

Stimulating investments in medicinal and aromatic plants in Kolonja Region

Terms of Reference

Project Unit: RisiAlbania – Partner for Growth

Sector: Agribusiness

Location: Kolonja, Albania

Estimated duration: January -May 2020

1. Background of RisiAlbania project

RisiAlbania is a project of the Swiss Agency for Development and Cooperation (SDC) implemented by a consortium consisting of HELVETAS Swiss Intercooperation and Partners Albania. The overall goal of the project is to contribute to an increase in employment opportunities for young women and men (age 15-29) in Albania. This goal will be achieved through:

- (i) enhanced growth and job creation by the private sector in three selected subsectors agro business, tourism, and ICT (labour demand),
- (ii) improved access to job opportunities and labour market information and services (intermediation), and
- (iii) improved skills of young people by improving the offer of private training providers in the three selected sectors (labour supply).

In the agro sector, Risi's interventions aim to create jobs and increase investments in the fruits and vegetable sector, and in the Medicinal and Aromatic Plants (MAPs) sector.

The Municipality of Kolonja in cooperation with RisiAlbania aims to stimulate investments in organic MAPs cultivation, processing of MAPs and promoting the shift from wild harvesting to more cultivation.

2. Overall purpose and objectives

Subject to a satisfactory proposal (see section 4 of these TORs), Risi will contract a Contractor to support the Municipality in attracting investments and improving the MAPs value chain. This is in line with the Municipality's mission to support the agribusiness sector, and to better use the land it owns for generating new investments and jobs in Kolonja region.

The Contractor's role will be to:

- Support the Municipality to gather data that will be included in the MAPs investment information packs for five land plots that will include:
 - Legal and ownership status;
 - Soil fertility for MAPs cultivation through water and soil analyses, and information about the varieties which are suitable for the climate and soil conditions.
- Support the Municipality to design incentives (fiscal or other) for the new investors in MAPs.
- Support the Municipality to design and implement an investment promotion strategy. This will include:
 - Design and produce promotional materials, including power points, handouts, and digital promotion materials such as GIS MAP that the Municipality will use

Partner for Growth

for promoting public agriculture land to potential investors.

- Train Municipality staff to promote investment opportunities through coaching on presentation.
- Support the Municipality to promote opportunities through different media channels. Audiences must include farmers located close to the area where is located the public land, and exporters in the region.
- Facilitate B2B meetings, exchange visits between Municipality, other agencies such as AIDA, investors and farmers interested to cooperate.

3. Activities

The Contractor will:

- Provide in cooperation with Municipality full property documents (including origin of the property, recent property *cartela*, property certificate, opinion from the legal specialist regarding the status of the property) for the five plots which are part agriculture public land owned from Municipality which will be offered for the investors.
- Provide details of the property through GIS technology and integrate different information to help making better decisions and provide high quality visualisation by using GIS technologies and IT tools as part of marketing in printing and online materials.
- Evaluate soil fertility for each plot in certified laboratories.
- Provide the service to Municipality to design proper incentives for investors in MAPs.
- Deliver a training for Municipality staff on MAPs' potential.
- Deliver promotion written materials (power points, brief document paper) by integrating the above deliverables in high quality electronic and printed version including GIS MAPs.
- Organise and support Municipality to deliver promotion campaigns through different channels and B2B.
- Identify a minimum surface of 30 Ha in Kolonja belonging to private individuals interested to make their land available for rent or to cooperate with exporters under contract farming for cultivation of MAPs.
- Support these individuals to prepare investment promotion packs to attract MAPs investments.
- Organise B2B between farmers, regional collectors and exporters who are interested in cultivation.
- Organise Exchange visits in Malesia e Madhe, Tepelena, Kosova in cooperation with Municipality and RisiAlbania.

4. Deliverables from the Contractor

1. March 2020: Data gathering, capacity building of Municipality staff and drafting investment promotion packs

- a. Legal property documents, GIS maps and evaluation of soil fertility for cultivation for medicinal-aromatic plants report for five plots are delivered.
- b. Municipality complete the meetings with stakeholders in Kolonja including farmers located near the agriculture plots offered for rent. Reports, participation lists and photos are delivered.
- c. Exchange visit is organised involving three key staff of Municipality and relevant MAPs players from Kolonja.
- d. Key staff of Municipality and Regional agriculture directory staff are trained regarding MAPs on the potential of MAPs as an economic engine in

Partner for Growth

Kolonja, and the need to switch from wild harvesting to cultivation. Successful cases in improving the post harvesting practices and quality of MAPs. Innovative businessmen in MAPs sector are invited to have a speech.

