**Annex A**

**USAID Kosovo Compete Activity**

**Scope of Work**

**Development and Design of the Made in Kosovo (MIK) Corners Concept**

## Project Background

The USAID Kosovo Compete Activity (hereinafter “USAID Compete Activity,” “Compete,” or simply “Activity”) is funded by the United States Agency for International Development (USAID) and is implemented by DT Global as prime contractor, in consortia with Kosovo-based “Recura Financials” and US-based “Canopy Lab”, as subcontractors.

Compete is a five-year USAID activity (August 2020 – August 2025) whose main objective is to facilitate the private sector’s improved competitiveness in local, regional, and international markets. Compete’s implementation approach is based on “market systems development (MSD).” This approach is part of an evolved way of thinking within USAID to support private sector development through addressing systemic constraints that prevent market systems from being self-sustaining.

USAID Compete Activity seeks to empower and partner with companies, organizations, and relevant institutions through a *facilitative approach* that addresses systemic constraints. In a departure from direct firm interventions, the MSD approach seeks to support Kosovo to move toward self-sustaining private sector development by promoting resilient market systems.

USAID Compete Activity focuses on the following export-oriented sectors:

* Wood Processing, including the subsector of modular homes/prefabricated building producers.
* Information and Communications Technologies (ICT).
* Food Processing.

USAID Compete Activity’s work in all of its focus sectors is organized along five functional areas:

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| **Functional areas** | **Description** |
| Market Access | Facilitate market links between local companies and regional/international markets. |
| Diversified Finance | Support diversification of available financial products for local exporters. |
| Business Sophistication | Facilitate improvement of in-company management systems, structures, and tools. |
| Skills Development | Support the improvement of provision of industry-relevant skills. |
| Supporting Business Environment | Facilitate the improvement of capacities of relevant institutional actors, associations, and service providers to deliver improved services. |

## Activity Background and Rationale

In the course of supporting the consolidation of economic and commercial diplomacy functions in key Kosovo embassies, this activity aims to build the country's image as a source of high-quality products and services and increase such exposure to potential investors and buyers.

In support of the Ministry of Foreign Affairs and Diaspora (MFAD), USAID Compete Activity is facilitating activities related to the development and consolidation of Made in Kosovo (MIK) corners, as a tool to promote Kosovo economic sectors and products. Through a solicitation, Compete is requiring services for the development of the final concept of the MIK corners/platform, along with an in-person and virtual corner design, materials and visibility, showcasing success stories including products with exporting potential of Kosovo businesses throughout the diplomatic missions, hosting promotion events and training of diplomats in using the platforms for promotion of Kosovo products and services.

The final concept of the MIK program will outline the required mechanism(s) and guidelines on coordination, communication, and outreach activities for multi-stakeholders’ forums, connecting chambers of commerce, business clusters, and producer associations including other business platforms and Kosovo diplomats in respective countries. The MIK program will consist of two main parts: a) physical space that will be positioned at Kosovo embassies and consulates showcasing various small size products Made-in-Kosovo, and b) virtual/digital space aimed at promoting Kosovo services/businesses, making it easy for visitors to explore and connect with Kosovo's businesses at the touch of a button.

## Requested Expertise

In support of this effort, USAID Compete Activity is seeking a service provider to: a) develop and validate the MIK program concept, along with a sustainable management plan highlighting accessibility, interactivity, ownership, and responsibility matrix; b) design and develop the *virtual* MIK Corner through an interactive platform; and c) design the visual concept of the physical Made in Kosovo (MIK) Corners; and d) design promotional materials (teasers) for embassy staff that describe the MIK corners.

## Tasks of the Bidder/Contractor

The bidder/service provider (company or consortium) will be required to provide the following services: Development and Design of the Made in Kosovo (MIK) Corners Concept. The services will be contracted by USAID Compete Activity.

The main tasks include:

1. Task 1: Development and the validation of the Made in Kosovo (MIK) corners concept, along with a sustainable mechanism ensuring inclusiveness and sectoral representation.
2. Task 2: Development and production of the *virtual* Made in Kosovo (MIK) corner concept through an interactive web-based and app-based platform.
3. Task 3: Conceptualize and design the visual concept of the *physical* Made in Kosovo (MIK) corners, along with all technical features subject to the featured products.
4. Task 4: Training and enhancement of relevant embassy personnel in maximizing the utilization of the Made in Kosovo (MIK) corner and the virtual platform.

