

**MedWaves , the UNEP/MAP Regional Activity Center for SCP**

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# Terms of Reference for a technical assistance service for the marketing management of the platform “The Switchers Products”

## 1. Background

MedWaves, the UNEP/MAP regional activity center for SCP is a center for international cooperation with the Mediterranean countries in terms of development and innovation of the productive sector and civil society based on models of more sustainable consumption and production with the aim of contributing to the transition towards sustainable economies in the states of the Mediterranean basin. It is legally hosted by the ARC (Agència Residus Catalunya).

MedWaves is one of the organizations belonging to the *Mediterranean Action Plan* (MAP), established since 1975 by the United Nations Environment Program, and whose objective is to coordinate cooperation between the 21 member countries of the Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean (known as the Barcelona Convention) which aims to protect and improve the environment and the sustainable development of the region.

Likewise, from 2009 onwards the Stockholm Convention on Persistent Organic Compounds, a global treaty to protect human health and the environment from these toxic products, was added to the MedWaves action framework, given that the Center is designated by the member countries of the Convention as a Regional Center for its application. Since then, this type of pollutant has been introduced as a priority in a large part of MedWaves' activities.

The activities developed by MedWaves include the organization of expert training and training activities, the publication of news and technical publications, the organization of expert meetings, the preparation of technical studies and methodologies, the establishment of networks for the exchange of knowledge and experiences between the main actors in the countries (international organizations, public entities, business associations, civil society entities, universities, etc.), the coordination of pilot projects and the assistance to the countries in the preparation of National Action Plans for the integration of consumption and sustainable production models in the development of the productive sector that encourage the introduction of green economy criteria in their development policies.

In order to respond to its strategic mission, described in the SCP Regional Action Plan and the UNEP/MAP and the Mediterranean Strategy for Sustainable Development, MedWaves prototyped and tested a series of tools and methodologies aimed at stakeholders, among which the creation of Switchers Products is established. This is an online platform that aims to give visibility and facilitate access to the market of sustainable products for members of the community The Switchers. With the support of this platform, support has been provided to connect Switchers with buyers. So far, 11 pre-deals agreements have been signed.

## 2. Objective

The objective of this contract is to provide a helpdesk service by providing support for uploading products to the Switchers Products platform and facilitating contacts with organizations potentially interested in the products.

## 3. Activities

The specific activities to be carried out are the following:

1. Helpdesk and data base management.

The successful tenderer must ensure the correct operation of the tool for accessing the Switchers Products Platform, supporting the entrepreneurs in the process of creating and uploading the content and managing the subscription process. Uploading of 50 product profiles to the platform shall be facilitated.

Among the main activities will be the following:

- Verify that the profiles of registered users are correctly filled out and that no relevant information is missing.
  - Verify that the description of the products of users registered on the portal is correct.
  - Verify that the quality of the images and description that the registered companies publish on the portal have the necessary quality to appear there.
2. Implementation of a platform promotion service, and research and contact

The tenderer must:

- Promote the platform through direct contact with the target audience. The target audience will in any case include all members of the Switchers community, who are already registered on the platform.
- Contact the businesses already identified that may be interested in the products displayed on the platform and offer them products displayed on the platform.
- Follow-up of B2B activities and conclusion of pre-commercial agreements

20 contacts will be made and documented and that 6 pre-marketing agreements will be signed at the end of the contract. An activity report must also be submitted at the end of the contract.

## 4. Calendar and presentation of offers

The tasks described must be carried out from the signing of the contract until December 2025.

The supplier must have experience in the design and implementation of product marketing campaigns both in the digital and offline areas .

The offer must include the following documents:

1. A technical offer based on the elements provided
2. An economic offer. The amount of the offer cannot exceed 14,000 Euros (VAT not included).

The deadline for submitting bids is 24th April 2025. Bids must be sent to [aibaneza@gencat.cat](mailto:aibaneza@gencat.cat) and [amiraglia@gencat.cat](mailto:amiraglia@gencat.cat).

## 5. Selection process

All candidates will be notified of receipt of offers.

Offers will be evaluated according to the following criteria and scores:

Points	Criteria
Maximum 80 points	Quality of the technical offer to meet the objectives
Maximum 20 points	Economic offer

For any questions about these Terms of Reference, please contact: Anna Ibañez [aibaneza@gencat.cat](mailto:aibaneza@gencat.cat)

## 6. Selection and payments

The winning candidate will be notified by email about the selection of the offer. From this moment you can start working according to the calendar.

Payments will be made within 60 days of receipt and validation of the invoice. The Contractor is not responsible for bank charges that may be applied by the bank of the consultant(s), nor for currency exchange variations.

**From:**  
**Name:** XXXXXX  
**Address:** XXXXXXXXXXXXXXX  
**Country:** XXXXXXXXXXX  
**Phone:**  
**E-mail:**  
**VAT n° or Tax ID:** xxxxxx

**To:**  
**Regional Activity Center for Sustainable Consumption and Production**  
**Agència de Residus de Catalunya**  
**Passeig de la Zona Franca, 107**  
**08038 Barcelona, Spain**  
**NIF: Q-5856373-E**

**Offer n° xxxxxxxxxxx**

- 1) **Objective:**
  
- 2) **Tasks description:**
  
- 3) **Implementation schedule**
  
- 4) **Budget**
  
- 5) **Bank Details**

This template is created by the SCP/RAC for the purpose of call for proposals.