

Project name: Green Innovation Centre for Agriculture and Food Sector
Project No.: 14.0967.1-018.00

TERMS OF REFERENCE (TOR)

Position:	Contractor to design product identity package for rice businesses
Duration of Assignment:	Apr 2023 – Jul 2023
Location of assignment:	Homebased and in HCMC.
Reference to the project's intervention areas:	<ul style="list-style-type: none"> - Indicator A.4: Partner structures have identified innovations in rice and mango value chains that contributes to productivity and employment growth in up- and downstream enterprises in the agriculture and food sector - Milestone 1: Innovations model in the rice value chain at MSMEs/Coops level are identified and adapted and proven to have a positive impact on productivity and employment - Activity 10. Promote Branding in rice production for at least 03 enterprises and 8 cooperatives.

1. Background of the project

The Vietnam country package “Green Innovation Centres in the Agricultural and Food Sector” (GIC) is a technical support project assisted and funded by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The project's core objective is to promote innovations in agriculture and in the food industry that will contribute to sustainable rural development in six central provinces of the Mekong Delta, namely Dong Thap, An Giang, Kien Giang, Can Tho, Hau Giang, and Soc Trang. The central element of this project is the ability of small-holder farmers, as well as upstream and downstream cooperatives and other companies in the rice value chain and complementary value-added processes to generate positive changes in income-, employment- and quality-increasing as well as climate-intelligent production innovations.

Key components of the project:

- **Component 1 (Output A): Strengthened partner structures identify viable innovations - From an idea to innovation.** This will develop a system for searching, identifying and selecting innovations in localities in the project area and helps stakeholders access, select, and develop innovative solutions.
- **Component 2 (Output B): Strengthened partner structures train actors to implement innovations - Understanding innovations.** Capacity building for policymakers at national and provincial levels, intermediary training units, and normally public service providers (e.g. Mekong Delta Rice Institute (CLDRRI), Center of management for Agricultural and Rural Development (CMARD), Can Tho University (CTU), Institution of Policy and Strategy for Agriculture and Rural Development (IPSARD), National Extension center, , National Innovation Center, etc
- **Component 3 (Output C): Mainstream innovations in sustainable business models.** This component aims to work closely with the private sector to gain access to commercial business partners. Linkage models on innovation adoption between processing businesses and rice and mango cooperatives will be systematically tested and evaluated.

- **Component 4 (Output D): Target groups make wide-scale use of innovations - From innovation to mainstream.** The project will support the PSAV in Vietnam to promote the replication of innovations applied in the rice and fruit and vegetable industries. The working group will participate in discussions and comments on the application and replication of innovations and give suggestions for policy support for innovation activities in rice and mango value chains. The group also closely participates in developing action plans and selecting enterprises to participate in public-private partnership models of the project to apply and replicate the successful innovations.

2. Background of the assignment

Rice from the Mekong Delta Region can be generally either a commodity at average value or a high-quality product. Most large businesses in the region target export market where the demand is of mass volume, and usually cost-driven competitive. As a result, it is very challenging for creating additional economic value for farmers who are in the rice chain for export. In contrast, there are MSMEs that target high-value domestic market segments. This channel aims to provide quality rice for consumers at a price higher than the average market price.

Given the increasing domestic demand for high-quality rice driven by the increasingly affluent population and emerging awareness of safe food, there is a substantial existing opportunity for MSMEs and cooperatives with branded products in high-value market channels to expand their sale volumes, and so, creating more value for cooperatives' farmers in the value chain. Nevertheless, tapping on such an opportunity is constrained by various factors, in which a limited awareness and understanding of customers of the rice values in terms of farming practice and the social aspect are significant.

Two MSMEs have been selected by GIC to be supported for expanding into the high-valued rice market to generate more income for farmers at the production base. While strong connection with the producers have been established, the values provided to producers and consumers haven't been properly communicated to the consumers. Besides, to be able to support more farmers and expanding the production areas to 4 times in the next 2 years, market expansion for products is needed. To further expand the market, more effort in communicating the values that the products give is expected.

In this context, GIZ is looking for a qualified agency (Contractor) with the relevant skills, expertise, and experience to produce a visual identity package of 3 **new products** to support the branding efforts of the supported enterprises and therefore consolidate brand recognition of these products in the market.

3. Objectives of the assignment

The main objective of the assignment is to provide the above-mentioned MSMEs with a stepping stone for branding, marketing, and communication efforts, done through the conceptualization and design execution of brand identity packages at the rice product level that includes, for each product of the forementioned MSMEs:

- Define key concepts.
- Identity design: A series of identity designs that need to be produced and disseminated in various ways - print, email, social media, and website - in order to maximize attention to the key messages within.
- Brand slogans
- Product brand manual so that the logo and all the products will be presented in a professional manner.

