

TOR for STE-Assignments / Advisory / Services Contract

Project:	Digital Transformation of small and medium-sized enterprises in Eastern Partnership countries
PN:	22.2181.0
Activity:	Development of brand strategy and visual brand identity for the project “Digital Transformation of small and medium-sized enterprises in Eastern Partnership countries”
Period:	19 June 2023 – 15 September 2023

1. Brief information about the project

“Digital Transformation of small and medium-sized enterprises in Eastern Partnership countries” Project (hereafter – DT4SME) is commissioned by the German Ministry for Economic Cooperation and Development (BMZ). The project is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). DT4SME works on the support of digital transformation on the micro, meso, and macro level. SMEs in Georgia, Armenia, Moldova, Ukraine, and Azerbaijan will profit from support to digitally upgrade their business models. Intermediary organizations such as business associations or company networks will be supported to work with research organizations, financial institutions and public policy makers to create regional innovation systems conducive for digitalization. Together with its political partners the Project will work on the improvement of national and regional framework conditions and policies for digital transformation of SMEs. Furthermore, statistical authorities will be capacitated to provide reliable information for policy makers and the public discussion on public policies. The Project fosters regional and international exchange between the five Eastern Partnership countries, with Germany and other European Union member states.

2. Context and current situation in the field of assignment

The module goal of the DT4SME is: The competitiveness of small and Medium-sized enterprises in Eastern Partnership countries is strengthened, taking into account digital transformation.

The target groups of the project are as follows: At the enterprise level, SMEs in traditional industrial and economic sectors are addressed. The economic and industrial sectors of the Eastern Partnership countries of the are mainly characterized by micro, small and medium-sized enterprises. Women in management positions are still underrepresented. By focusing on these companies, the focus of the project on the needs of these companies and the high relevance of these companies for income and employment of broad sections of the population is directly and indirectly complied with the Leave no one behind principle of the 2030 Agenda.

Intermediaries through which the above-mentioned target groups are reached are political decision-makers and especially employees in the relevant ministries as well as in their subordinate authorities and the national statistical authorities. In addition, specialists and executives in sector

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and business associations, funding and scientific institutions as well as financial and investor networks. The number of these actors in the digital and entrepreneurial ecosystems of the Eastern Partnership countries is estimated at several hundred. There is a need for targeted addressing of women and the inclusion of different perspectives to improving women's economic participation.

Objective of the assignment

The project brand strategy and visual brand identity must be developed based on the overall objective, impact hypothesis, target audience and core values of the DT4SME. Development of these tools is aimed at increasing awareness of the project DT4SME and its partners and beneficiaries at local, regional and international levels, attracting potential new partners and spreading information about DT4SME activities.

2.1. Scope of work

DT4SME seeks to contract a branding, marketing, PR agency (hereinafter Contractor) for development of the project brand strategy and visual brand identity. Under this assignment, the Contractor is expected to:

1. Develop Brand identity and mission statement for DT4SME for the years 2023-2026
2. Develop Slogan/tagline
3. Develop a color palette-to feature 1-3 primary colors and 2-3 secondary colors (black and white count)
4. Develop a primary logo mark and wordmark (a full-color and one-color black versions)
5. Develop a secondary logo mark and/or word mark (to be used in place of a primary logo, i.e. on a t-shirt, hat, or pen/pencil)
6. Develop fonts and typography (ENG)
7. Usage: clear space, size, co-branding guidelines
8. Develop social media icon and header set (including for Instagram, Facebook, LinkedIn)
9. Develop electronic newsletter masthead and footer
10. Develop Infographic, PowerPoint and background for online meetings
11. Develop a visual concept for printed materials, brochures, folders, roll-up banner, business cards and etc.
12. Create other standard elements
13. Develop a complementary brand book
14. Provide a detailed workplan and progress reports

2.2. Intellectual Property

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GIZ shall be entitled to all intellectual property and other proprietary rights including, but not limited to documents and other materials, which the Contractor will develop under the assignment, and which bear direct relation to fulfilment of the assignment. The Contractor shall take all necessary steps in transferring intellectual property to GIZ.

