



UDENRIGSMINISTERIET
MINISTRY OF FOREIGN AFFAIRS OF DENMARK

Appendix 1

Terms of Reference

regarding

innovation competition for young entrepreneurs across the Arctic region



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Purpose and Structure of Terms of Reference

This appendix contains the Ministry of Foreign Affairs' Terms of Reference, and specifies the requirements and minimum requirements of the assignment.

The descriptive requirements specified in these Terms of Reference will be applied in the evaluation of the tenders.

Descriptive requirements are marked with **green**. Minimum requirements are marked with **red**.

Tenderers should be aware that the **descriptive requirements** also include **minimum requirements** to be met by the tenderers.



Definitions and Applied Concepts

MFA	MFA is used as short for the Ministry of Foreign Affairs of Denmark
Minimum Requirements	Requirements for the assignment / Consultancy contract, which have to be met by the tenderer
Descriptive Requirements	Requirements to be stated by the tenderer and on the basis of which the tenders will be evaluated.



Background

The Ministry of Foreign Affairs of Denmark announces this tender in order to attract tenders for services in connection with the development, organization and execution of the project:

Innovation competition for young entrepreneurs across the Arctic region

The key to future cooperation in the Arctic lies in the hands of the youth. The younger generations of the Arctic will be responsible for the future sustainable development of the region. They will understand how to benefit the most from an improved digital infrastructure, and their skills in innovation and entrepreneurship are a precondition for future economic growth and social development. In consultation with Greenland and the Faroe Islands, Denmark has chosen to acknowledge youth as a key political priority in the Danish Foreign and Security Policy Strategy 2019-2020 and to “strengthen its efforts for young people in the Arctic, including an initiative in collaboration with relevant forums to conduct an innovation competition that will bring together young entrepreneurs from across the Arctic region”.

The youth-initiative follows a recently published report commissioned by the MFA on business financing in the Arctic. The report suggests that start-up- and entrepreneurship-events for young people can be a useful catalyst for economic development across the region in the Arctic.

Youth was a priority area for the previous Finnish Chairmanship of the Arctic Council, including a focus on empowerment and capacity building among indigenous peoples. In addition, “People in the Arctic”, including youth, is equally a priority for the current Icelandic Chairmanship of the Arctic Council 2019-2021 and is a top priority during the Icelandic presidency of the Nordic Council of Ministers 2019.

On this background, and with youth being a key political priority in the Foreign and Security Policy Strategy, the Danish MFA has decided to initiate a project with relevant partners to develop, organize and execute an innovation competition, including follow-up activities, for young male and female entrepreneurs across the Arctic region.

The aim of the project is to strengthen entrepreneurship and innovation among the Arctic youth, and to promote and create awareness of the Arctic as a region with entrepreneurial business and investment potential. A follow-up process should help participants develop their ideas and capacities, thereby inspiring Arctic youth to spearhead sustainable economic development through innovation and entrepreneurship.

The project will be carried out by the Danish MFA as the lead project owner in close cooperation with the Government of Iceland, the Government of Greenland and the Government of the Faroe Islands as project partners. The proposed competition should address a number of SDG’s, including SDG #4 (quality education), SDG #8 (decent work and economic growth); SDG #9 (industry, innovation and infrastructure) and SDG #17 (partnership).



Scope of the Assignment

The assignment is to create, organize and execute an innovation competition for young entrepreneurs across the Arctic region including a communication strategy and an outcome document. The assignment will consist of three elements:

- **Organization and execution of the competition:** The tenderer shall organize and execute an innovation competition for young entrepreneurs across the Arctic region. As a prerequisite, an open call process shall be developed to select innovative sustainable business projects for the competition. The innovation competition shall take place in an Arctic State and as a minimum include one prize for the best sustainable business project/idea. The target group for the competition is young entrepreneurs (high school age and above), however the tenderers should in their bid further define and justify the specific target group.

Following the competition, participants should be given an opportunity to take part in a follow-up process.

- **Communication:** The tenderer shall produce a communication strategy with a list of communication initiatives and materials that the tenderer will produce and carry out in connection with the innovation competition. The initiatives should be suited to generate international awareness about the competition but also to promote Arctic entrepreneurship more broadly.
- **Outcome document and follow-up:** The tenderer shall produce a report of the process and outcome of the competition that also includes a desk study and a list of suggested activities that could contribute to putting youth and entrepreneurship higher on the agenda in the Arctic.

The tenderer is free to seek additional funding from other sources.



Minimum Requirements

Minimum requirements refers to the requirements for the assignment/consultancy contract, which have to be met by the tenderer.

Below, please find the MFA's minimum requirements for this assignment. Additionally, the tenderers should be aware that the descriptive requirements (following page) also include minimum requirements to be met by the tenderer.

Minimum requirement M1

To have completed the assignment described by no later than December 2020.

Minimum requirement M2

All elements of the assignment shall be conducted in English.

Minimum requirement M3

The total cost of the assignment will be **DKK 750.000 DKK including VAT**. This amount should cover all costs including but not limited to: consultancy fees, travel expenditures, cost of the winning prize, cost of venue, potential fees and travel expenses for panel judges and participants, all expenses related to the preselection process, the innovation competition in itself, the communication strategy/materials and the outcome document plus all other running costs etc.

