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## **Terms of Reference (TOR)**

Preparation of a Guide and Toolkit in:  
*Brand development; Trademark legal framework and procedures in  
Albania, and Impact Assessment*  
in support of Albanian startups generating social impact.

PROJECT: EMBRACE – Entrepreneurship Models Building Relations and Creative Economy”

GRANT CONTRACT No: 2017/394-895

Tirana, Albania

December 18, 2020

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The project “EMBRACE – Entrepreneurship Models Building Relations and Creative Economy” is implemented by Partners Albania for Change and Development in partnership with Project Ahead (Italy), and funded by the European Union through the Delegation of the European Union to Albania.



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## TERMS OF REFERENCE AND SCOPE OF SERVICE

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### 1. Background

Partners Albania for Change and Development is an Albanian organization with over twenty years of experience combining local knowledge with innovative tools and techniques to build platforms for communities, civil society organizations, government and business, and facilitating participatory processes to advance constructive change towards sustainable development. Partners Albania is a member of Partners Network, a partnership of 22 independent, local organizations in Europe, the Americas, Africa and the Middle East working for peaceful and democratic change. Partners Albania is also a member of several European and regional networks.

PA has organized its interventions into four key programmatic areas: **1) *Enabling environment and sustainable development of civil society***, bringing expertise and experience of a dynamic and innovative organization, specialized in the empowerment of civil society actors and civic engagement through capacity building programs, monitoring and advocacy for an enabling legal and practical environment for CSOs operation, and financial support; **2) *Transparent and accountable participatory governance*** – contributing to increase transparency and accountability of institutions at local and national level. **3) *Philanthropic activity and support infrastructure*** – PA works for the development of philanthropy in the country by *promoting* the culture of giving in Albania, *research* to better understanding the characteristics of philanthropic activity and *advocate* to create an enabling and conducive environment; and **4) *Social entrepreneurship and innovation*** – contributing to the development of social entrepreneurship and social enterprises (SEs) through *research* to better understanding features and models of SEs along with their development challenges, *educating* all relevant stakeholders in *supporting* the role of SEs. These instruments are in function of advocacy efforts for an enabling institutional and financial environment for SEs.

*Through EU-funded projects, PA has financially supported the establishment of 18 Social Enterprises in 10 different municipalities across Albania which has contributed in full-time employment of 25 people (mainly youth and women) and part-time employment of 15 people.*

One of the projects implemented in this framework is *EMBRACE - Entrepreneurship Models Building Relations and Creative Economy*, contributing to the strengthening and support of existing and new social enterprises in Albania to tailor their products/services, and/or find their niche in the market within legal and regulatory framework.

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The main objectives of the project are:

- Creation of successful models of sustainable social enterprises responding to societal and environmental challenges and fostering inclusive development, applying business techniques and in partnership with the private sector
- Improved legal framework and practical environment that enables sustainable sources of funding for CSOs, through joint advocacy efforts of CSOs, and in collaboration with the private sector.

A tailored capacity building program, assistance, and financial support is provided to the targeted SEs, contributing to the development of their business-related skills, networking and partnership building with international networks on social enterprises and building relations and partnership with business sector and other potential clients.

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## 2. Objective of the ToR

The main objective of these Terms of Reference is to contract a Consultant (Company / Expert) to develop a Guide and Toolkit on the topics: Brand development; Trademark legal framework and procedures in Albania, and Impact Assessment. The Guide and Toolkit will be informative, practical and self-explanatory contributing in support of Albanian start-ups development and sustainability.

## 3. Obligations of the Consultant

- The Consultant is responsible to provide his/her technical expertise to produce the expected outputs – the Guide and Toolkit, and all materials/documents necessary for successful use of it, related to the topic requested;
- To use contemporary information and methodologies useful to its users;
- The starting date of the contract is **February 1<sup>st</sup>; 2021**. The products are expected to be delivered to the Contracting Authority not later than **March 30, 2021**.

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#### 4. Experience and qualification of the Consultant

The desired qualifications of the Consultant for this assignment are the following:

- Solid experience in relevant technical areas for at least 3 years;
- Proven and extensive experience in the past (*provide evidences*) on the development of similar Guides, Toolkits, training programs and curricula's related to the topic of interest;

#### 5. Technical and Financial Proposal/Documents

- Technical proposal should include a detailed description of the outline/content of the Guide and Toolkit, in accordance with the scope of work and expected outputs.
- The financial proposal must provide specific information related to all costs for the preparation of the material. A detailed budget in ALL of all the costs to be incurred is expected. The financial offer should indicate if it is VAT included.

#### 6. Evaluation of the offers

All the offers will be evaluated by an evaluation committee based on the following criteria:

Selection criteria	Points
Quality of the technical proposal (detailed description of the outline/content, methodology etc)	30
Adequacy of previous experiences on the development of similar Guides and Toolkits related to the assignment	20
Adequacy of professional experience (CVs) related to the ToR	20
Level of consultancy fees	30
<b>Totals</b>	<b>100</b>

#### 7. Supervising authority

The Consultant will work under the supervision of Partners Albania for Change and Development, to which the Consultant will directly report with regards to the deliverables.

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## 8. Submission of the proposal

The deadline for submitting the proposal is **January 20, 2021, at 17.00 hrs.**

Interested candidates should submit the following documents to the e-mail address:  
[partners@partnersalbania.org](mailto:partners@partnersalbania.org)

- An expression of interest to provide the required service;
- A clear proposal document (technical and financial) explaining the methodology, approach, format of the document, budget;
- CV highlighting the expertise related to this ToR

### PLEASE NOTE:

*Partners Albania embraces diversity, welcoming individuals of all religions, ethnicity, gender and orientation to apply.*

*Incomplete applications will not be considered for further evaluation.*

*All applications will be treated with the strictest confidence. The awarding authority undertakes to maintain confidentiality about this bid towards third parties subject to the reserve of statutory publication requirements.*

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