

Cairo, 21 July 2022

CALL FOR TENDERS

Outreach and Communication Services for the Manufacturing Support Program in Egypt

enpact e.V. seeks to contract outreach and communication services for the Manufacturing Support Program in Egypt. Bids for this tender shall be governed by the following terms:

A Technical specifications

A.1. Background Information and Context

A.1.1. Background on the Project

Micro-, small- and medium-sized enterprises (MSMEs) account for over 95% of all enterprises in Egypt; more than half of these businesses concentrate on the manufacturing sector. While MSMEs are thus by far the biggest employers in the Egyptian labour market, they only contribute roughly 25% to Egypt's total economic output.¹ Alongside improving access to finance, innovating processes, products and services appear to be the critical success factor for further growth in Egypt's MSME landscape. However, the Egyptian economy has a structural innovation problem: According to the World Intellectual Property Organization's (WIPO) *Global Innovation Index*, in 2021, Egypt reached rank 94 of the 132 economies surveyed, with a particular weak result in terms of innovation input (rank 102), illustrating the need for improvement in the public and private support ecosystem for innovation.²

In order to facilitate growth, but also to make the production structures more resilient and crisis-resistant – especially through automation – there is thus a great deal of pressure to innovate manufacturing processes among Egypt's MSMEs and beyond. In terms of talent for innovation, there is great potential in the country's university environment: In 2021, over three million students were enrolled in more than 50 public and private universities.³ With a share of 23% in all publications in peer-reviewed journals from African universities, these schools have the continent's highest research

¹ See: "[Egyptian small and medium sized enterprises' battle against COVID-19 pandemic: March – July 2020](#)", Journal of Humanities and Applied Social Sciences, 2021

² See: [Country Report Egypt](#), Global Innovation Index (GII) 2021, WIPO, 2021

³ See: [Statista.com](#)

output. However, Egypt’s higher education sector does not manage to generate practical solutions and outputs for sustainable development of the country’s communities and economy to the same extent.⁴

One of the major obstacles for yielding technologies and tools to create an environmentally sustainable future through educational and research programs is access to entrepreneurial education and finance for university students and graduates: While it is a standard part of most university programs in Egypt to identify the a potential real-world use for the acquired knowledge in a practical project required for graduation, there is a lack of support with regard to the resources needed to eventually prototype, implement and commercialize these practical projects.⁵

In light of the aforesaid, the objective of the project is thus to identify students and recent graduates who have innovative ideas for solving challenges in the manufacturing sector and to support them in making these solutions viable and marketable in practice.

The program concept consists of three components aimed at creating a support ecosystem for potential entrepreneurs in the manufacturing sector:

- Awareness and network creation for entrepreneurship in manufacturing
- Pre-incubator for entrepreneurs in manufacturing (pre-MVP stage)
- Incubator for entrepreneurs in manufacturing (MVP stage)

The program will encompass a total of three batches from different manufacturing sub-sectors. While the first batch serves as a pilot and start in September 2022, the second and third batches will start simultaneously after the completion of the second component of the pilot batch, which is estimated to occur in January 2022.

A.1.2. Timeline, Program Scope and Target Groups

Timeline Overview

July 2022	Challenge identification for the first batch Communications and visibility preparations
August 2022	Public call for applications for Batch 1
September 2022	Hackathon for Batch 1
October 2022	Pre-Incubator for Batch 1
January 2023	Call for applications for batch 2 and batch 3 Pitch Event for Pre-incubator for batch 1
February 2023	Incubator for Batch 1
July 2023	Flagship Event for Batch 1

Please note that the timeline is subject to slight changes.

⁴ See: [University World News](#)

⁵ See: [Startup Ecosystem Report: Egypt](#), enpact, 2019

Program Scope

Component One: Pitch Training & Competition

Target: Selecting 25 teams to participate in the hackathon

Call for Application: Open to Public

Purpose: Ideation

Duration: 2 days

Type of Support:

- Access to pitch training and resources to facilitate rapid ideation
- Access to network and ecosystem experts

Component Two: Pre-incubator for entrepreneurs

Target: Selecting eight teams of two to five people

Call for Application: Open to Public (Teams that didn't participate in component one can still apply)

Purpose: Creating a proof of concept for their idea

Duration: 3 months

Type of Support:

- Physical workstation in Egypt
- Access to resources such as maker spaces
- Comprehensive training program to validate solution and develop prototype for implementation. Training includes: customer readiness, technology readiness, business readiness, IPR readiness, team readiness, and funding readiness.
- Take part in public demo day in front of a jury panel for a chance to be among the top 3 teams selected to receive further incubation support

Component Three: Incubator for entrepreneurs

Purpose: Developing an minimum viable product and preparing it for commercialization

Duration: 6 months

Type of Support:

- Comprehensive training on business formation, market entry and internationalization
- Tailored, technical support from external experts
- Dedicated mentoring support from enpact's global network based on the team's needs
- Support package valued at EUR 6,720 to EUR 16,800 per team depending on team size and team needs
- Opportunity to present solution to stakeholders at key industry events in Cairo
- Opportunity to present solution to potential investors and business partners

Target Group

The target groups of the program are teams (two to three individuals each) of university students and recent graduates who

- Are currently enrolled in a program of an Egyptian university or
- Graduated from an Egyptian or internationally recognized university within the last three years
- In a discipline related to technical sciences, business administration or sustainability.

