



## **REQUEST FOR PROPOSAL**

<b>Date of issue</b>	<b>19/5/2022</b>
<b>Closing date</b>	<b>10/6/2022</b>
<b>Services</b>	<b>Develop two Dissemination strategies</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

Develop a two-pronged dissemination strategy. The first will engage local and national stakeholders and the second work at the regional-level. The Dissemination Strategy will also work generally to disseminate the work to relevant sector stakeholders across the region and beyond.

## Scope of Work

- Drafting the project dissemination plan, a holistic strategy to inform outreach and engagement work and guide partners
- Designing a communications and visibility toolkit that will build on the project's expertise in engaging with regional cooperation projects as well as set a clear pathway to implement outreach, dissemination, and communication actions, including promotional and visibility material.
- Designing and mainstreaming youth-led communication package on green and social entrepreneurship
- Delivering general dissemination activities using partners' networks; this includes coordinating with partners to enable them to present experiences in regional/national event and support them with financial resources to produce ad hoc publications to be presented to general public and experts.



### Expected Deliverables

two-pronged dissemination strategies. The first will engage local and national stakeholders and the second work at the regional level.

Deadline: To be designed by the 15<sup>th</sup> of July 2022

### Required qualifications

- Preferably advanced degree in the field of Mass Communications, 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

### Evaluation Criteria

Submitted offers will be evaluated as follows:

- Assessing the price offers that were submitted by each vendor.
- Taking into consideration the 40% Score for financial offer, and 60% for technical aspects (Technical Offer and CV & experience)
- The selection will be based on the vendor who has the highest score taking into consideration the summation of the technical and financial aspects.

### Payment Terms

- Leaders standard payment terms are 30 days from receipt of goods or services and an approved invoice/ financial claim
- Payment will be wired to the vendor bank account or through a cheque as per vendor's request

### Allocated Budget

- The maximum available value of the contract is 30,000 EUR.

### 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.



**Submissions of Proposals:**

Interested applicants should provide a proposal covering the following aspects:

- A Curriculum Vitae.
- A financial offer: detailed budget breakdown, including daily fee rates.
- A technical offer: The applicant should elaborate on a specific methodology to conduct the work based on the section “Scope of Work”.
- A cover letter to explain the suitability of the candidate for the required task.

Please send your proposal with the above-mentioned documents  
to: [procurement@leadersinternational.org](mailto:procurement@leadersinternational.org), no later than 10/6/2022.