b> | <b><u>11</u></b>                  | <b><u>6</u></b> | <b><u>9</u></b> | <b><u>10</u></b> |

- **FINANCIAL OFFER (BASED ON THE ABOVE TERMS OF REFERENCE)**

| Financial offer                    |            |          |                            |
|------------------------------------|------------|----------|----------------------------|
| Service description                | Price/Unit | Quantity | Total Price<br>(incl. VAT) |
|                                    | (1)        | (2)      | (3 = 1 x 2)                |
| Logo creation                      |            | 2        |                            |
| Flyers and marketing materials     |            | 11       |                            |
| Labels                             |            | 6        |                            |
| Website                            |            | 9        |                            |
| Social media intervention          |            | 10       |                            |
| TOTAL PRICE IN USD (including VAT) |            |          |                            |

(Please note: If more SMEs participate than initially planned, the unit price will be applied)

- **CANDIDATE ASSESSMENT AND SELECTION:**

The service providers will be selected based on a cumulative analysis of their fulfilment of the evaluation criteria.

| Evaluation Criteria                              | Maximum score per requirement (5) |
|--|-----------------------------------|
| Company profile                                  |                                   |
| Proposed methodology and timeline of competition |                                   |
| Experience in developing similar assignments     |                                   |
| Portfolio of previous works                      |                                   |
| List of professional engaged personnel           |                                   |
| Maximum score per requirement (25)               |                                   |
| Financial Offer                                  |                                   |
| Total maximum score                              | • Points                          |



## Annex 1

### **By submitting this offer, companies agree to the terms and conditions regarding usage rights and exclusivity of products mentioned in these terms of reference**

Except as is otherwise expressly provided in writing in this offering, the United Nations (ITC) shall be entitled to all intellectual property and other proprietary rights, including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the service provider has developed for the United Nations (ITC) under this service and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the offering. The Service Provider acknowledges and agrees that such products, documents and other materials constitute works made for hire for the United Nations.

To the extent that any such intellectual property or other proprietary rights consist of any intellectual property or other proprietary rights of the Service Provider: (i) that pre-existed the performance by the Service Provider of its obligations under the Offering, or (ii) that the Service Provider may develop or acquire, or may have developed or acquired, independently of the performance of its obligations under the execution of this offering, the United Nations does not and shall not claim any ownership interest thereto, and the Service Provider grants to the United Nations a perpetual license to use such intellectual property or another proprietary right solely for the purposes of and in accordance with the requirements of the service.

At the request of the United Nations, the Service Provider shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring or licensing them to the United Nations in compliance with the requirements of the applicable law and of the service. Subject to the foregoing provisions, all maps, drawings, websites, logos, photographs, branding guidelines, plans, reports, estimates, recommendations, documents, and all other data compiled by or received by the Service Provider under the service shall be the property of the United Nations, shall be made available for use or inspection by the United Nations at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to United Nations authorised officials on completion of work under the service.