



Terms of Reference (ToR) for Developing Guidebooks for IP Capacities for Smart, Sustainable and Inclusive Growth in the MEDiterranean Region (IPMED) Project

REF. (01/E/2023)

1- Background

A solid bond between Intellectual Property Rights (IPR), research and innovation constitutes a fundamental pillar for knowledge-based societies. Crucial for the development and competitiveness of start-ups, micro, small and medium-sized enterprises (MSMEs) and entrepreneurs, IPR is, however, the element of the axis most often unknown or overlooked by these groups in business decision-making both in Europe and beyond. Recent studies on firm competitiveness and economic performance highlight that only 9% of SMEs make use of IPR in Europe (against 40% of large companies). Yet small firms owning IPR perform better than those that do not (increased reputation, strengthening of long-term business prospects and increased turnover). In the Euro-Mediterranean area, changing this pattern of low interest/access to IPR is critical to help regions of both shores of the basin achieve smart, sustainable and inclusive growth.

IP Capacities for Smart, Sustainable and Inclusive Growth in the MEDiterranean Region (IPMED) is a project that intends to contribute to the change aforementioned by helping local authorities and IP/ innovation brokers understand how they can better support entrepreneurs in accessing, using and optimizing the growth potential of IPR, and enhancing the IPR of young entrepreneurs.

IPMED project was initiated under ENI CBCMED, a cross border cooperation initiative programme funded and monitored by the EU, with business and SMEs development as the thematic objective. Led by JEDCO in Jordan, the project is executed by a consortium that includes Thessaloniki Chamber of Commerce and Industry (TCCI) in Greece, F.I.L.S.E in Italy and Chamber of Commerce and Industry for Tunis (CCIT) that work in harmony to achieve its objectives. The project is also monitored by Regione Autonoma della Sardegna, the Managing Authority (MA) of ENI- CBMED, as is assisted by JTS.

Jordan Enterprise Development Corporation (JEDCO) is a government organization that designs and runs a variety of programs and projects for supporting entrepreneurs and SMEs in Jordan in terms of access to finance, training, building export readiness and technical assistance.

The IPMED project kicked off in February 2020 and will end in September 2023. It is composed of four work packages (WPs) with WP3 and WP4 as the core. In WP3, developing guidebooks for business development and IP awareness is a major output, and this ToR refers to the execution of that output.

2- Objective

JEDCO intends to select and hire a consulting firm with solid experience and know-how in the field of IPR and its linkage to innovation in the SMEs to develop guidebooks based on sector priority selection that serve businesses in these sectors when it comes to IP protection in their industries.

The overall IPMED project objectives are

1. Improve the capacities of public authorities and innovation brokers to valorize start-ups, young and women entrepreneurs by facilitating their access to IPR and commercialization schemes.
2. To set up/upgrade specialized IP support services and resources.
3. To strengthen IP related knowledge and awareness of start-ups, youth and women entrepreneurs.

3- Scope of Work

The Consulting Firm will be responsible for the right delivery of the following:

3-1 SoW1: Activities

	Outputs	Tasks
A	Plan	The Consulting Firm shall follow a methodology in identifying priority for five sectors where data available at the Directorate of Industrial Property in the Ministry of Industry and Trade and at the National Library serve as the reference. The Consulting Firm therefore gathers the data pertaining numbers of IP requests, filings received/ completed over the last 3 years, and other relevant data then analyze them to conclude future predictions on the sectors to be selected as priority sectors. The findings should also be validated by comparing the sectors to those identified in national strategies and executive plans.
B	Guidebooks development	The Consulting Firm shall develop contents by gathering all related laws and regulations, process flows and available IP support tools pertaining the specific five sectors of selection and arranging them in a manner that facilitates awareness and easy access to information. The content shall be written in clear yet professional language supported by graphics. Each guidebook size shall be in the range of 15 – 25 pages.
C	Translation	Translations of all guidebooks to English shall be made after accepting the Arabic content. The English part must be professionally made taking into consideration the exact equivalent terminology used in English context by

		international organizations, mainly WIPO.
D	Printing	<p>Upon acceptance of the five guidebooks, the Consulting Firm shall print 350 copies of these guidebooks (70 copies/guidebook) . Each guidbook has both Arabic front cover followed by the developed content in Arabic and English back cover followed by the translated content to English.</p> <p>The printing should be according to the following specifications</p> <ul style="list-style-type: none"> • A4, Maximum of 50 pages including the cover, 4 colors, 2 sides, art matte 135 grm, horse stitch, (cover, art matte 300 grm with lamination)

3-2 SOW2: Reporting

- a) No reporting is needed. However, milestones that are identified in the SOW and in the timeframe below shall be respected.