- e. The draft electronic and printed versions of “Investment Information Packs” (for public and private agriculture land) for the potential of cultivation of MAPs in Kolonja are submitted to RisiAlbania and Municipality.

2. April 2020: Finalizing investment promotion packs and launching investment outreach campaign

- a. Final electronic and printed versions of “Investment Information Packs” for the potential of cultivation of MAPs in Kolonja (for public and private agriculture land) are submitted to RisiAlbania, private individuals and Municipality.
- b. 15 meetings between Albanian exporters and representatives of Municipality take place to promote investment opportunities in the region. Respective reports and evidence through photos are submitted to RisiAlbania.
- c. Online promotion campaign takes place through webpage, social media of Municipality, newspaper, and other media channels where the Municipality will deliver the promotion material. Reports on results of the campaign.

3. May 2020: Submitting final report to RisiAlbania. This final report must comprise the following:

- Main activities and main challenges encountered and how they were overcome - lessons learnt.
- A list of the results achieved, such as but not limited to:
 - New investments (amount and nature) from private business or public institutions that are initiated due to above mention activities;
 - Additional sales (amount and clients) due to new market linkages generated from above activities for agrocollectors located in Kolonja;
 - Information on the contracts signed between Municipality of Kolonja and new investors, as well as contact details of new investors;
 - Information on engagement plans of new investors.

5. Contractor profile

The Contractor will bring practical experience in agribusiness facilitation and planning. The Contract will mobilize:

A **legal expert** with experience working with agriculture properties issues that needs to meet the following requirements:

Skills and qualifications

- A University Degree in Law or related topic, or equivalent professional experience of at least 10 years;

Experience

- At least 5 years of demonstrable experience in working with properties cases and at least two recent experiences in agriculture properties cases;

Partner for Growth

An **urbanism specialist** with experience in GIS maps technologies that needs to meet the following requirements:

Skills and qualifications

- A University Degree in architecture/ civil engineering or related topic, or equivalent professional experience of at least 5 years

Experience

- At least 5 years of demonstrable experience in working with properties cases and at least two recent experiences in agriculture properties cases, GIS maps technologies;

A **soil fertility and cultivation assessment team** that must have experience in the MAPs sector and whose combined qualifications will include:

Skills and qualifications

- A University Degree in Agriculture/ agricultural engineer, or equivalent professional experience of at least 10years

Experience

- At least 10 years of demonstrable experience in working with the evaluation of soil fertility in MAPs sector.

A **specialist in rural development** who will support the Municipality in designing incentives, planning and B2B meeting:

Skills and qualifications

- A University Degree or Professional School Diploma in business-finance or related topic, or equivalent professional experience of at least 10 years; and
- Full oral and written proficiency in English and Albanian is necessary.

Experience

- At least 5 years of demonstrable experience in rural development and at least three recent experiences in agribusiness; and
- At least three recent experiences in design projects in agriculture in Albania
- Demonstrable experience in engaging with local communities and rural businesses and assisting them
- Demonstrable experience working in teams.

6. How to apply

The contractor must submit a proposal no longer than 10 pages including:

- The proposed methodology to conduct the assignment,
- A workplan with clear timelines and deliverables for each expert engaged,
- A company profile specifying five recent relevant assignments,
- Two-page CVs of the proposed expert team,
- A budget specifying A) fee rates of the proposed experts (inclusive of VAT) and their expected level of effort, and B) other costs associated with each deliverable.

Please note that this assignment needs to be completed maximum by May 2020.

Applicants must be available to travel in Kolonja and around Albania.

Partner for Growth

We expect proposals to be submitted in English or Albanian (English preferred) in 1 hard copy and 1 electronic copy (on USB stick) in closed and stamped envelope to the address given below, by **January 31st, 2020, at 15.00 o'clock**. RisiAlbania may reject proposals received after the indicated timeline.

RisiAlbania

Reference: Agribusiness – promoting MAPs

Rr. Ismail Qemali, P.18, H.3, Ap.15,
Tirana, Albania
Tel.: +355 4 2248527

For any questions you might have related the application write an email to info@risialbania.al within **January 22th 2020**.

7. Reporting

The contractor will communicate regularly according agreed plan with RisiAlbania Agribusiness Intervention Manager.

8. Selection Process

The selection of the contractor will be evaluated based on a cumulative analysis of the fulfilment of the evaluation criteria. The contract will be awarded to the contractor getting the best technical-economic combination based on the evaluation criteria below:

Evaluation Criteria	Maximum points
Quality of planning, methodology and activities suggested for completing the service.	30
Proposed expert CVs	20
Experience conducting similar assignments	20
Competitiveness of the Financial Offer	30
Total	100

9. Place(s) of Assignment

- Kolonja