

Project Promoting the Agribusiness Value Chain for Exportation Sao Tome and Principe

Terms of Reference

Hiring of a company in the area of Marketing and Communication

UNDP is recruiting a service provider with considerable experience in Marketing, Branding / Positioning, Packaging and Communication, to provide a range of business services to selected Small and Medium Enterprises (SMEs) to successfully develop their activities within their value chains and boost their exports. These services will be part of a project that aims to increase women's participation and boost the agribusiness sector in the post-covid recovery period in São Tomé and Príncipe (STP), under the project "Promoting the Agribusiness Value Chain for Export in São Tomé and Príncipe", implemented and funded by UNDP, in partnership with the Secretary of State for Trade and Industry, through the Directorate of Trade.

1

Context

STP has achieved remarkable progress in terms of human development, especially driven by public investments in health and education. However, its economy exhibits the criticalities and dependencies typical of a Small Island Developing State (SIDS), which underlie its limited capacity to generate business opportunities and create sufficient productive jobs. As a result, STP's economic growth has not been inclusive, with women and youth often left behind. The arrival of COVID-19 has further exacerbated this context of poverty and inequality.

The development of STP's economic potential as a small market is dependent on access to foreign markets and investors - both regional and global, in order to be able to expand its market frontiers, and on effectively strengthening the country's current limited competitiveness. It is also in this context that STP recently ratified and began implementation of the African Continental Free Trade Area (AfCFTA), aiming to accelerate its integration process with the African continent.

Agriculture, largely unexploited, is one of the most promising sectors for generating business (especially for SMEs) and decent employment opportunities (especially for women) for a more balanced and inclusive growth path. However, limited investment, weak know-how and a discouraging business environment are undermining the growth potential of this sector.

The main agricultural products that will serve as the basis for the agribusiness value chains

supported by the project are cocoa (for chocolate and related products), coffee, fruits (for marmalade, nuts, liqueurs), plants (for tea, essential oils and cosmetic uses), coconut, palm products, breadfruit, banana, cassava, sweet potato, pepper, vanilla and brandies. Other agricultural products may be identified at a later stage. In this context, the project aims to create the conditions to generate meaningful employment and income generation opportunities, especially among women and youth, during this phase of post-covid recovery. The project is also expected to contribute indirectly to a number of social protection and social cohesion issues that are central to UNDP's work in STP.

2

Objective

The objective of this Request for Proposal is to recruit a service provider that will address the weak points previously identified in the selected SMEs, through the development of tailor-made solutions, in coordination with CESO's marketing expert (consultancy company selected for the development of the business support packages and follow-up of the same). These weaknesses are related to branding, logos, labels, visual and promotional/sales institutional material (e.g. leaflets), among others.

The services will be tailored to the specific needs of each of the selected SMEs and in accordance with their Export Promotion Plan, developed in coordination with CESO Development Consultants. The project has selected, on a competitive basis, among 23 SMEs, those operating in the sector of processing local agricultural products and willing to expand or initiate their exports, as well as strengthen their competitiveness also in the domestic market.

3

Scope of Work

The specific tasks to be carried out by the selected service provider are different in nature and complexity, ranging from the development of simple sales brochures, logos or labels to the complete positioning - or repositioning - of the brand.

The creative tasks (jobs) required can be grouped into groups of a similar nature, which include the development of:

- a) Creation or redesign of company logos (mainly re-styling of existing logos);
- b) Development of new labels for a single product (SKUs) or for a range of products (requiring a common denominator with specific colour coding for the individual SKUs)

- c) Creation of a "country of origin" logo (PGI concept) that can be adopted, in theory, by the beneficiary companies as a tool to create value, leveraging the "STP-made product" concept;
- d) Sales brochures;
- e) Creation or improvement of websites;
- f) Providing a photographer for a photo shoot to be held in São Tomé;
- g) Possible (on request) printing service (identifying the printer and following up the request, in order to guarantee quality).

In total, a minimum of **33 specific tasks** are envisaged, in addition to the creation or improvement of **3 websites**, and the provision of a **photography service** for a session in STP (between 3 and 4 days):

- Restyling of 7 logos;
- Creation of 2 new sub-brands: 1 sub-brand for vanilla (gourmet vanilla concept, name, logo and positioning); 1 sub-brand for 5 products derived from vanilla (name, logo);
- Creation of, at least, 14 new labels: Aguardente (Kual); Tubo de Vanilla, Rum with vanilla flavour (three sizes), VANILHA STP's vanilla-derived products (5 SKUs); Muála's product lines; 9 labels for ZAZÁ COCONUT's product lines;
- Creation of 4 sales brochures (Vanilla STP, Kual, CEPIBA, FLUTA NON) / Design and printing of 2 Roll-Ups (VANILHA STP and ZAZÁ COCONUT);
- Creation / Restyling / Creation of 3 websites (KUAL, EFRAIM and VANILHA STP);
- Development of 1 "umbrella" brand of "Country Origin STP" (IGP concept);
- Layout and image creation (ZAZÁ COCONUT).