4. Approach of the assignment

The contractor needs to work closely with the MSMEs to understand the business model and products' values so that such values are incorporated into the identity design. The relevant factors that should be considered in light of the MSMEs' business models are target customers/market segments, product uses, target distribution channels, and alignment with the corporate identity.

Key visual factors are to be introduced in the proposed concepts. A minimum of three options of concepts are to be introduced for selection by the business. Once the concept is selected, the contractor will proceed to the identity design.

The identity product design may be for a spectrum of things, including promotional designs for public advertising (standees or banners), packages, uniforms, trade promotion fairs, and promotional materials like brochures or leaflets. The contractor will collaborate with the MSMEs to understand the target customers' journey and touchpoints to decide, and agree with the companies, on the relevant identity collaterals, like banners for outdoor advertising or brochures at trade fairs, that will be developed for identity images.

The Contractor is encouraged to demonstrate their creativity in a proper and effective way, but the work also needs to adhere to general visibility guidelines of projects funded by the German Ministry of Economic Cooperation and Development (BMZ). Please refer to the Brief analysis of Promotional Videos for further details.

5. Tasks and deliverables

Specifically, the following tasks for each of the MSMEs shall be undertaken by the Contractor:

- **Develop a concept**
 - Consult with MSMEs to gain an overview of the business and its vision, mission, and core values.
 - Review current communication products (if exist), such as publications and brochures in view of consistency in look and feel.
 - Based on the above review and in consultation with the project and companies, develop an overarching design concept accompanied by design elements, color palette, and typeface.
- **Design a product logo/slogan and a series of products identities as agreed with the client**
 - In consultation with the project and companies and as needs emerge, design and develop a product logo/slogan and other relevant collaterals such as packages, outdoor advertising (fliers, banners), media promotion layouts (e.g layout of articles for product promoting), packages, promotional materials for trade promotion event (leaflets, brochures).
 - Provide advisory services to the product designs as required
- **For each of the above assignments, ensure to**
 - Submit preliminary design layout and typesetting for discussion with the project.
 - Revise the selected design layout and typesetting as discussed with the project.
 - Allow two rounds of correction of the project in the development and finalization process.

The expected deliverables and due date are as below:

No.	Activities
1	Briefing with the project and MSMEs
2	Review of current communication products
3	Submission of design concept with different options for 3 products
4	Finalization of the product logo design for 3 products
5	Finalization of the brand manual for each product
6	Finalization of the design for other relevant promotion materials including but not limited leaflet, brochure, ect.

For each of the MSMEs:

Activities	Outputs/Deliverables	Due date
1+2	Understanding of MSMEs' core values and key messages	1 week after signing the contract
3	Design concepts with at least 3 different options for each product, out of which one will be chosen to finalize	3 weeks after signing the contract
4	Product slogan/logo design in full color, grayscale, black and white versions	5 weeks after signing the contract
5	Finalization of the brand manual for each product	10 weeks after signing the contract
6	Design for the new visual identity for the products and brand manual including but not limited to packages, brochure templates, and event banners and flyers.	12 weeks after signing the contract

6. Duration and location of the assignment

The assignment is planned for the period from Apr to July 2023 and will be desk-based with possible travel to the mentioned province.

7. Qualifications of the Contractor:

The Contractor should have:

- A minimum of 10 years of professional experience in graphic design and layout, typography, and typesetting.
- Experience in developing corporate/product visual identity for businesses of small and medium size.
- Proven ability to research, analyze, evaluate, and synthesize complex information and present it in a user-friendly and visually appealing format.
- Knowledge of key branding and corporate identity concepts and a flair for design.
- Full command of the Adobe creative suite (CS5 or higher) applications such as Photoshop, Illustrator, InDesign.
- All the hardware and software required to complete the assignments.
- Fluent ability to communicate in English.
- Flexibility and ability to work to tight deadlines.
- Attention to detail.

Offer structure:

1. Technical proposal: The technical proposals need to be in English language and should include (i) a signed and stamped quotation of the service, (ii) a copy of the business

registration, and (iii) signed and stamped designer' CVs and (iv) previous relevant products.

2. Financial proposal: Financial proposals should be submitted as breakdown costs might occur within the assignment preferably following the outputs/deliverables above. **The price should include VAT.**

8. Responsibilities of GIZ

The Contractors shall report on a day-to-day basis directly to GIZ, and all contractual reporting and communication will be submitted to the GIZ project team.