In order to qualify for the program's initial component (idea stage), these individuals must conceptualize an idea for a viable solution for a manufacturing challenge, that

- has innovative or disruptive characteristics that do not exist in the market, and
- the potential to be prototyped, scaled up and marketed commercially, and
- can be applied to one of the four focus topics of manufacturing, namely
 - Food and agribusiness, and/or
 - Chemicals, and/or
 - Engineering, and/or
 - Printing and packaging.

In order to be selected for the pre-incubation stage, individuals must have either participated in the idea competition or at least fulfil the eligibility criteria listed above, and form teams of two to three people who

- Include at least one woman,
- Legally reside in Egypt (including permission to gainful employment),
- Have an entrepreneurial mindset, and
- Are available to commit to developing and commercializing their solution.

Women applicants as well as applicants whose idea has the potential to create sustainable social, economic and/or ecological impact are given priority in the selection process.

A.1.3. Background on the Implementing Organizations

A.1.3.1. enpact e.V.

The non-profit organization enpact was founded in 2013 with the goal of strengthening entrepreneurship in emerging economies.

We work with **entrepreneurs** and **support organizations** across all development stages. Our approach to economic cooperation is rooted in entrepreneurial thinking. Through it, we facilitate quick and efficient access to the crucial resources for sustainable growth: financial support, training, mentoring and network development.

Since enpact was founded, the organization has grown to over 50 employees. Currently, we are operating in **Africa, Asia, Eastern Europe and Latin America**.

A.2. Objectives of this Tender

enpact e.V. wishes to enter into a service contract.

The objective of this tender is to

- create a strong and engaging brand identity for the program
- facilitate the acquisition of participants and coverage of the program activities
- increase the general visibility of the program in Egypt

The tender is intended to build and implement a brand identity and communications plan for the program.

The tenderer is expected to have a substantial experience in the area of media and communications with a focus on the following:

- A strong network of media and press contacts in the region
- Proven track record of media and public relations management
- Experience and assets in visual design and brand development
- Experience and assets in digital marketing management
- Experience in event and offline marketing

The tenderer has a proven track record of communications and marketing activities within the entrepreneurship ecosystem in Egypt.

Due to the fact that the objectives of this tender require very diverse networks and fields of expertise, the contracting authority is presenting it in the form of three equally distinctive Work Packages, which are described in the following section.

All questions regarding the call for tenders will be answered in the Frequently Asked Questions (FAQs) section on the call for tenders [website page](#).

A.3. Work Packages and Deliverables

A.3.1. Work Package 1 – Brand Identity and Visual Design

The first work package delivers on the brand development objective of the tender: Its goal is to develop a full brand and communications guideline for the project; including the visual style guide, the key communications messages and the identity of the project. In terms of concrete deliverables, this work package includes:

- Brand research and conceptualization
- Program logo assets and usage guidelines
- Brand colors and typography guidelines
- Co-branding guidelines
- Communications approach and key messages for brand positioning
- Templates for visual assets (Social media designs, presentations, etc.)

The total duration for Work Package 1 delivery is two weeks. All deliverables for this work package are expected to be completed by Monday, the 22nd of August, 2022.

A.3.2. Work Package 2 – Press and Media Relations

The second work package delivers on the general awareness and visibility objective of the tender: Its goal is to generate visibility, establish positioning and create awareness about the projects among local and regional media channels, with a specific focus on media that focuses on economic development, sustainable and social impact, and startups, SMEs and entrepreneurship. In terms of concrete deliverables, this work package includes:

- Media and Press relations strategy, including key messaging, concept, resources needed and timeline
- Building a database of relevant journalists and media contacts with at least 50 media contacts in Egypt and the region
- Preparation and distribution of 3 press releases throughout the course of the program per batch
- Securing appearances for program stakeholders and participants in digital and traditional media channels (Interview features in online magazines, radio features, etc.) with a minimum of 3 appearances per batch
- Tracking and reporting on media performance

This work package is ongoing throughout the duration of the project, with the timeline for the deliverables to be aligned upon based on the project milestones.

