

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

Case ID: 20369539 och MRU 2024-00325

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

Inclusive Business Partners, non-profit organization
Address: Kungsgatan 4, 411 19 Gothenburg, Sweden
Value Added Tax Number: SE802473489201
Website: <https://inclusivebusiness.se/>

Information beyond the request for quotation is provided by: Sofia Ström, CEO Inclusive Business Partners, sofia.strom@inclusivebusiness.se

In the request, Inclusive Business Partners is referred to as the client and the offeror as the supplier.

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.

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.

Project period:

2026.06.01–2027.12.31

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 (as presented in Annex I).
- The supplier **must** have clear guidelines regarding gender equality, ensure good working conditions and have sustainable consumption for ecological footprints.
- The supplier **must** have signed the Declaration Form (as presented in Annex II).

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

Checking the supplier and the submitted application:

Inclusive Business Partners 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.

Deliverables

Communication material for the Impact West project. Produce and publish communication on upcoming activities and/or progress of the project that is distributed via the targeted distribution channels.

Contract period

The agreement is intended to be signed for the period 2026.06.01 – 2027.12.31.

Maximum budget:

SEK 70,000 excluding VAT.

Location of Work Execution/Delivery of Goods:

The location of execution will be remote or in Gothenburg, Sweden.

Tender validity period

Bids received will be valid for 90 days.

Content of the application

The offer must be in writing, written in English or Swedish and designed according to what is requested in these Terms of Reference.

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 and contact details
7. All participating consultants (CVs for each member attached)
8. A clear description of your intended approach to the activity based on the criteria and vision statement

9. The financial proposal in euros (EUR), including all applicable taxes and fees*. The financial proposal must include a global price (e.g., including travel expenses) and specify the unit prices (i.e., daily rate).

10. References

Proposal Submission

The application must be received by the client no later than 2026.06.30 (June 30th 2026) at 11:59 PM CET to sofia.strom@inclusivebusiness.se

Mark the quote with "Application as external communication Impact West".

Annex 1: EU Charter and the UN Convention on the Rights of Persons with Disabilities

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 contains the ideals on which the EU is founded:

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

The following articles of the Statute 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.

Annex II: Declaration Form

Organization Details	True or Yes	False or No	Supporting links, documentation/related documentation if available
LEGAL COMPLIANCE			
1. Our organization does not violate sanctions established by the UN Security Council			
2. Our organization organisation is in compliance with all laws that prohibit transactions or provide benefit, financial or otherwise to a terrorist group and will not provide any support or assistance to terrorist supporting persons or entities			
3. Our organization is not involved in the sale or manufacture of anti-personnel landmines or cluster bombs			
4. Our organization does not produce banned chemicals such as ozone depleting substances			
5. Our organization is not complicit in human rights abuses as stated by the EU Charter and the UN Convention on the Rights of Persons with Disabilities			
6. Our organization does not tolerate forced or compulsory labour or the use of child labour			
ORGANIZATIONAL DETAILS			
7. Legal status – certificate local/regional registration &/or incorporation			
8. The organization does not have any legal encumbrances and respects the laws of the country/ies in which it operates			
9. The organization's financial statements are periodically audited and available			
10. Our organization has a clear governance structure with defined roles and responsibilities			

I, the undersigned, as the authorized signatory for Inclusive Business Partners hereby declare that all statements made above are certified true and correct.

Name of the signatory:

Position/function of the signatory:

Place:

Date: