

Terms of Reference for the negotiated bidding process of External consultant expert in communication

Case ID: 20369539

Gothenburg, Sweden

You are hereby invited to submit a quotation for an External consultant expert in communication of the project Impact West. The project is co-financed by the European Regional Development Fund (ERDF), specific objective 1.4 Developing skills for smart specialization. Area of specialization: Food tech and maritime development. More information at: <https://tillvaxtverket.se/tillvaxtverket/sokfinansiering/omvaraolikastod/eufinansieratstod/regionalfonden/vastsverige.1744.html>

Customer

Connect Väst, United Spaces, Östra Hamngatan 16, company registration number: 857208-9004

Information beyond the request for quotation is provided by: Marcus Nordanstad, Operations Manager marcus.nordanstad@connectsverige.se

In the request, Connect is referred to as the client and the offeror as the supplier.

Offer

The quotation must be received by the client no later than March 12, 2025 to marcus.nordanstad@connectsverige.se

Mark the quote with "Quote, external communication Impact West".

Contract period

The agreement is intended to be signed for the period 2025.03.17 – 2027.12.31.

Tender validity period

The supplier shall be bound by its quotation until 2025-06-12.

Background

The global food system faces a range of social and environmental challenges. Most companies in West Sweden focus on reducing negative impacts (i.e. sustainability, ESG) and compliance (i.e.

responsibility), but still struggle to adapt their business models to solve pressing challenges and create positive impacts.

The Impact West project, led by Inclusive Business Partners and Connect Väst, aims to build impact-focused competences in 40 small and medium-sized FoodTech companies and investors in Västra Götaland, supporting companies to innovate, scale and raise impact capital while solving the most pressing challenges in the food system. The aim is to raise the bar from sustainability to impact within the FoodTech ecosystem, and build a regional Impact Network.

Impact West will develop and offer new impact-focused training courses, business support and networking activities tailored for FoodTech SMEs and investors in Västra Götaland.

Impact West aims to achieve the following objectives by the end of the project:

- i) build impact-focused competences of 40 FoodTech SMEs and investors in Västra Götaland, supporting companies to innovate, scale and raise impact capital while solving the most pressing challenges in the food system (30% of SMEs have at least one female decision maker)
- ii) raise the bar from sustainability to impact within the FoodTech ecosystem and build a regional Impact Network of FoodTech companies, investors and organizations (≥ 10),
- iii) SEK 10 million in private capital has been raised from beneficiary SMEs resulting in at least 7 new jobs created from beneficiary SMEs

Impact West developed and delivered impact-focused trainings and business support tailored for regional FoodTech companies and investors, enabling them to build strategic competencies in impact measurement, challenge-driven innovation, impact investing and scaling up with impact.

.com (free version)

Target group 1: FoodTech sustainable and impact SMEs in the Västra Götaland region.

FoodTech companies are companies that utilize technology and innovation to address challenges and improve the food industry. The target group can be at different stages of maturity, from early startups to more established companies.

Impact West will focus on impact and sustainability companies in FoodTech. Sustainability companies are included because: i) the difference between an impact company and a sustainable company is sometimes not self-evident and an assessment with the company needs to be made, ii) sustainable companies can benefit from the impact-focused skills, and iii) a sustainable company can evolve into an impact company.

No companies in primary production, fisheries and aquaculture sector

SMEs in rural areas, women-led businesses or businesses from diverse ethnic backgrounds face additional barriers and need extra support.

Target group 2: Small and medium-sized investors in the Västra Götaland region who invest in FoodTech.

The target group is impact investors, i.e. companies that invest in companies, organizations or projects with the intention of generating measurable social and environmental impacts alongside a financial return.

The target audience will also include other types of investors, i.e. traditional, responsible and ESG/sustainable. The reasons are similar to those presented for SMEs. Traditional investors, and other types of investors, have an interest in investing in areas that are good for society, but many do not know how to go about it. As a result, many investors are not able to integrate impact into their decision-making, despite their interest in doing so.

