

Request for Proposal

Location	Albania
Type of Contract	Service Contract
Services Requested	Communication products design expert
Reference number	23-10-S4J
Issue date of the call	27 September 2023
Procurement Process	Request for Proposals One step process - only full proposals will be considered
Number of potential successful offerors	One
Eligible applicants	Registered entities
Submission Deadline	11 October 2023, EOB
Deadline for submitting questions & receiving answers	Questions can be sent at riselda.dani@swisscontact.org by 05 Oct 2023 end of business day. Answers will be provided by 6 Oct 2023 , end of business day.
Tentative starting date of service	23 October 2023
Estimated contract timeframe	Oct 2023 – Mar 2027
Volume of engagement	Estimated 400 – 500 days
Service providers report to	Communication for Development Specialist
Package of Application	<ol style="list-style-type: none"> 1. Company NUIS certificate (copy) and Extract from NBC 2. Technical proposal 3. Financial proposal
Where to send applications	All applications will be submitted in hard-copy, sealed in a covering envelope, to the Swisscontact Albania office: Rr. Skenderbej, Vila 49, Tiranë by the deadline above mentioned. The outside of the envelope must clearly note the Award by Invitation reference number and title: <u>23-10-S4J - Communication products design expert</u> . All documents should be duly filled, signed and/or stamped.

1. Background

[Swisscontact](#) is an independent, non-profit Swiss foundation dedicated to promoting economic, social, and environmental development. Swisscontact's development work focuses on private sector-led, sustainable economic development with improved quality of life for all in developing and emerging countries. A key focus is to strengthen the skills of individuals and foster the competitiveness of companies.

[Skills for Jobs \(S4J\)](#) is a project mandated by the **Swiss Agency for Development and Cooperation (SDC)** and implemented by [Swisscontact Albania](#). It is part of the Economic Development Domain of the Swiss Cooperation Strategy for Albania (2022-2025), with specific focus on promotion of employment opportunities and skills development.

The overarching goal of S4J is to contribute to an improved inclusive Albanian Vocational Education and Training (VET) system and increased competitiveness of the Albanian economy, by facilitating access to gainful employment and income for young women and men from diverse backgrounds, as VET providers transition into multifunctional centers. The project actively promotes modern teaching and learning practices through fostering work-based and blended learning, leveraging digitalization as an instrument. S4J supports VET institutions in strengthening their internal processes and management, while also collaborating with industries and national authorities to update and diversify the VET offer, ensuring they align with labor market needs.

The project is in its third phase, S4J 3, which started in July 2023 and will last until June 2027. During this phase, the project aims to create training and employment opportunities for up to 29,400 Albanian women and men, including youth and special needs groups. S4J will facilitate the horizontal transfer of key **innovation objects/processes** previously promoted in the project's previous two phases, expanding their reach to other VET providers and companies, through capacitated and empowered **transfer agents**. This phase will focus on further consolidating and documenting these innovations to facilitate scaling, transfer, and institutionalization within the VET system, both in the public and private sector.

To achieve its objectives, the project has two primary areas of intervention:

Component 1: Access to quality VET offer

Services and interventions in this component focus on strengthening VET providers by: promoting modernization of VET and integrating digital solutions in the vocational teaching process; improving planning, internal monitoring, and other quality development processes; strengthening the development unit (DU) and improving its service provision capacities; and, designing and developing models for continuous professional development (CPD) of VET staff.

Component 2: Private sector engagement in VET

Services and interventions in this component focus on consolidating and improving the participation of the private sector in the governance, design and delivery of VET programmes in partnership with VET providers by: strengthening the cooperation between VET providers and companies; promoting and consolidating regional networks of companies and supporting Business Membership Organizations (BMOs) to engage in skills development; increasing capacities of companies and VET providers to design and deliver quality apprenticeships and in-company work-based learning; capacitating companies to contribute to the identification of skills needs, design and delivery of new professional qualifications and curricula.

S4J 3 focuses on consolidating the initiated innovation objects at both the provider and individual-company level by preparing VET institutions and companies to integrate the innovations throughout their organization – a process known as *vertical transfer* - and coaching these institutions to share and transfer the consolidated innovation processes to other selected providers and companies - *horizontal transfer*. Interventions implemented in this phase aim to build an enabling environment that promotes the **transferability** and long-term **sustainability** of these innovation processes within the Albanian VET system.

2. Scope of the work and Deliverables

The Service provider shall work in close cooperation with the Communication for Development Specialist, Project Manager and Portofolio Managers to prepare visual communication materials, which will be used to communicate the innovation objects of 'Skills for Jobs' project.