The table below provides a summary of all the tasks requested:

Tasks / Companies	Labels Working Group 1	Institutional Logo Working Group 2	Leaflets and other Working Group 3	New brand positioning / branding Working Group 4	Website Working Group 5
KUAL	New label for bottled product under the brand "Rio D'Ouro"	Development of the new corporate logo	Creation of leaflets for sales and export	-	Creation of a website
ZAZÁ COCONUT	Labels (9 product lines)	Development / Restyling of the institutional	Execution of bookmark layout,		

		logo	lettering image for letterhead, business cards and Roll Up*		
EFRAIM CAFÉ	-	Restyling of the existing logo	-	-	Creation of a website
VANILHA STP	3 new labels: Rum; Product line (with various vanilla products); Vanilla tube.	Alteration of the corporate logo	Creation of leaflets for sales and export Image Design for Roll-Up	Branding developmen t for the gourmet sub-brand; developmen t of vanilla derived products (5 SKUs)	Remodelling of the website
CEPIBA	-	Restyling of the corporate logo	Creation of sales and export brochures	-	-
SABORES DE SÃO TOMÉ	-	Restyling of the corporate logo	-	-	-
MUÁLA	New labels (product line)	Development of the new institutional logo	-	-	-
FLUTA NON	-	-	Creation of sales and export brochures	-	-
Identidade de São Tomé (como origem única país) (nota 1)	-	-	-	Developme nt of a brand with logo	-

*This roll-up is to be physically delivered to the company. The cost of the structure and printing will be included in the present proposal

4

Deliverables and Payment Conditions

Deliveries / Services	% of Payment
Work plan with details of the methodology and schedule of activities agreed with the contractor	20%
- Provision of a photographer for a photo shoot to be held in São Tomé; - Deliverables from working groups 1,2 and 3	30%
- Deliverables from working groups 4 and 5	30%
- Development of 1 "umbrella" brand of "Country Origin STP" (PGI concept)	10%
-Final report summarizing all services provided, including records of images developed and delivery dates.	10%

The contract will be awarded on the basis of the quality of the technical offer (70%) and the amount of the financial offer (30%). Points for the technical proposal will be awarded as follows:

5

Duration

The consultancy is planned to last a maximum of 3 months from the time the contract is signed.

6

Evaluation Criteria

The contract will be awarded on the basis of the quality of the technical offer (70%) and the amount of the financial offer (30%). Points for the technical offer will be awarded as follows:

Evaluation criteria	Maximum Score
Company profile, history, past experience	15
Demonstration of quality of services provided	10

Creativity, based on a sample of five works (chosen by the company) relevant to the tasks requested	20
Company experience in branding and positioning	15
Overall quality of the proposal	5
Ability to communicate in Portuguese. English and French are a plus	5
Total	70

Company Profile

May include all relevant information about the company's profile and history, client portfolio, a brief presentation of the key experts and staff involved in this work, relevant previous experiences and a short presentation of the company's working methodology and "philosophy".

Services provided

A brief explanation of the services provided by the company, highlighting possible strong points, and a description of the company's network, also explaining which services can eventually be subcontracted.

Creativity

A small selection (maximum 5, minimum 3) of work done by the company which is relevant to this service provision, with a brief explanation of each.

Branding and Positioning

Company's experience and expertise in specific branding and positioning, including possible examples (also from creative samples) and work methodology.

Financial Proposal

The financial proposal is based on the individual price of each task. The price should be the same for all jobs in the same "task group", since they all have a similar complexity.

7

Submission of the Proposal

The technical proposal (marked: "125689_Marketing&Comunicacao_Proposta Tecnica") and the financial proposal (marked "125689_Marketing&Comunicacao_Proposta Financeira") must be submitted separately to the e-mail address: bidsSTP@undp.org, no later than 10 days after the date of launching of this invitation to tender, and no later than 11:59 pm New York time. Additional information and clarifications may be requested, up to 5 days after the date of



launching of the present tender, until 17:00 hours of São Tomé and Príncipe time, by e-mail, to the following e-mail address: procurement.st@undp.org.

The proposals will be evaluated after the deadline for their presentation, according to the criteria indicated in Chapter 5 of this document, and may be submitted in English or Portuguese.

The selected service provider shall be directly responsible for all creative tasks listed on page 3 of this document (i.e. logos, labels, branding, positioning, among others) and shall be responsible for their completion and invoicing to UNDP. The service provider will be allowed to subcontract but must remain directly responsible for the completion and quality of the tasks and for invoicing UNDP.

Printing services (upon request) will be invoiced separately by the service provider and will include the cost of printing (with the subcontracted printer) and a service charge (calculated on the invoice amount).

Proposals must contain the name and e-mail address of the service provider's contact person, as well as all information necessary for the selection process (see chapter 6 of this document). The proposal must include a chronogram with delivery deadlines, considering the implementation period of the creative tasks as developed in the terms of reference and to be finished in a maximum of 3 months after the signature of the contract.

Data: 21/07/2022