



## REQUEST FOR PROPOSAL

<b>Date of issue</b>	<b>28/03/2022</b>
<b>Closing date</b>	<b>17/04/2022</b>
<b>Services</b>	<b>Communication Materials</b>
<b>Project Name</b>	<b>RESET C_A.1.1_00151</b>
<b>Contracting Authority</b>	<b>Leaders International 3rd floor, Adel Masri Bldg, West Bank, Palestine TEL: 00970 (2) 2972930 Email: <a href="mailto:procurement@leadersinternational.org">procurement@leadersinternational.org</a></b>



## About Leaders International

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Amman, and Ramallah, Leaders International provides complete project-management services with a focus on private-sector development, enterprise development, job creation, entrepreneurship, D4D, economic policy dialogue, and tourism value chain development.

## About the project

In recognition of the Mediterranean accelerating employment and environmental crises, there are various calls for action to create a sustainable and inclusive economy that works for everyone. As the region thrives towards developing and implementing measures for a sustainable green transition, RESET aims to facilitate economic and social development via supporting the creation of sustainable and green businesses. The project will gather, analyse and synthesize learnings regarding 'what works' within the field of sustainable and green business support, and seeks to upstream this knowledge effectively. It will support local, national and regional stakeholders to make use of this knowledge to create strategies, policies and regulations to stimulate the green economy. RESET targets seven Mediterranean countries and will address the whole enabling eco-system – from EU projects, local initiatives and policies to national and regional policies and regulations – to capitalize on knowledge related to training, advice, networking services, access to funding and markets, as well as Intellectual Property Rights (IPR) protection, with a focus on women and youth inclusion.

## Objective

The objective of this task is to ensure that the Project is communicated effectively and widely to the defined target groups and successfully raises awareness of the best ways to support sustainable and green business creation and capitalise this knowledge in local, national and regional strategies and policies.

## Scope of Work

- Review and implement the project's communication plan
- The materials will cover branding, branded templates (visuals for online content creation, letterhead, roll-up, poster, brochure, PPT and Word templates), and key messaging.
- The materials will comprise a press-kit and comms materials designed to target local, national, and regional levels.
- Connect and unite Northern and Southern countries on this issue
- Inform about project activities and successes.
- Showcase participating ventures
- Inform about project activities and successes

## Required qualifications

- Preferably advanced degree in the field of Graphic design, or other relevant fields.



- Strong experience track record of development and delivery of creative internal and external communications.
- Extensive experience in developing, designing, production and publishing communication products.
- Proven social media and networking expertise
- Excellent communication and written skills in English

#### **Taxes and other Terms**

- **The project is tax exempted**, so the offer should be exclusive of VAT.
- For individual consultants, Applicable tax laws apply.
- All prices in EUR

Please submit your application form, in addition to your company profile or CV (Individual Consultants) to: [procurement@leadersinternational.org](mailto:procurement@leadersinternational.org), no later than 17/04/2022