

Project Leader - Design 4 Growth South East Region

1.1 Organisation Details

The Design & Crafts Council of Ireland (DCCol) is the representative voice and main champion of the design and craft industry in Ireland, representing all disciplines of craft practitioners and product related designers. Its objectives are to foster the growth and commercial strength of the design and craft sector, communicate its unique identity and stimulate quality, design, innovation and competitiveness. It is funded by the Department of Jobs, Enterprise & Innovation through Enterprise Ireland. Further information on DCCol is available at www.dccoi.ie

1.2 Local Enterprise Offices South East Region

The Local Enterprise Offices (LEO) in the South-East Region (LEO Carlow, LEO Kilkenny, LEO Tipperary, LEO Waterford, LEO Wexford) promote and support micro-enterprises in the region. The main supports are business information services, training, mentoring, business networks and financial supports for qualifying businesses. The Local Enterprise Office (LEO) provides advice, information and support to those interested in starting up a new business or already in business including entrepreneurs, early stage promoters, start-ups, and small businesses. Further information is available at www.localenterprise.ie

1.3 Context

In recent years, the definition of design has expanded from a more limited view of styling and appearance associated with an end product to a perspective in which design can play an integral role in the innovation process: across all stages of goods/service development and/or in strategic management techniques and processes. This evolution, along with international evidence highlighting the innovation and economic benefits associated with small to medium sized enterprises undertaking design, has led to an increase in the use and adoption of design to add competitive advantage and increase efficiency.

International research indicates that design is good for business and wider society. It adds value to products and services and generates innovation within organisations leading to tangible, financial gains. In 2015, the then Department of Jobs Enterprise and Innovation (DJEI - now the Department of Business Enterprise and Innovation, DBEI) commissioned a research report '*The Irish Design Footprint: Economic Value and Characteristics*' which shows the breadth and depth of design's contribution to

Ireland. The report indicates significant opportunities for enhancing the value of design to Ireland by strengthening the design workforce and the utilisation of design skills in industry.

The DJEI (now DBEI) research found that, based on a broad definition for the 'Irish Design Footprint', design has a significant economic impact on the Irish economy. The research indicates that there is a cohort of businesses in Ireland that operate in the wider enterprise base (i.e. in sectors outside of the Design Sectors) but place a strong emphasis on design-related activity. These firms confirm that design is highly valued as a key contributor to their efforts in developing new/improved goods and services. Research also indicates that there is a clear opportunity to enhance the competitiveness of non-design intensive sectors through design driven innovation.

1.4 Proposal

Design4Growth (D4G), was piloted in Dublin as part of Irish Design 2015 concluding in early in 2017. The programme was delivered by Dublin LEO in partnership with Dublin City Council and the DCCol. The proposed rollout of Design4Growth in the South-East region will build on learnings from the initial pilot with a view to extending Design4Growth as a National initiative in late 2018/ 2019.

The current programme will be delivered in partnership with South East LEOs and the DCCol.

Design4Growth aims to:

Re-think Business through Design: Reveal how design can help position consumers at the centre of business activities and assist small businesses in effectively utilising design strategy methods for product and business development.

Nurture Small Businesses with Aspirations: The micro and SME sector is the rich, dynamic foundation of the creative economy, a key driver of design-led innovation. Design4Growth will use design methodologies to assist with an integrated approach to marketing, research & development (including product or service design), pricing strategy, route(s) to market and promotion, and scale.

Assist to increase sales and competitiveness: The overarching aim of Design4Growth is to increase jobs and exports in the small enterprise sector. To do this design strategists will work directly with businesses to integrate new systems that improve and streamline products and services.

Re-think Regions through Design: The creative economy is regionally distinct, and its

full potential is yet to be tapped. Design4Growth aims to identify, connect, and nurture entrepreneurship through regional collaborative networks.

Activate connections between the Creative, Cultural, and Business Sectors: Connect talent from across different sectors to engage in the design of new products, services, and business opportunities.

Create high-quality business-focused design tools and methodologies: deliver training through a network of trainers and intermediaries and produce open-source material to be used by businesses directly.

2. Scope of Tender

The Design & Crafts Council of Ireland and LEOs in the South-East region (Carlow, Kilkenny, Tipperary, Waterford and Wexford) invite tenders from suitably qualified and experienced practitioners to lead on the development and delivery of a Design4Growth model with regional and national impact.

2.1 Project Specification, Brief and Requirements

The Design4Growth programme aims to work with a core of up to 10 micro to small enterprises, typically employing 3 – 50 people. These core businesses will be selected over a period of weeks commencing in early 2018.