4- Timeframe and Deliverables

The IPMED project will end in September 2023 and the guidebooks development should commence before the project closure. The duration of *all activities* related to the guidebooks development which are identified in this ToR must not exceed two months from the date of contracting. The table below is a tentative timeframe for the outputs.

	June				July			
Outputs	1	2	3	4	1	2	3	4
A								
B								
C								
D								

The deliverables from each of the activities listed in section 3-1 under the Scope of Work are defined in the table

	Outputs	Deliverables Type
A	Plan	PDF document that contains the analysis made, naming list of priority sectors with the rationale behind selection

		in English.
B, C	Guidebooks	PDF documents that contain the the final draft of the guidebook in Arabic & English
D	Printing	350 copies of the guidebooks (70 guidebooks / sector) packed in boxes and delivered to JEDCO offices.

5- Qualifications and Requirements

The Consulting firm should be well established with record history of similar projects. It must present a team capable of performing the tasks described in this TOR with the following competencies:

- Experience in designing and delivering regulations and procedure content-based materials
- Intensive knowledge in IP and innovation in Jordan proven by reference projects and consultancies
- Proven analytical study capacities
- Graphic design experience

6- Application, Selection and Payment

The applicant must deliver two copies (one original and one electronic copy) of the following documents:

- Technical and Financial offers shall be clearly separated
- Technical and financial offer specifying the methodology to elaborate how the Consulting Firm will handle the tasks, referring (if any) to other stakeholders to be consulted, suggesting an implementation schedule and stating the workload in days (1 day = 8 working hours) against fixed rate in EURO. Other costs are to be included separately with details (e.g cost of travel to work site). Applicants must use the template in Annex II & Annex III.
- CVs of the proposed team and detailed list of reference projects
- Bank form filled in, signed and stamped by the bank
- Firm registration certificate

Application shall be submitted to the address below no later than 02:00pm; Wednesday 07/06/2023.

Jordan Enterprise Development Corporation

Attn: Raed Nawaiseh

procurement officer

PO.Box 7704, Amman 11118, Jordan

Eqrima alqurashi St., Alabdali, Amman, Jordan

Tel: +962 6 5603507 Ex: 2305 Fax: 962 6 5684568

E-mail: Raed.nawaiseh@jedco.gov.jo

Selection of the consulting firm will be based on the evaluation of offers received and on personal interviews. The assessment will follow 70/30 criteria where maximum 70% is allocated for the quality of the technical offer and 30% for the financial offer. The quality of the technical offer will be assessed using the criteria in annex I

Payment will be made in installments after timely communicating/ submitting deliverables (referred to in section 4 of this ToR) and validating invoice/ request for payment.

Annex I: Technical Evaluation Criteria

Sections	
A. Scope, Understanding & Methodology	30
B. Consulting firm profile	20
C. Qualifications of the proposed working team	50
Total	100
A. Scope understanding & methodology	
A.1 Understanding of TOR: the firm should draw from the TOR in its technical offer to prove its understanding of the objectives and scope of work	15
A.2 Methodology: Details in-line with the TOR's methodology	8
A.3 Implementation schedule	7
Sub-total	30
B. Consulting firm profile	
B.1 Establishment (years in business)	5
B.2 Relevance of the firm activities with the scope of the consultancy	5
B.3 Number of previous projects	10
Sub-total	20
C. Qualifications of the proposed working team	
C.1 Years of experience in designing and delivering regulations and procedure content-based materials	10
C.2 Knowledge in IP and innovation in Jordan proven by reference projects and consultancies or by direct work with firms on multiple IP file types	20
C.3 Analytical study capacity proven by description of previous projects and clarification of the parts where analysis took place	10
C.4 Graphic design experience proven by list of previous customers	10
Sub-total	50

Annex II: Technical & Financial Offer

Submitted by

Name	
Company	
Address	
E-mail	
Mobile No.	

Reference No. _____

- 1- **Profile** (*Narrative description of the consulting firm and the consultant(s) capacities and past experience and how they are aligned with the scope of the ToR*)
- 2- **Understanding of ToR**
- 3- **Methodology**
- 4- **Timeline & schedule of deliverables**
- 5- **Consultants profiles**
- 6- **Financial offer** (*Separated*)

Annex III: References

(Add as many rows as needed)

Project	Sponsor (with contact)	From (date)	To (date)	Scope of work