



Terms of Reference for a technical assistance to develop and implement a performance marketing campaign



1. Background

MedWaves, the UNEP/MAP Regional Activity Centre for SCP (hereinafter MedWaves) is a centre for international cooperation on development and innovation based on the sustainable consumption and production approach (hereinafter SCP).

The Centre is one of the Regional Activity Centres established in the framework of UNEP/Mediterranean Action Plan (hereinafter UNEP/MAP)¹, the programme of UN Environment established to support the member countries of the Barcelona Convention. Under that institutional framework, MedWaves 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.

MedWaves is the leading partner of the ENI CBC Med funded [STAND Up! project](#), a project that aims to enhance scalable, replicable and inclusive circular economy textile ventures in the Mediterranean by developing an ecosystem of business support, innovation, and technology transfer that will lead to sustainable job creation for youth and women. The project is implemented in Egypt, Italy, Lebanon, Tunisia and Spain by national partners.

In the framework of STAND Up!, MedWaves together with Texfor organised the 2nd edition of the WeMed Award that aims to promote an inclusive transition to sustainability in the Mediterranean. This edition recognised success stories of sustainable businesses in the textile and clothing sector. There were two categories (Northern and Southern shores of the Mediterranean) and each of them awarded 2 prizes.

2. Objective

The objective of this contract is to provide technical assistance to Medwaves to design and implement a Search Engine and Social media performance marketing campaign for an Egyptian fashion start-up. The objective is to increase the reach of the brand, increase the website traffic, the leads and the conversions.

The strategy should be done for Facebook, Instagram and TikTok and Google and should have a duration of 6 months.



3. Description of the work

The consultant shall develop the following work:

1. Analysis of the marketing and communication strategy of the start-up

The consultant will have to analyse and assess the business to understand the marketing and communication strategy of the brand and to know the results and performance of the start-up in previous actions. This will serve to framework the design of the performance marketing strategy.

The consultant will have to meet with the start-up and analyse the information provided by this in order to do the analysis. A 2-page report with the results of the analysis should be delivered.

2. Design the search engine and social performance marketing campaign:

Once the analysis is done, the consultant will have to design the media paid campaign for Google search engine, Facebook, Instagram and TikTok during 6 months.

The campaign will have to organised in at least 3 phases based on the objectives of the campaign: exposure phase, consideration phase and conversion phase. It will have to include the following information regarding the estimation of KPIs expected (depending on the phase): estimation of the users reached, profile views, landing page views, link clicks, add-to-charts, purchases, product-clicks and ad-clicks. The strategy should also include metrics such as CPA, CPL or CPC to be able to measure results.

The content of the ads will be provided by the start-up.

The strategy will include a calendar and will have to be validated by ARC-MedWaves and the start-up.

3. Implementation of the campaign

The consultant will have to implement the approved campaign during the 6 months which include the payment of ads. Bi-weekly/monthly reports on the actions developed and the results obtained will be prepared by the consultant.

4. Final report

A final report on the results of the campaign will be delivered by the consultant. The report should clearly inform about the results of the KPIs agreed in the strategy.



4. Deliverables and calendar

The Consultant's team will start the work after the validation of their offer by the contractor.

Deliverable	Deadline
#1. Analysis and design of the campaign	1 month after notification
#2. Implementation of the campaign and final report	5 months after notification

All the deliverables will have to be presented in English and validated by the Contractor within 1 week after the submission, before moving to the next step of the assignment. Failure in submitting deliverables or not reaching enough quality may result in a reduced budget allocation. In addition, regular calls will be organized with the contractor.

The duration of the contract is linked to the duration of the STAND Up! project and it might suffers changes in case the project donor, ENI CBC Med Programme, doesn't not extend the project until December 2023.

5. Means of work and eligible costs

The costs of the adds should be clearly included in the offer by separating them from the working hours/days of the person/organisation providing the service.

Equipment or consumables should be included in the financial offer as a lump sum.

6. Eligibility

Applicants must fulfill the following requirements:

- Be an individual consultant, firm or association. Note: This ToR is not a subvention but a provision of services.
- Be able to comply with national fiscal context and rules for receipt of international funds.
- Have a bank account whose holder name must be the same as the applicant.
- Partnership and subcontracting are allowed, provided that the legal applicant entity has a substantial role in implementing the assignment. The applicant will be the only legal entity with which the contract relation will be established.
- Academic background and knowledge in communication and/or marketing
- Experience in designing and implementing search engine and social performance marketing campaigns.
- Excellent English speaking and writing skills.



7. How to apply and selection process

Candidates should submit the following documents:

- Technical (maximum 5 pages, see form as Annex): the Consultant should elaborate a specific proposal to conduct the work based on the tasks described in section: “description of work”, elaborating it further.
- Financial offer: the consultant(s) should state the personnel dedication expressed in days (1 day = 8 working hours) as well as the budget that will be dedicated to pay ads and a lump sum for other costs related to the implementation of work.
- Profile and project references (maximum 2 pages): the consultant(s) should submit a brief explanation of the candidate and project references on the topic.
- Bank form filled in, signed and stamp by the bank (see form as Annex).

Offers must be sent to Anna Ibañez (aibaneza@gencat.cat) and Alessandro Miraglia (amiraglia@gencat.cat) with the subject “ Performance marketing campaign” **until 21st June 2023 (included)**.

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: « MedWaves, the UNEP/MAP Regional Activity Centre for SCP / Agència de Residus de Catalunya / Carrer Provença nº 204-208 / 08036 Barcelona, Spain / NIF: **Q-5856373-E** ».

The maximum amount per offer is 7.200 Euros (+VAT).

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 to meet the work objectives
Maximum 50 points	Financial offer

The Contractor may contact candidates to convene an interview to facilitate the evaluation. If you have questions concerning these ToR, please contact: aibaneza@gencat.cat.



8. Selection and payments

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

Payments will be done as it follows:

- Upon the approval of deliverables #1 the consultant will receive 50% of the contract
- Upon the approval of deliverable #2 the consultant will receive the remaining 50% of the contract

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, neither for changes in currency exchange.



Annexes: Offer template



From:

Name: XXXXXX

Address: XXXXXXXXXXXXX

Country: XXXXXXXXX

Phone:

VAT n° or Tax ID: xxxxxx

To:

MedWaves, the UNEP/MAP Regional Activity Centre for SCP

Agència de Residus de Catalunya

C/ Provença 204-208

08036 Barcelona, Spain

NIF: Q-5856373-E

1) Tasks description

- a. Description of methodology to elaborate the guidelines**
- b. Potential stakeholders to be consulted**

2) Implementation schedule

3) Financial offer