These materials may include, but are not limited to preparation of visual content for:

- New brand book for 3rd Phase of Skills for Jobs Project.
- Social Media and Digital Marketing channels (for which visuals and images are needed to present and illustrate concepts, interventions, activities),
- Events (which require branding, preparation of visual presentations and other supporting layouts),
- Project Presentations (such as leaflets, posters, booklets, PPTs, which require layout design, adaption, preparation of templates, etc.).

Apart from the above-mentioned tasks, the consultant must also accomplish other similar tasks related to graphic concept design & development, photo & video editing, and provide support to project team regarding production & printing of visual communication materials.

Deliverables

The Consultant shall deliver to the Communication for Development Specialist:

- Create the S4J Brand Book and guideline for for 3rd Phase of Skills for Jobs Project taking into consideration branding guidelines provided by SDC.
- Create product design and innovation objects design package.
- Support S4J team and partner VET providers with other necessary artworks and layouts for presentations, events, as per their needs.
- Creative concepts and design for S4J partner VET e vet- roadmap outreach campaign.
- Creative concepts and design for S4J innovations objects, Social Media and Digital Marketing channels.
- Prepare video/ graphic layouts for online promotional campaigns of innovation objects and new way of communicating the phase 3 concept and goals of Skills for Jobs.
- Prepare video/ graphic layouts for online promotional campaigns of innovation objects.
- Creative concepts and design for S4J partner VET providers outreach campaign.
- Create layouts for the manuals of Documents and Guidelines for Innovations object with content provided by the Communication Specialist
- Creative concepts and design for S4J interventions, Social Media and Digital Marketing channels.
- Prepare covers for different S4J publications, with content provided by the Communication Expert.
- Prepare layouts for informative brochures of innovation objects with content provided by the Communication specialist.
- Support for event organization for Conferences and other Events for Consolidation and Transfer Phase.
- Support with graphic design documents for event organization for Conferences and other Events for Consolidation and Transfer Phase.
- Prepare brochures, documents, manuals and guidelines for Digitalization.
- Prepare brochures, documents, manuals and guidelines for Quality in Work Based Learning and Innovation Objects.

3. Eligibility Criteria

This call is opened for registered entities/companies. In order to be eligible for the service, the service provider must satisfy the following obligatory requirements:

- be officially registered at the national business center with respective required certificates (***NUIS and QKB extract documents to be provided***);
- have **at least 3 years previous experience** as entity/company in design and creative work.

4. Documents to be submitted

- Eligibility Criteria related documents;
- Technical Proposal:
 - Previous experience/portfolio:
 - Short bio/CV shortly describing the profile and previous experience related to this call.
 - Proven technical experience in graphic design and proficiency of graphic design software, preferably Adobe package, including creative cloud;
 - Track record of previous experience in working with development agencies, preferably in skills development.
- Financial Offer: The proposal should contain a daily rate fee in CHF, and please indicate VAT and/or other taxes. The estimated volume of the engagement during Oct 2023 – Mar 2027 is 400 – 500 days.

5. Evaluation process

An evaluation panel, consisting of no less than 3 (three) members, will evaluate the applications as per the criteria informed in this tender document. Swisscontact Albania will evaluate the applications received within the two months after the deadline of application.

Proposals that meet the requirements, as stated above, will be evaluated with the following criteria:

- **Technical proposal:** **70%**
 - Short bio/CV shortly describing the profile and previous experience related to this call 10%
 - Proven technical experience in graphic design (portfolio) 50%
 - Track record of previous experience with development agencies 10%
- **Financial Proposal:** **30%**

Swisscontact reserves the right to cancel a bidding process, accept or reject bids without notifying the reasons to the bidders. It also has the right to ask one or more of the bidding organizations for clarifications regarding the bid.

6. Submission instruction:

The deadline of submission is **11 October 2023, EOB**. Please note that in case your offer will be sent later than the deadline for submission, Swisscontact may decide to disqualify your submission and not consider this eligible for further phases of evaluation.

All applications will be submitted in hard-copy, sealed in a covering envelope, to the Swisscontact Albania office: Rr. Skenderbej, Vila 49, Tiranë by the deadline above mentioned. The outside of the envelope must clearly note the Award by Invitation reference number and title: 23-10-S4J - Communication products design expert. All documents should be duly filled, signed and/or stamped.

The application MUST contain all required documentation, otherwise may be automatically eliminated by Swisscontact without a further request for clarification and/or completion.

7. Communication with the bidders:

Any communication between SC-ALB and the bidders that might compromise the transparency and fairness of the bidding process must be avoided. Communication has to be documented in writing. The interested applicants can send their questions to riselda.dani@swisscontact.org by *05 Oct 2023, EOB*. The deadline for submitting responses will be *06 Oct 2023, EOB*. Responses to requests for clarification by one bidder must be shared with all bidders in BCC mode of email or the response to be uploaded in the website.