Event Management: Regional Hybrid Event of RECONOMY

Terms of Reference (ToR)

1. BACKGROUND

HELVETAS Swiss Intercooperation (Helvetas) partnered with the Swedish International Development Cooperation Agency (Sida) to facilitate an inclusive and green economic development program in the Eastern Partnership and the Western Balkan regions. The name of the program, RECONOMY, stands for 'starting afresh', revitalizing the transitioning economies in the two regions.

The 12 countries in the two regions include Albania, Armenia, Azerbaijan, Belarus, Bosnia & Herzegovina, Georgia, Kosovo, Moldova, Montenegro, North Macedonia, Serbia, and Ukraine.

The main goal of RECONOMY is to enable women and youth, including the most disadvantaged and excluded, to benefit from economic opportunities by increasing their income and taking up decent and green jobs, inclusively and sustainably.

To achieve the main goal, RECONOMY works along three workstreams: **services**, **competencies**, and **influences**. What do these three workstreams mean for better income and decent and green jobs for women and youth?

- When businesses embrace the new or better **services** facilitated by RECONOMY, it is expected that their investment and growth would increase as a result, making the private sector more competitive. These changes on the demand side, however, are insufficient.

- **Competencies** of the labor force are required, as is the ability to join companies or launch one's own economic endeavors. These come from inclusive, affordable, and demand-driven skills and intermediation services and support systems, leading to the employability and mobility of women and youth.

- Further, businesses benefit from an enabling environment that is tailored to their industry or company, as it **influences** their productivity and spurs them to do business in a better way.

RECONOMY places a high priority on the "double dividend," or the addition of economic and environmental values. The program's goal is to accelerate the just and inclusive green transition of the local economies.

RECONOMY believes that there are no simple solutions in complex and dynamic contexts such as the Eastern Partnership and the Western Balkan regions. The program continues to create methods that are adaptable, as well as identify and handle obstacles and possibilities. Based on strong data and risk-informed context and risk assessments, the program aims to establish a coherent response and shared vision for complex and dynamic contexts.

Additionally, the core of RECONOMY is using current knowledge and practices and encouraging learning and sharing between countries. The program accomplishes this by involving a variety of stakeholders, including public institutions, nonprofits, academia, and businesses. While doing so, the program focuses on common issues that countries of both regions face as well as shared actors that may step up and support systemic improvements.

Since RECONOMY acknowledges that people live in countries, not regions, the program looks at local-regional processes and relationships. Without a place-sensitive frame of view, development efforts that ignore these facts frequently fall short.

RECONOMY relies on implementing partnerships to bring about large-scale and sustainable change. Therefore, partnerships are important to our implementing model. The program also implements activities through the Program Facilitation Unit (PFU) which is responsible for steering the whole program.

For the Eastern Partnership region, RECONOMY is currently in its main phase since January 2023, while for the Western Balkan region it is in its inception phase which ends in March 2023.

2. THE OBJECTIVE

RECONOMY has come to a point in implementation when we would like to organize a regional event, which is divided into two, one on learning and another on launching the Main Phase of RECONOMY.

- The aim of the learning event is to put forward and integrate learnings from RECONOMY thus far. (100% on-site in Tirana)
- The aim of the launch event is to officially announce the launch of the Main Phase of RECONOMY. (Hybrid—on-site in Tirana and online)

RECONOMY aims to organize the regional event innovatively, involving the implementing partners, relevant market/system actors, the development community, Sida, the donor community, other donor-funded and Helvetas-implemented projects in the regions, public institutions, local and international NGOs, and other stakeholders from the private sector. The regional event is planned to be organized on the **27th, 28th, and 29th of March 2023,** in **Tirana, Albania**.

Timeline of the learning and the launch events:

Date	What
Monday, 27 March	*Arrival of participants (latest by this day in the morning or lunch) to the venue; the official program of the learning event will start in the afternoon*
Tuesday, 28 March	*All day learning event*
Wednesday, 29 March	*The hybrid launch event will be in the morning and the learning event will happen in the afternoon*

In this regard, ***RECONOMY is looking for a service provider in event management, technical support, design, and logistics with a track record of success in organizing innovative and modern events***, to provide full technical, logistical, and design support prior to and during the entire duration of the regional event.

3. TASKS

In collaboration and agreement with the PFU of RECONOMY and the facilitators, the tasks include:

- Finalization of the organizational plan for the regional event.
- Provide on-spot technical assistance throughout the entire duration of the regional event and ensure the launch event is hybrid (good equipment in the on-site room for meaningful interaction between online and on-site participants, i.e. the WiFi equipment of the launch event as there will be a lot of "data traffic"; the sound equipment with speakers and mobile

microphones for panel and participants; a big screen; a good data-show/beamer in good quality for screening presentations and VIP online speakers for the on-site participants).
- Prepare the full setting of the regional event timely.
- Keep frequent communication with the responsible contact point at RECONOMY on regular updates/issues.
- Collaborate and agree with the PFU and the facilitators in each step during the preparation and during the days of the regional event.
- Mitigate all potential risks in terms of technical conditions needed for the successful organization of the regional event.
- Create the full visual identity of the event, incorporating the existing RECONOMY brand and visibility requirements as well as innovative representative materials.
- Provide a full report of the work.

4. TIMELINE

Deliverables	Deadline
Pre-event	
Visual concept of the regional event provided	3 March 2023
Apply the approved visual concept into all elements required: All physical infrastructure support provided; lighting solutions provided; adequate sound/audio solutions provided; LED wall; communication and promotion materials; inner and outer branding of the area where the regional event is taking place (full setting of the regional event timely prepared)	24 March 2023
During event	
Technical support on spot provided throughout the duration and one (or more) staff appointed to manage the hybrid launch event	27-29 March 2023
Post-event	
Full report of the work provided, all materials designed and financial reporting	31 March 2023

5. DOCUMENTS TO BE INCLUDED IN THE PROPOSAL

If you have the required qualifications and are interested in this assignment, please submit:

- A portfolio of previous similar work.

- Resume outlining the experience, skill, and qualifications related to the assignment mentioned above.
- A financial proposal (in CHF) to address the work.

The lump-sum fee which you propose for the assignment should indicate the breakdown of all costs. This fee should be inclusive of all considerations.

The application should be submitted to Helvetas Eastern Europe: easterneurope@helvetas.org

The deadline to submit the proposal is **8 February 2023** at **16:30 CET**.