

**Terms of Reference (TOR) for the selection of a
graphic designer to do the design and layout of a
guide on circular economy business models in the
fashion sector**

1 Background

The Regional Activity Centre for Sustainable Consumption and Production (hereinafter SCP/RAC) is a centre for international cooperation on development and innovation based on the sustainable consumption and production approach.

The Centre is one of the Regional Activity Centres established in the framework of UNEP/Mediterranean Action Plan, the programme of UN Environment established to support the member countries of the Barcelona Convention. Under that institutional framework, SCP/RAC has an official mandate from the countries as centre that engages in international cooperation with Mediterranean countries on development and innovation in the business sector.

The Centre is based in Barcelona and it is legally hosted by the Catalan Waste Agency, a public service agency considered a reference organization in waste prevention and management and the promotion of circular economy.

SCP/RAC is an implementing partner of the SwitchMed initiative, a regional programme made up of several components financed by the European Union under the regional cooperation with the Mediterranean Region. The SwitchMed initiative aims to stimulate the creation of new greater business opportunities and decent employment while reducing the environmental footprint of existing economic activities in the Southern Mediterranean. The participating countries are Egypt, Morocco, Tunisia, Algeria, Israel, Palestine, Jordan and Lebanon.

In the framework of Output 5.2 of the SwitchMed II that aims at creating demand for sustainable products and services, SCP/RAC will match the seekers of green and circular business solutions with the providers (demand and supply sides) using an open innovation approach. This activity will prioritize two value chains, namely food and textile & apparel

As a baseline for this activity, SCP/RAC is developing a guide for circular economy business opportunities in the fashion industry in the Southern Mediterranean region with especial focus on those business models with higher potential to transform the current unsustainable consumption and use of clothes paradigm to a more sustainable one.

2 Objective

The objective of this Terms of Reference (ToR) is to call for graphic designers that will do the design and layout of the publication on circular economy business opportunities in the fashion industry in the Southern Mediterranean region.

3 Description of Work

The service provider will undertake the following work:

1. Creation of the layout concept

SCP/RAC will brief the provider on the main aspects to be taken into account including visual mood, chromatism and the main graphic elements such as the green business canvas, infographics and icons. The objective is that the provider understands the project and the communication requirements. Based on that, the provider will create the design and layout concept that will have to be validated by SCP/RAC.

We consider design and visual aspect as key criteria to attract the user to read the whole publication or some parts of it. We aim having a visual publication where is easy to read and distinguish the information. According to that, we would like to present the information in blocks/items rather than having long paragraphs.

The visual design can be done similar to these publications: "[Amsterdam Circular 2020-2025, Building blocks for the new strategy](#)" and the "[Resale Toolbox](#)" of the Global Fashion Agenda.

2. Design application

The provider will apply the layout concept to all the publication's sections. The publication will have around 60 pages and will consists of the following sections: the cover, outline, introduction; an overview of the sector in southern Mediterranean countries; an overview of the environmental hot spots of the fashion industry in the region; an analysis of the circular economy strategies and business models; business cases; conclusion; bibliography and the back cover.

The designer will also have to work on the following elements:

- The redesign of the green business canvas template and the complementary information in the form of small modules. here will be 10-12 business models analysed in the form of Green Business Canvas (see Annex 1).
- The design of the business cases' forms. There will be around 20 business cases analyzed according to different criteria. Each business case form will have 2 pages.
- The redesign of 5 diagrams or infographics

- The search or design of icons representing environmental, economic or social aspects
- The selection of pictures in accordance with the thematic and regional approach of the guide

4 Deliverables and calendar

The provider will start the work after the validation of their offer by the contractor.

Deliverable	Deadline
#1. Creation of the layout concept and the other elements	End of May 2020
#2. Design application	
➤ Submission of the first version	Mid-June 2020
➤ Submission of the final version	1 st week of July 2020

5 How to apply and selection process

The candidates should submit the following documents:

1. Technical proposal (max 2 pages) based on the template in the Annex 2
2. A 2-page prototype design of the green business canvas and 4 small modules/tables with complementary information on economic, environmental and social impacts; challenges and opportunities; synergies and regional approach. It can include the use of icons
3. Financial offer: The service provider should state the total financial cost of the activities expressed in euro (where relevant including taxes) in the proposal.
4. Bank form filled in, signed and stamp by the bank as given in the Annex 3. This can be submitted once the technical evaluation of the offer is done.

Offers must be sent to aibanez@scprac.org with the subject “Graphic designer – CE business models in the fashion industry” before **28th April 2020, midday (Central European Summer Time)**.

Important :

The header of the **technical and financial offers** must clearly note the candidate data (Name, address, country, telephone, email and fiscal identity number or other official number) and those of the Contractor: « Regional Activity Center for Sustainable Consumption and Production / Agència de Residus de Catalunya / Carrer Dr. Roux nº 80 / 08017 Barcelona, Spain / NIF: Q-5856373-E ».

The maximum amount for this consultancy is **6,000 € (taxes included)**.

All candidates will be notified the reception of the offers.

Offers will be assessed according to the following criteria and scores:

Points	Criteria
Maximum 50 points	Quality of the technical offer and the prototype
Maximum 50 points	Financial offer

6 Selection and payments








The winning candidate will be notified by email on the selection of the offer. From that moment on work can start according to the calendar.

One single payment will be done once all the work is completed.

Payments will be done in a period of **60 days after reception and validation of the invoice**. The Contractor is not responsible for banking costs that might be applied by the consultant(s) bank, nor for changes in currency exchange.

Annex 1 Green Business Canvas

GREEN BUSINESS CANVAS

Mission	OBJECTIVES	NAME _____		
Vision		DATE _____		
ITERATION# _____				
KEY STAKEHOLDERS 	KEY ACTIVITIES & RESOURCES 	VALUE PROPOSITION 	CUSTOMER RELATIONSHIPS & CHANNELS 	CUSTOMER SEGMENTS 
COST STRUCTURE 		REVENUE STREAMS 		

Annex 2 Offer template

From:

Name: XXXXXX

Address: XXXXXXXXXXXXX

Country: XXXXXXXXX

Phone:

VAT n° or Tax ID: xxxxxx

To:

Regional Activity Center for Sustainable Consumption and Production

Agència de Residus de Catalunya

C/Dr. Roux núm. 80

08017 Barcelona, Spain

NIF: Q-5856373-E

1) Tasks description

2) Implementation schedule

3) Financial offer

4) Profile and references

