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**Terms of Reference (TOR) for the selection of a
graphic designer to do the design and layout
downloadable training materials for green
entrepreneurs and Finance Institutions in the
framework of the GIMED ENICBC Project.**

1 Background

The Regional Activity Centre for Sustainable Consumption and Production (hereinafter SCP/RAC) is a centre for international cooperation on development and innovation based on the sustainable consumption and production approach.

The Centre is one of the Regional Activity Centres established in the framework of UNEP/Mediterranean Action Plan, the programme of UN Environment established to support the member countries of the Barcelona Convention. Under that institutional framework, SCP/RAC has an official mandate from the countries as centre that engages in international cooperation with Mediterranean countries on development and innovation in the business sector.

The Centre is based in Barcelona and it is legally hosted by the Catalan Waste Agency, a public service agency considered a reference organization in waste prevention and management and the promotion of circular economy.

ARC-SCP/RAC is the coordinator partner of the Green Impact MED Project - Positive Investments for Positive Impacts (GIMED), a new EU-funded project under the ENI-CBC Med Programme aiming at supporting green entrepreneurs to better access finance and market in the Mediterranean.

GIMED's main goal is to support entrepreneurs, particularly young and women, to better access to finance and markets in 5 Mediterranean countries: Spain, Lebanon, Palestine, Tunisia, Egypt and Italy. On the ground, the project will train and coach eco-innovators and encourage financiers to invest in the Mediterranean eco-innovation sector. Project partners are Catalan Waste Agency/ARC (Spain), Berytech (Lebanon), Leaders Organisation (Palestine), Conect (Tunisia), Alexandria Business Association (Egypt) and Fondazione di Comunità città di Messina (Italy).

ARC-SCP/RAC is also responsible of managing the development of the tools for the capacity building workshops and coaching sessions for access to finance and markets.

This ToR refers to the graphic design of the access to market and e.learning for Finance Institutions main virtual and downloadable materials that have to be developed by ARC-SCP/RAC within the GI MED project.

2 Objective

The objective of this Terms of Reference (ToR) is to call for graphic designers that will do the design and layout of the Access to Market and E.learning for FIs training materials.

3 Description of Work

The service provider will undertake the following work:

1. Creation of the layout concepts

SCP/RAC will brief the provider on the main aspects to be taken into account including visual mood, chromatic and the main graphic elements such as infographics and icons used in the virtual space that will host the materials produced. The objective is that the provider understands the project and the communication requirements. Based on that, the provider will create the design and layout concepts that will have to be validated by SCP/RAC.

We consider design and visual aspect as key criteria to attract the beneficiaries to use the whole e.learning materials or some parts of it. We aim having a visual layout where is easy to read and distinguish the information. According to that, we would like to present the information in blocks/items rather than having long paragraphs.

2. Design application

The provider will apply the layout concepts to the e.learning materials according the sections they refers to: Access to Market and e.learning for Finance Institutions. The material to be designed will correspond to around 60 pages and will consists of the following elements:

- The design of 30 downloadable training pages of Access to Market exercises
- The design of the business cases' stories for Finance Institutions. There will be around 15 business cases telling "the history of the business journey" of each company. Each business case form will have 2 pages (30 pages total).
- The design or re-design of 15 diagrams and infographics.
- The search or design of icons representing environmental, economic or social aspect or the adaptation of already used graphic elements.
- Selection of pictures to be included in the materials

4 Deliverables and calendar

The provider will start the work after the validation of their offer by the contractor.

The design of the Access to Market session will have the priority.

Deliverable	Deadline
#1. Creation of the layout concept and the other elements	Middle of June 2020

#2. Design application	
➤ Submission of the first version	1 st week of July 2020
➤ Submission of the final version	4 th week of July 2020

5 How to apply and selection process

The candidates should submit the following documents:

1. Technical proposal (max 2 pages) based on the template in the Annex 1
2. A 2-page prototype design of the business cases telling “the history of the business journey” based on the Annex 2.
3. Financial offer: The service provider should state the total financial cost of the activities expressed in euro (where relevant including taxes) in the proposal.
4. Bank form filled in, signed and stamp by the bank as given in the Annex 3. This can be submitted once the technical evaluation of the offer is done.

Offers must be sent to cpani@scprac.org and aruzo@scprac.org with the subject “Graphic designer – GIMED project” before **21th May 2020, midday (Central European Summer Time)**.

Important :

The header of the **technical and financial offers** must clearly note the candidate data (Name, address, country, telephone, email and fiscal identity number or other official number) and those of the Contractor: « Regional Activity Center for Sustainable Consumption and Production / Agència de Residus de Catalunya / Carrer Dr. Roux nº 80 / 08017 Barcelona, Spain / NIF: Q-5856373-E ».