A.3.3. Work Package 3 – Marketing and Distribution

The third work package delivers on the acquisition of qualified participants and program coverage objective of the tender: Its goal is to ensure that the call for applications of the program reaches its target audience, and that the program activities are properly communicated throughout the duration. In terms of concrete deliverables, this work package includes:

- Social media marketing strategy
- Social media campaign content creation and implementation with a minimum of one post every week.
- Digital advertising and media buying support with a minimum of six paid advertisements per batch.
- Event and offline marketing strategy (i.e. developing and implementing plan for roadshows across universities in Egypt) with a minimum of three events per batch.
- Coverage of events and workshops
- Videography and Photography production

This work package is ongoing throughout the duration of the project, with the timeline for the deliverables to be aligned upon based on the project milestones.

A.4. Geographic Scope of this Tender

Potential tenderers may be agencies, companies or freelancers located and registered in any location. Due to the specific focus of this call for tenders, Egypt-based tenderers are preferred. As described in the respective work packages, travelling in the field will be required by the tenderer in line with safety guidelines and travel restrictions imposed due to the ongoing global coronavirus pandemic.

A.5. Starting Date for the Contract and Duration

It is expected that the service contract will be signed by 8 August 2022 and run until the end of December 2023. The contract duration shall not exceed a total of seventeen months. The contract shall enter into force on the date on which it is signed by the last contracting party. The duration of the tasks and deliverables shall not exceed 31 December 2023. The execution of the deliverables shall not start before the contract has been signed or before the specific date specified in the contract.

A.6. Price

The price payable under the contract shall not exceed EUR 12,000.00 including the applicable VAT.

In case each work package is awarded individually, the price caps will be broken down as follows:

- For Work Package 1 (Brand Development), the price payable under the contract shall not exceed EUR 2,000 including the applicable VAT.
- For Work Package 2 (Press and Media Relations), the price payable under the contract shall not exceed EUR 5,000 including the applicable VAT.
- For Work Package 3 (Marketing and Distribution), the price payable under the contract shall not exceed EUR 5,000 including the applicable VAT.

Price revision, reimbursement of expenses and renewal are not foreseen in the contract but can be agreed upon if accepted by both the contracting authority and the tenderer.

B Technical Information on Tendering

B.1. Eligibility

Participation in this tender procedure is open on equal terms to any natural or legal person, regardless of their domicile or seat. Eligibility is solely dependent on the presentation of an offer. Due to the specific nature of the expertise and network required for the deliverables of this tender, it is expected that the tenderer demonstrates

- access to a substantial network of journalists, media contacts and creative professionals in Egypt,
- a proven track record of promoting the interests of small and medium businesses, startups or the entrepreneurship ecosystem in Egypt,
- a proven track record of brand development and positioning,
- a proven track record of digital marketing campaign planning and execution
- high proficiency of English and Arabic
- prior work experience with the nonprofit and/or the economic cooperation sector is a plus

It is possible for the tenderer to bid for individual Work Packages instead of the totality of the tender in case only a partial suitability of the tender to the network, expertise or ability of the tenderer is identified. Due to the specific focus of this call for tenders, Egypt-based tenderers are preferred.

B.2. Guidelines on Offer and Offer Deadline

Any entity wishing to respond to this call for tenders may do so by submitting a technical offer in English which covers the approach and services they can provide for the duration of the expected contract duration.

All technical offers should include:

- A general concept for how the tenderer will deliver on the expected deliverables. This simulation must include a price that would cover all the services foreseen in the concept. This price shall be considered the price ceiling that the tenderer is proposing.
- A price list, which states the unit price for all foreseen deliverables.

The tenderer should propose a suitable project team for the contract implementation. A contract manager should be appointed for the entire contract duration and shall ensure the overall management of the contract including timely completion of the activities, ensuring the required level of quality is met.

Offers are accepted until Tuesday, 2 August 2022 at 11.59pm (CEST) and must be submitted by e-mail to communications@enpact.org.

B.3. Evaluation and Award

B.3.1. Award Criteria

The contract will be awarded based on the tender featuring the best price-quality ratio (BPQR award method). The quality of the tender will be evaluated based on the criteria mentioned below; the maximum total quality score is 100.

Tenders that receive less than 60% of the maximum possible mark for the quality evaluation will be eliminated and their final score will not be calculated. Tenders that do not reach the minimum quality levels will be rejected and will not be ranked.