For the avoidance of doubt this entails that if VAT is subject to reverse charge, the invoice price must be lowered with an amount corresponding to the Danish VAT.



Descriptive Requirements

Descriptive requirements shall be understood as the requirements on which the tender will be evaluated.

It is therefore important that the tenderer reads and respects the individual requirements as described below.

Please, take note that at the end of each descriptive requirement it is stated, what will be taken into account by the MFA in the evaluation process.

If the tenderer does not relate to a specific requirement, that alone will not make the tender unconditional; however, it will influence negatively the overall evaluation.

Below is a list of the description requirements that the tenderer is expected to address.

Descriptive requirement R1: Innovation competition (75%)

The tenderer is requested to describe on 1-10 A4-pages how to create, organize and execute an innovation competition for young entrepreneurs from across the Arctic region.

In the description of R1, the tenderer shall take into account that it is a **minimum requirement M4** that the assignment addresses and respects the following:

- **An open call process shall be developed** to select innovative sustainable business projects to take part in the competition. The call shall be open to participants from all eight Arctic States (Canada, Finland, Iceland, Kingdom of Denmark, Norway, Russia, Sweden and USA) and should seek to ensure that candidates from all Arctic States will have a chance to participate in the competition. This should include measures to accommodate particular geographical difficulties including cost of travel and connectivity. As for the Kingdom of Denmark, this shall include all three parts of the Kingdom.

The competition shall as a minimum include one prize for the best sustainable business project/idea. The prize can be both monetary, non-monetary or a combination of both. The monetary part of the prize should not exceed 100.000 DKK. The tenderer can choose to have more than one prize.

In describing the competition, the tenderers are encouraged to address practical arrangements such as: the number of stages for the competition, choice of judges, choice of venue, winning prize/prizes for the competition, choice of selection criteria, consultations and dialogue with representatives of Permanent Participants of the Arctic Council and how the competition can address the UN Sustainable Development Goals.

- **The competition shall be conducted in at least two stages** with one final round and shall take place in an Arctic state. The final round could potentially take place in connection with a major arctic event e.g. Arctic Circle.
- Following the competition, participants should be given an opportunity to take part in a follow-up process e.g. consultations with experts and skilled Arctic entrepreneurs to develop ideas and business potentials.
- **The bid shall include a short company biography**, including two (2) CV's for key staff **and a short description of the tenderer's partner network** in the Arctic.

In the evaluation of the tenderer's description of R1, the following will be taken into account:



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- Tenderer's approach to i) defining and justifying a target group for the competition and to ii) through an open call process based on a set of selection criteria, actively seek and select participants from the target group that could take part in the competition. As for the Kingdom of Denmark, this includes both Denmark, Greenland and the Faroe Islands.
 - Tenderer's approach to the overall organization and execution of a relevant, transparent and non-discriminatory innovation competition for young entrepreneurs across the Arctic region.
 - Tenderer's approach to ensuring an appropriate follow-up process where participants will be given an opportunity to develop their business ideas further e.g. consultations with experts and skilled Arctic entrepreneurs to develop ideas and business potentials.
 - Tenderer's network in the Arctic States and experience and knowledge in working with entrepreneurship, education and organizing/executing innovation competitions for young entrepreneurs. As for the Kingdom of Denmark, this should include both Denmark, Greenland and the Faroe Islands.



Descriptive requirement R2: Communication (10%)

The tenderer is requested to describe on 1-5 A4-pages, how the issue of communication will be addressed within the framework of this assignment.

In the description of R2, the tenderer shall take into account that it is a **minimum requirement M5** that the assignment includes:

- **A communication strategy.** The strategy should address how it intends to generate international awareness about the competition and Arctic entrepreneurship.
- **An appendix with a list of communication activities and material**, e.g. social media, news media, flyers, videos, posters etc. that the tenderer will carry out as part of this assignment

In the evaluation of the tenderer's description of R2, the following will be taken into account:

- Tenderer's approach to generating awareness about the competition and Arctic entrepreneurship more broadly
- The quality and quantity of the activities and material the tenderer will carry out as part of this assignment



Descriptive requirement R3: Outcome document and follow-up (15%)

The tenderer is requested to describe on 1-5 A4-pages how the outcome document will be addressed within the framework of this assignment.

In the description of R3, the tenderer shall take into account that it is a **minimum requirement M6** that the assignment **shall** prepare a concise report of the process and outcome of the competition. The report should include a desk study and a list of suggested activities that could help to promote youth and entrepreneurship in the Arctic going forward.

In the evaluation of the tenderer's description of R3, the following will be taken into account:

- Tenderer's approach to creating a document about the process and outcome that can be presented and discussed by the Arctic Council (Sustainable Development Working Group (SDWG) and Senior Arctic Officials meetings of the Arctic Council)
- The tenderers approach to include a desk study that contains a short description and mapping of the most important initiatives about youth and entrepreneurship in the Arctic
- The tenderers approach to include a suggested list of activities that could help to promote youth and entrepreneurship in the Arctic
- Tenderer's drafting and reporting skills