Criteria

The project requires a communicator with the following skills and experience:

- Experience in communication with the target groups of investors and entrepreneurs in Sweden, via media and regional sub-regional forums
- Experience with communication with the aim of positioning brands without profit motives, increasing awareness of the brand in question and helping the company in question establish a long-term strategy to maintain the position.

The supplier must show in the tender response a "case" that meets the above criteria.

Project Minimum Requirements:

- The supplier **must** ensure that relevant laws (e.g. registration obligations, payment of taxes and fees) are complied with and that the supplier must not have been convicted of any crime that may jeopardize a future agreement and performance of the assignment.
- The supplier **must** have previously worked with communication with the aim of positioning brands without profit motives, increasing awareness of the brand in question and helping the company in question establish a long-term strategy to maintain the position."
- The supplier **must** comply with the EU Charter and the UN Convention on the Rights of Persons with Disabilities*
- The supplier **must** have clear guidelines regarding gender equality, ensure good working conditions and have sustainable consumption for ecological footprints.

A "must" requirement is the requirement that must be met in order to proceed in the assessment process.

Checking the supplier and the submitted quote

Connect Sweden Region West will check that all requirements for the service are met. The offer that best meets the requirements and criteria set in accordance with the request for quotation will be awarded the assignment.

Content of the quote

The offer must be in writing, written in Swedish and designed according to what is requested in the request for quotation.

The supplier must state the following in its quotation:

1. Supplier's company name
2. Organization number
3. Address
4. Phone number
5. Email address
6. Contact person
7. Contact details for the contact person
8. Price information
9. A clear description of your intended approach to the activity based on the criteria and vision statement
10. References

Project period : 2025.03.17 – 2027.12.31

Scope: SEK 89,600 for the entire project period. If deemed necessary, the tasks and budget could be increased.

** The supplier must comply with the EU Charter and the UN Convention on the Rights of Persons with Disabilities*

EU Charter

According to Article 73 of Regulation (EU) 2021/1060 of the European Parliament and of the Council, projects financed by the Regional Fund must comply with the European Charter of Fundamental Rights and the UN Convention on the Rights of Persons with Disabilities.

Article 9 of Regulation (EU) 2021/1060 of the European Parliament and of the Council requires compliance with fundamental rights (the EU Charter).

The EU Charter constitutes the European Union's human rights framework and contains 50 articles with substantive rights and principles, as well as four articles with general provisions that are intended to guarantee the rights and freedoms of EU citizens.

The Charter (Annex 1) contains the ideals on which the EU is founded:

- *universal principles of human dignity,*
- *freedom,*
- *equality and solidarity.*

The following articles of the Statute (Appendix 1) are of particular relevance in connection with the implementation of projects financed by the Regional Fund:

- *Article 8 Protection of personal data*
- *Article 20 Equality before the law*
- *Article 21 Non-discrimination*
- *Article 22 Cultural, religious and linguistic diversity*
- *Article 23 Equality between women and men*
- *Article 26 Integration of persons with disabilities*
- *Article 31 Fair working conditions*
- *Article 37 Environmental protection*

The supplier must comply with the requirements set out in the EU Charter as above as this assignment is financed by the Regional Fund.

UN Convention on the Rights of Persons with Disabilities

The UN Convention on the Rights of Persons with Disabilities clarifies what is required for people with disabilities to fully enjoy their rights like everyone else.

The Discrimination Act (2008:567) prohibits discrimination on the basis of disability and the Discrimination Ombudsman exercises supervision.

The supplier must comply with the requirements set out in the Discrimination Act as above as this assignment is financed by the Regional Fund.

If the Supplier or an employee for whom he is responsible, in the performance of the contract, has, according to a final judgment, violated a prohibition under the EU Charter and the Discrimination Act in force at any time, this constitutes a material breach of contract which entitles the Company to terminate the contract.

This requirement also applies to subcontractors.