Components [max. point value]	Grading criteria [max. point value]	Point value
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<p><i>General Requirements</i> [45]</p>	<ul style="list-style-type: none"> • Does the proposal consist of the required elements (Concept and price list)? [5] • Was the proposal submitted in English and submitted in time? [5] • Is the proposal clearly structured and comprehensible against the background of the service description? [5] • Is the offer designed in such a way that it suggests the existence of skills in project and time management? [5] • Does the offer fully comply and correspond to the (relevant) objectives stated in the tender specifications? [5] • Does the tenderer demonstrate a high proficiency of Arabic and English? [5] • Does the tenderer demonstrate a substantial proven track record in brand development, consulting and positioning (see above)? [5] • Does the tenderer demonstrate a proven track record of creating and implementing nationwide digital marketing campaigns? [5] • Does the tenderer demonstrate a proven track record of creating and implementing event and offline marketing campaigns? [5] • Does the tenderer demonstrate experience in media relations management and a strong network of media contacts across a diverse range of channels in the region? [5] 	<p>Zero to five points for each criterion</p>
<p>Components [max. point value]</p>	<p>Grading criteria [max. point value]</p>	<p>Point value</p>
<p><i>Specific Requirements:</i> <i>Work Package 1</i> [15]</p>	<p>Does the tenderer’s project concept provide a detailed and feasible plan for the implementation of the deliverables:</p> <ul style="list-style-type: none"> • A detailed description of brand concept ideas and approaches to brand positioning. [5] 	<p>Zero to five points for each criterion</p>

	<ul style="list-style-type: none"> • A feasible timeline and detailed overview of brand and communications package to be delivered. [5] • A clear understanding of program branding and communications needs. [5] 	
<p><i>Specific Requirements: Work Package 2 [20]</i></p>	<p>Does the tenderer’s project concept provide a detailed and feasible plan for the implementation of the deliverables:</p> <ul style="list-style-type: none"> • A feasible strategy for media and press communications. [5] • A strong network of media contacts across Egypt. [5] • A clear timeline and implementation plan for media and press communications. [5] • A credible approach to tracking and monitoring media engagement. [5] 	<p>Zero to five points for each criterion</p>
<p><i>Specific Requirements: Work Package 3 [20]</i></p>	<p>Does the tenderer’s project concept provide a detailed and feasible plan for the implementation of the deliverables:</p> <ul style="list-style-type: none"> • An overview of social media marketing campaign for participant acquisition, including campaign concept and implementation timeline. [5] • An overview of social media advertising campaign for participant acquisition, including overview of media buying strategy. [5] • An overview of event and offline marketing campaign for participant acquisition, including campaign concept and implementation timeline. [5] • An overview of potential activities and campaigns for coverage of the different program activities (Hackathon, Pre-Incubator and Incubator) and milestones, in line with the aforementioned program timeline. [5] 	<p>Zero to five points for each criterion</p>

In case one or more technical offers are received for individual work packages, then all offers, including the ones submitted for the totality of the three work packages, shall be assessed and evaluated per work package.

In this case, the General Requirements will continue to have a combined maximum of 45 points in terms of grading, while only the Specific Requirements for the respective Work Package will be considered.

The price of the tender will correspond with the simulated price offered in the project concept; the price list provided serves as a reference for unit prices of services offered by the tenderer to be considered in case the contracting authority and the contractor agree to deviate from the simulation. As such, the price list is not considered for the calculation of the price criteria.

Price scoring shall show the distance between the cheapest offer and the other offers. Points are awarded in relation to the competitive offer price. For example, the competitive offer receives 100 points for the total price. The score of the other bidders is determined according to the inverse rule of three as follows: Number of points bidder 1 = (cheapest offer price divided by offer price 1) x 100. The result is rounded to two decimal places.

B.3.2. Ranking of Tenders

The contract will be awarded to the tender offering the best price-quality ratio as determined in accordance with the formula below. A weight of 70/30 is given to quality and price. In all calculations, results are rounded to two decimal places.

Score for Tender X = (Most Competitive Price / Price of Tender X) * 100 * Price Weighting (30%) + Total Quality Score (out of 100) for all quality criteria of Tender X * Quality Weighting (70%)

The tender ranked first after applying the formula will be awarded the contract. Should offers for individual work packages be submitted, the formula will be applied for each work package (following the application of the quality criteria for individual work packages) even for offers that were presented for all work packages. The tender ranked first on each work package will be awarded the contract only for that respective work package.

B.3.3. Information to Tenderers on the Final Evaluation

enpact will inform tenderers of decisions reached concerning the award of the contract, including the grounds for any decision not to award a contract or to recommence the procedure. enpact will inform all rejected tenderers of the reasons for their rejection and all tenderers submitting an admissible tender of the characteristics and relative advantages of the selected tender and the name of the successful tenderer. However, certain information may be withheld where its release would impede law enforcement or otherwise be contrary to the interest of the initiative.

Please note: Please submit any question or offer regarding this call for tenders to communications@enpact.org.