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***Terms of reference
for the selection of a consultant for supporting to the preparation of a Guide Book and the
content of 4 tutorials
in the framework of the project
“Supporting EU SMEs in the field of circular economy to participate in public procurement
in Eastern Countries” (P2GreenEST)***

1. BACKGROUND

“Supporting EU SMEs in the field of circular economy to participate in public procurement in Eastern Countries - P2GreenEST” is a project aiming at developing BSOs’ and clusters capacities to support EU innovative green SMEs’ internationalization and participation in public procurement in Eastern non-EU countries. The overall project is based on the circular economy approach, in line with the New European Green Deal’s objective to create new markets for climate neutral and circular products.

The project is financed through European Union COSME Programme "Supporting European SMEs to participate in public procurement outside EU and has as objective to ensure and improve the access of innovative European companies active in the sectors of water and waste management, as well as energy efficiency to the public procurement process in the beneficiary countries of Eastern Europe (main targeted countries: Republic of Moldova and Serbia)

The partnership of the project is formed of the following organizations:

1. Éa éco-entreprises is a French cluster of eco-enterprises created in 1996 and located in the Région SUD. It representing around 160 actors working on circular economy topics such as: water, waste and energy, biodiversity, sites and polluted soils. Éa éco-entreprises aims to assist its member SMEs at all stages of their economic development.
2. Green Energy Innovative Biomass Cluster has been founded in 2011 with the aim to raise the interest toward the production and utilization of the biomass, the most important renewable energy source in Romania. The cluster ensures the frame to develop innovative solutions in the field of the solid biomass by putting emphasis on the environmental, social and economic benefits.
3. The Asturian Federation of Entrepreneurs (FADE) represents 55.000 companies and self-employed workers in Asturias (Spain). In particular, we have integrated 79 territorial and sectorial business associations and 66 singular companies.
4. The Chamber of Commerce and Industry of the Republic of Moldova (CCI RM) is a non-governmental, autonomous, apolitical and non-profit organization, which was created as a legal entity under public law to represent, support and protect the common concerns of its members and of the entire business community in the country, in close cooperation with state authorities and other relevant national and foreign stakeholders.

The main focus of the project is on contributing to the improvement of the situation in water and waste management, and energy efficiency sectors in the targeted countries in the Eastern region, namely in the Republic of Moldova, Serbia and Ukraine.



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The project partnership has as objective to positively impact 18 clusters and BSOs, more than 1600 SMEs, and around 30 Eastern public procurers. The objectives of the project are embodied in its activities, that will enable European BSOs to build their capacity on public procurement and knowledge on Eastern markets and opportunities, provide advisory services to EU SMEs through an internationalisation strategy and a HELPDESK, implement a win-win situation for EU and Eastern public procurers through knowledge-sharing, B2B and B2P meetings or international trade missions.

The main project result will be to enable EU SMEs, through interregional and cross sectoral cluster cooperation, to deploy innovative green solutions that meet the needs of Eastern regions, allowing a win-win situation: EU SMEs become more competitive while non-EU countries gain knowledge on existing innovative green technologies for addressing their specific environmental challenges.

The project will encourage and develop sustainable partnerships between EU clusters and SMEs and those located in the Republic of Moldova, Serbia and other Eastern non-EU countries, by providing consultancy and support services for the creation of consortia and joint participation in public tenders organized in Eastern European countries.

2. SCOPE OF THE WORK AND EXPECTED OUTPUTS

To this end, Ea éco-entreprises, in the framework of the P2GreenEST project will engage a consultant to undertake the preparation of the content of a Guide Book on public procurement and the content of 4 tutorials.

With the aim of offering SMEs, **a simple and agile information tool that solves frequent doubts and provides resources to search for documents and information on public procurement, as well as to facilitate the continuity of the capacities that, eventually, are built in the framework of the project**, a resource will be created on the website designed to group all the localized information relevant to the project objective.

The Hand Book will be digital and include useful information to access public procurement processes and will be included on the project website.

The Guide Book should at least:

Factsheets on the targeted markets Moldova, Serbia and Ukraine. The material to be used for the factsheets is almost finished and just needs to be checked/ updated if necessary...

Tips and Tricks to bid abroad with a special focus on national public procurement. Recommendations, advice and legal and administrative aspects to consider to participate in public



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purchasing processes. To do this, conclusions that can be drawn from the training and capacity building activities previously developed (P2GreenEST webinars replays & PPT presentations) will be taken into account. Information should be capitalized also from other previous projects with similar objectives or national and international references. Information on systems for identifying opportunities should be included.

Link to websites of potential buyers. Digital information resources on legislation, requirements and technical aspects in the sectors and countries identified as targets.

Focus on the targeted countries: Moldova, Serbia and Ukraine including a testimonial from an EU company successful in one of the 3 countries. The SMEs will be fund with the help of the partnership.

Additional suggestions from the consultant will be highly appreciated.

The provided information will have to be clear, simple and attractive for clusters and SMEs.