2.3. Deliverables and timeline

The contract period for this assignment is expected to be from 19 June 2023 to 15 September 2023. **An indicative structure of tasks/deliverables and due dates** is suggested as follows:

Phase/Tasks	Deliverables	Working days	Due Date
1. Preparatory work			
1.1. Review and get familiar with the DT4SME project documents 1.2. Introduce the team of experts to DT4SME team 1.3. Review and acquaint with DT4SME team members 1.4. Review and get familiar with the BMZ and GIZ communication guidelines 1.5. Prepare Kick off materials and conduct kick off meeting	<ul style="list-style-type: none"> Presentation inc. the short introduction of the team, milestones and strategy of project management (PPT – ENG) 	7	5 July 2023
2. Development of Strategy and action plan			
2.1. Develop action plan to ensure the activities are planned so that requirements listed in are reached, submit to GIZ for review and comments.	<ul style="list-style-type: none"> Action plan, milestones and KPIs (word doc. Excel doc ENG) 	5	14 July 2023
2.2. Develop first draft of brand strategy, submit to GIZ for review and comments	<ul style="list-style-type: none"> Draft brand strategy (word doc. ENG) 	15	9 August 2023
2.3. Final brand strategy, task report against action plan is accepted and approved by GIZ	<ul style="list-style-type: none"> Brand strategy (word doc. ENG) Progress reports against KPIs (word doc. Excel doc ENG) 	8	23 August 2023
3. Development of Visual brand identity			

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Phase/Tasks	Deliverables	Working days	Due Date
3.1. Three samples of visual brand identity presented to GIZ for selection 3.2. A complimentary brand book submitted to GIZ for review and comments. To include brand identity, mission statement and slogan/tagline	<ul style="list-style-type: none"> Draft complimentary brand book All design files provided in low- and high-resolution formats as JPEG and EPS and PPT files 	5	23 August 2023
3.3. Final visual brand identity is, approved by GIZ 3.4. Final report against action plan	<ul style="list-style-type: none"> A complimentary brand book All design files provided in low- and high-resolution formats as JPEG and EPS and PPT files Task report against action plan (word doc. Excel) 	5	15 September 2023
NOTE: all final/approved texts (ENG) will be submitted to Contractor by GIZ in advance.			

To accomplish the deliverables mentioned in 2.3. the service provider will be given total of **up to 45 working days**, that should be distributed among involved experts according to the following table:

Phase/Tasks	Total contract days up to 45	Brand Strategy expert / team leader	Brand Visual identity expert
1. Preparatory work	7	4	3
2. Development of Strategy and action plan	28	23	5
3. Development of Visual identity	10	5	5
per expert days within 45 days		32	13

3. Coordination and Communication

- The Contractor reports to the GIZ Technical Expert and Monitoring and Evaluation (M&E) Advisor of the DT4SME project.

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- The Contractor will coordinate closely on all content and technical aspects of this assignment with DT4SME team.

4. Visibility

Development of all products under this assignment is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and must follow communication and visibility requirements for GIZ and BMZ financed external actions (i.e. inclusion of logos and disclaimers).

5. Conditions and payment terms

Payment will be carried out based on the implementation of this assignment and the acceptance of all deliverables by GIZ.

The interim payment will be carried out based on implementation of 1 phase: Kick off presentation and 2 phase: Strategy and action plan.

Final Payment upon acceptance of all deliverables.

6. Submission Requirements

The bidding company shall submit technical and financial proposals to comply with the following requirements:

6.1. Technical proposal shall contain:

1. Information about the company demonstrating its strong record in the area of branding and marketing.
2. Assignment relevant portfolio – links/portfolio to/of similar past works that demonstrate ability of the company to deliver on this assignment and produce creative, high-quality products.
3. Brief description of the implementation process, focusing on:
 - Interpretation of objectives
 - Strategy of implementation
 - Work schedule and timelines
 - Monitoring and evaluation concept
4. A list of proposed professionals to be involved in implementation of this assignment (please include their CVs, certificate and relevant works).

6.2. The financial proposal shall clearly state:

- All types of costs to be charged to the project for implementation of this assignment, **excluding VAT**.

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- **Daily fee rate of experts assigned that shall cover all personnel costs, including ancillary personnel costs; backstopping, communication and reporting costs; and all overheads, profit, interest, risks, etc.**

7. Evaluation criteria

Technical Proposal will be assessed based on the following criteria:

- Credentials of the company and assignment-relevant experience;
- Interpretation of the assignment objectives by the bidder;
- Professional credentials and qualifications the proposed staff;
- Overall relevance of the proposed technical offer to current assignment and expectation of the project.

* For the detailed information, please review assessment grid, attached to this document.

8.1 Requirements for the company profile

- Active on the market for the last 3 years
- Proven experience of providing companies with the brand strategy development and support, PR and Marketing
- Evidence of conducting similar projects (regarding content and volume) (at last 5 projects)

8.2 Requirements for the experts' profile

For the Brand Strategy expert / Team Leader:

- Certified brand strategist with 3 years of working experience
- Proven work experience in working with the international organizations / regional projects

For the Visual identity expert:

- 3 years of working experience as a designer/visual identity expert

8. Other conditions

The contractor is obliged to change the expert/s upon the request of GIZ in case expert does not fulfill or partially fulfill the responsibilities listed in article 2.3.