The maximum amount for this consultancy is **6,000 € (taxes included)**.

All candidates will be notified the reception of the offers.

Offers will be assessed according to the following criteria and scores:

Points	Criteria
Maximum 50 points	Quality of the technical offer and the prototype
Maximum 50 points	Financial offer

6 Selection and payments

The winning candidate will be notified by email on the selection of the offer. From that moment on work can start according to the calendar.

2 payments:

- 30% once the Access to market design is completed
- 70% once all the work is completed.

Payments will be done in a period of **60 days after reception and validation of the invoice**. The Contractor is not responsible for banking costs that might be applied by the consultant(s) bank, nor for changes in currency exchange.

Annex 1 Offer template

From:

Name: XXXXXX

Address: XXXXXXXXXXXXX

Country: XXXXXXXXX

Phone:

VAT nº or Tax ID: xxxxxx

To:

Regional Activity Center for Sustainable Consumption and Production

Agència de Residus de Catalunya

C/Dr. Roux núm. 80

08017 Barcelona, Spain

NIF: Q-5856373-E

1) Tasks description

2) Implementation schedule

3) Financial offer

4) Profile and references

Annex 2 business case

Company name	FabricAID
Founded	2017
Location	Lebanon
Sector	Resource efficiency and sustainable waste management
SDGs	1, 8, 12
Type of support received	Investment Equity Grants
Impact indicators	<p>- Environmental Impact: More than 100,000 Kg of clothes collected and more than 30,000 pieces up-cycled.</p> <p>- Social Impact: 13 refugees employed; 15,000 items sold to underprivileged individuals. More than 10,000 vulnerable individuals able to buy affordable clothing.</p>

Business description and journey

It is estimated that 5% of solid waste in Lebanon comes from textiles like clothes and fabric. FabricAID was founded as a business solution helping to solve the garbage problem, and also supporting disadvantaged people. This social enterprise enables underprivileged people to get decent clothing at affordable prices while reducing fabric waste. FabricAID collects clothes either from partnering NGOs or through their smart clothing collection bins. Collected clothes appropriate for reuse are sorted into over 50 categories to be sold through one of FabricAID's own permanent shops located in very underprivileged and remote areas for prices ranging between \$0.3 to \$2 per item.

FabricAID distribution channels maintain a dignifying shopping experience, similar to the one provided by traditional clothes retailers (clothes neatly displayed, price labels, changing rooms, personalised advice).

Twenty percent of the clothing FabricAID collects are not of high enough quality to be washed and resold at second-hand stores.

Those clothes that are inappropriate to be reused are shredded into small pieces to be used as stuffing in upcycled furniture. This stuffing has proved to be as comfortable as the traditional material. Their goal is to reach zero fabric waste.

There has also been exploration of resale of damaged items, and those unsuitable for refugees, through the RemAID programme. This programme sells damaged goods for reuse in the making of upholstery padding in collaboration with the Orphan Welfare society, and those items unsuitable for refugees are processed into unique vintage fashion items by the ESMOD Fashion School and the NGO Sawa for Development and Aid, to be sold at fashion shows to middle-class customers.

Since it was founded, FabricAID has won 17 competitions and collected \$130,000.

In February 2018, FabricAID won a competition called "Get in the Ring Beirut", providing \$2,500 and a spot in the Global Meetup in Portugal to represent Lebanon.

In 2018 FabricAID benefitted from the Global social venture competition prize by Berytech and won the 1st international prize competing with 19 different countries, getting access to international visibility and access to a grant.

In 2019 FabricAID, passed the due diligence of Alfanar, for a total amount of £146,621 in investment.

In 2019, Foundation Diane invested in FabricAID and became a shareholder of equity (owning a bit less of 10%) .

Their goal for the future is to find other passionate, young social entrepreneurs to help expand FabricAID in other countries, namely Jordan, Egypt, and Morocco.

Website or other information sources	https://www.fabricaid.me/
Any other comments or information you want to share about your fundraising experience	
Quote	“Our goal is to deliver good quality clothing into the hands of people who need them, while also reducing fabric waste.”

Annex 3 Bank form

Request of payment (Bank details)

CREDITOR DETAILS

TAX ID

NAME

STREET

PD

CITY

COUNTRY

PAYMENT DETAILS

NAME OF BANK

IBAN NUMBER

Country

code

SWIFT CODE

ADDRESS OF BANK

PD

CITY

Hereby I declare that I'm the holder of the account
above stated.

With the agreement of the Bank

CITY AND DATE

SIGNATURE/ STAMP

SIGNATURE/ STAMP