Tutorials' content

As a complement to the information gathered in the Hand Book, the project has to develop a series of 4 tutorials, simple clips that summarize the aspects taught in the webinars organized in a visual and graphic way, or experience sharing of a SME that have experience in bidding in the targeted countries. The inclusion of these tutorials on the project website guarantees the continuity of the resource and the potential exploitation of that information by a large group of companies, serving as a reliable source of information for any company interested in participating in public procurement processes.

The consultant should think the content of the 4 tutorials and Éa éco-entreprises communication team will prepare the tutorials. The guidebook and tutorials have to be interconnected.

The draft content of the Guide and the Tutorials have to be delivered by the consultant by the 5th of December 2023.

The project partner will share with the consultant the previous content/ reference documents that should be used to draft the deliverables.

Additional information sourced by the consultant will be highly appreciated.

The target groups

The project and partnership directly target and support **European green innovative SMEs** by providing them accessible and adequate information about public procurement linked with circular economy and green innovation, especially focusing on waste and water management as well as the production of sustainable energy. The SMEs will be involved in cross-sector and transnational collaboration by being recruited by the partners within their own clusters and regions. Few SMEs are doing business beyond Europe, despite the fact that they are considered the backbone of the EU economy. Cross-sector collaborations within the participating regions,



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inter-regional and trans-national cooperation is necessary to compare the capabilities of the participating regions and SMEs to produce, transfer and exploit knowledge for innovative services and technologies related to circular economy, and identify and exploit public procurement opportunities. Furthermore, collaboration also raises benefits from shared experiences, best and worst practices and enables organizations to better manage and react to shared and emergent risks.

Expected Deliverables /Outputs:

- One Hand Book aiming to help EU SMEs bit internationally with a focuss on Moldova, Serbian and Ukraine.
- Contents for 4 tutorials (see example here: <https://www.youtube.com/watch?v=EAwpQ4TObVM>).

3. DURATION OF THE WORK AND LOCATION

The duration of contract shall be for a **maximum of 30 days between November 2023 and December 2023**. The consultant can work remotely based on the agreed work-plan and methodology. The consultant will work closely with the P2greenEST Project Team and will submit and share the progress of activities as agreed. The consultant is expected to use own computer and other equipment required for the task. Online meetings will be arranged to prepare and check the advancement of the tasks. The communication team of Éa éco-entreprises will support the consultant with the visual identity of the handbook and the tutorials.

4. USE OF RESULTS

The documents drawn up on behalf of Ea éco-entreprises as part of the assignment are the exclusive property of the latter.

Ea éco-entreprises may therefore freely use the results, even partial, of the services.

Ea éco-entreprises may communicate to third parties the Hand Book and the tutorials and any kind of information resulting from the execution of the mission. Ea éco-entreprises may freely publish the results of the services.

The contractor may not make any commercial use of the results of the services without the prior agreement of Ea éco-entreprises.

The contractor may not communicate the results of the services to third parties, whether free of charge or in return for payment, without the authorization of Éa éco-entreprises.

5. REQUIRED EXPERTISE AND QUALIFICATIONS

- A post-graduate or equivalent qualification/ degree in Law, Economy, Business Administration
- At least 5 years of prior work experience in dealing with public procurement. Experience in the targeted countries (Republic of Moldova, Serbia, Ukraine) might be a plus.
- Demonstrated knowledge and experience in undertaking research especially in the area of public procurement.
- Advanced knowledge of English language.



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- Competence in vulgarizing technical content for EU clusters/ BSOs and SMEs.

6. SCOPE OF FINANCIAL PROPOSAL AND SCHEDULE OF PAYMENTS

The consultant will be offered a lump sum fee for the preparation of the Guide and the content of the tutorials. The payments will be made in 2 installments.

Payment Schedule

- 20% on signing the contract and submission of the methodology and work-plan of the assignment (in English).
- 80% after the achievement of the deliverables.

7. DOCUMENTS

While submitting the Technical Proposal, the Applicant shall, in particular, ensure to attach the following:

1. Profile of the consultant (max 1 page) explaining why they are the most suitable for the work.
2. Relevant Experience (max 2 pages).
3. Detailed methodology and conceptual framework with expected deliverables and time-lines, team composition, man days required (3-5 pages).
4. Recent CV.

The financial proposal shall specify a total lump sum amount (including a breakdown of costs for fee, travel and number of working days). Payments will be made in installments based upon key outputs/deliverables (mentioned under payment schedule above).

8. OFFERS SELECTION & DEADLINE

Criteria	Weight	Max. Point
Technical Competence (based on CV, Proposal and interview)	60%	100
▪ Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal		50
▪ Technical competence		25
▪ Relevant Experience		25
Financial	40%	40

Offers will need to include all required documents to be eligible. A score will be given as a percentage. Offers will be evaluated according to the following criteria:

- 40% of the score will be based on the price following this formula (cheapest offer/evaluated offer) x 40
- 60% of the score will be based on technical criteria listed in chapters 4 and 6 of the present document.

The technical and financial offer shall be submitted till November 20th, 2023, 17:00 CET to the following e-mail addresses:



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All questions and clarifications should be addressed by e-mail to crisrina.casian@ea-ecoentreprises.com and lucie.mathieu@ea-ecoentreprises.com till 10th of November, 2023.