## Detailed Tasks

The selected bidder/contractor will deliver the following documents/results:

1. Task 1

* Desk review of the documents related to Made in Kosovo (MIK) concept produced/outlined by the MFAD and other related commercial diplomacy documentation, together with current best practices of similar embassy corners that showcase products of a country within its diplomatic missions.
* Hold discussions with key stakeholders to guarantee comprehensive participation and representation of all parties (including, but not limited to key institutions, chambers of commerce, business associations, businesses, and other relevant parties) influencing the display of Kosovo's economic and business potential in foreign diplomatic missions.
* Develop a concept of how those corners would be presented within the context of Kosovo, its products, and offers within the diplomatic missions.\
* As part of the overall concept, in coordination with MFAD and other relevant entities, propose a set of evaluation standards to filter what companies should be showcased in the MIK corners. Such criteria may include factors like employee headcount, revenue, export figures, financial accessibility, market reach, track record of (year-to-year) growth, collaboration and partnership with other companies and organizations in export markets.
  + In accordance with the established evaluation standards, design and propose a model for application procedures for companies seeking to participate in the MIK corners program within the diplomatic missions of the Republic of Kosovo.
* Develop/propose a sustainable mechanism outlining the management, business case (business viability), ownership, and responsibility matrix of the Made in Kosovo (MIK) corners.

1. Task 2

* Define the overall concept for the virtual MIK corner, including the presentation style for participating companies, the types of information that will be included, interactivity features, and accessibility considerations.
  + Conduct market research to understand the target audience and the potential demand for the virtual MIK corners.
  + Define the key features and functionalities of the virtual platform, such as product, sector, and company listings, search and filter options, and customer feedback mechanisms.
* Create a comprehensive and detailed design blueprint for the Made in Kosovo (MIK) corners initiative, which includes all aspects of the platform's functionality and user experience. This should cover the following key elements:
  + Designing and implementing the user interface, user experience, and overall visual appeal of the virtual platform.
  + Design and implement both the front-end and back-end of the platform to guarantee that all selected companies are effectively included and showcased on the virtual platform.
* Develop and propose effective marketing and promotion strategies critical to increasing visibility and attracting investment and export potential leads to the virtual Made in Kosovo (MIK) corners platform.

1. Task 3

* Design and propose the layout and product displays, including the physical space and product displays in a way that highlights the unique features and benefits of the products, while also providing an enjoyable experience for visitors.
  + Develop a visual concept of the physical corners subject to the volumetric spaces provided by the MFAD, creating a clear vision for the look and feel of the physical MIK corners, including the color palette, signage, lighting, and overall aesthetic.
  + Ensure that the physical MIK corners, respectfully the visual concept proposal for the physical corners, is equipped with the necessary technical features to enhance the visitor’s experience and product information.

1. Task 4

* Develop comprehensive training materials, so that diplomats are able to best present the MIK corners and fully utilize its features. The training material includes presentations, handouts, and visual aids, that provide in-depth information on the MIK corners and the products they feature. The materials should be fully representative of the MIK corners design and concept.
  + Part of the task *includes* developing a teaser or similar for what the virtual component of the MIK corner is about, as well as what the physical MIK corner includes.
* Deliver training sessions to embassy staff (existing and prospective commercial attaches) to educate them on the MIK corners and the products they feature, including their unique features, benefits, and how to promote them effectively. This material should ultimately be addressed to the Diplomatic Academy within MFAD for use in further training in the future.

## Firm Qualifications

* The bidder/service provider should be an entity with relevant experience in creative campaign, visual identity, marketing, branding and promotion, as well as with capacity to provide the needed ICT solution for the virtual part of the MIK platform. The entity should also demonstrate its capacity to organize and deliver a high-quality documentation in writing that outlines in detail the deliverables subject to the SOW.
* Considering the inter-institutional work required to deliver this activity, the entity must have a strong network of relationships and partnerships with relevant stakeholders, including companies, embassies, government organizations, etc.
* The work should be undertaken by a team consisting of experts who have required and demonstrable skills and credentials to execute the planned activities.
  + The profiles required should include but not limited to:
    - Project Manager
    - Private Sector Engagement Specialist
    - Architect/Interior Designer
    - Creative Designer Expert
    - Graphic Designer
    - Copywriter
    - Market Researcher(s)
    - Front-end Engineer(s)
    - Back-end Engineer(s)
    - Content Writer(s)
* Bidders may associate with other firms/individual consultants in the form of the consortium to enhance their qualifications.

The selected company is obliged to appoint a Project Manager (PM). The PM, in close cooperation with the responsible persons at USAID Compete and MFAD, will be responsible for coordinating and delivering the planned and agreed activities. The PM will be responsible for the overall management of this contract, including team management and support, coordination between parties involved and will act as the main point of contact for communications and reporting. The PM will ensure that all resources required are available for the high-quality production of the contracted services/products and activities.

## Supervision and reporting

The service provider will be supervised by Compete’s ICT Sector Lead and Supporting Business Enabling Environment Expert. The service provider will be required to provide activity progress reporting, as needed, and as instructed by the Compete team, in coordination with MFAD representatives. The activity is expected to begin implementation in early April 2023, and should aim to be completed by August 31, 2023. USAID Compete will serve as the supervisor of the overall activity. USAID Compete will coordinate closely with MFAD during activity implementation to ensure the needs of MFAD and embassies are properly taken into account. In addition to reporting to USAID Compete, the service provider will also provide progress reporting to MFAD.