An initial call will be issued to businesses in the SE region to attend an information day regarding the initiative. It is anticipated that this will attract in the region of 50 – 60 businesses. Following the information session, approximately 20-30 interested businesses will be invited to participate in a Design Audit. From that process, up to 10 businesses will be selected to participate in an intensive Design4Growth programme that will include group and 1-2-1 sessions with design strategists.

For the tender bid you are asked to set out an indicative plan to include an outline approach to: the structure of the programme; recruitment of a team of design strategists; measuring impacts and programme evaluation; reporting to key stakeholders and a clear strategy to build and share knowledge between participants, design strategists and stakeholders.

Key tasks and responsibilities for the development and delivery of The Design4Growth programme include:

- Development of the programme structure and core design methodologies to

be used in the implementation of Design4Growth

- Recruitment of a team of Design strategists who will work across the Design4Growth programme
- Training and mentoring of stakeholder groups (LEOs and DCCol) and of programme participants
- Development of communications strategy for the programme and between the network of businesses, designers, partners, stakeholders and the wider SE region
- Development of key metrics and evaluation tools to show impacts in the short, medium and long term.
- Delivery of a comprehensive report and evaluation at the end of the programme
- Management of budgets and finances
- Development of a series of recommendations outlining next steps for implementation of a national model including an estimated timeline for rollout

This tender seeks an individual who has key experience in the following areas:

- Design Strategy and User Experience (UX)
- Project Management and Leadership
- Knowledge and/or experience of Micro and Small to Medium Enterprises

The suitable candidate must also have:

- Ability to devise and deliver design-led programmes, accelerating the development and growth of Micro and Small Enterprises in Ireland.
- Proven methodology to evaluate and measure D4G impacts
- Experience in building an integrated team with key skills, clear responsibilities, goals and objectives.
- Ability to act as Mentor and Coach to direct reports and to businesses participating in the programme

2.3 Delivery

The programme will be rolled out from mid-January 2018 concluding in October 2018. Tenderers are requested to suggest an appropriate schedule and a suggested timeframe for delivery.

Tenderers must identify personnel involved in the delivery of the programme or any proposed arrangements to sub-contract out development and delivery.

2.4 Budget

The budget should cover all research and analysis, delivery and expenses. Delivery is not expected to exceed €40,000 (VAT inclusive) in value. Tenders in excess of this will not be considered.

2.5 Selection Criteria

The successful tenderer(s) will be required to provide a current Tax Clearance Certificate and all appropriate insurances. Tenders must be able to demonstrate prior relevant experience in the design, gathering and analysis of quantitative and qualitative data and a comprehensive understanding of the dynamics of the design sector. Joint tender bids are accepted.

2.6 Award Criteria

The contract will be awarded from the qualifying tenders on the basis of the proposed approach to meeting the brief outlined above, range and depth of previous relevant experience and cost effectiveness.

Tenders will be evaluated on the following criteria:

	Criteria	Weighting
1	Understanding and Interpretation of the brief	20%
2	Relevant prior experience/key personnel including knowledge & understanding of the dynamics of the Irish design sector	30%
3	Price	20%
4	Methodology and Innovation	30%
		100%

2.7 Tender Responses

Tender responses should address each of the Award Criteria as well as the Contract Specifications comprehensively.

2.8 Tender Schedule

Closing date for submissions is **Thursday 14th December, 2017 at 5pm.**

Cut-off for receipt of queries is **Monday 4th December at 12pm.**

All queries will be answered in one document thereafter.

2.9 Delivery of Tenders

Submit tenders as ONE PDF DOCUMENT Louise@dccoi.ie

2.10 Contract Terms

Up to 3 stage payments of equal value to the value of the contract can be facilitated.

Tender Compliance

3.1 Insurance

The successful candidate(s) shall be required to hold relevant insurance for the purpose of the work with Design and Crafts Council of Ireland (DCCoI).

3.2 Compliant Tenders

- Economic and Financial Standing

All candidates must demonstrate that they have the required economic and financial standing and candidates. Tenderers will either pass or fail this qualification criterion:

Candidates are required to confirm that their turnover in the last 3 years was on average above €10,000.

- Technical and Professional Ability

Candidates must demonstrate that they have the level and depth of experience to provide high quality services in relation to the requirements as set out in the application.

Candidates should note that economic operators relying on the capacity of other entities must submit with their application an undertaking, duly evidenced, from those entities that they will place the necessary resources at the disposal of the candidate.

3.3 Confidentiality

The DCCol requires that all information made available to the contractor in the course of this project be treated in strict confidence unless indicated otherwise in particular instances. The contractor will sign a confidentiality agreement prior to commencement.

4.5 Conflict of Interest

Any conflicts of interest involving an applicant (or group of applicants in the event of consortium bid) must be fully disclosed to DCCol, particularly where there is a conflict of interest in relation to any recommendations or proposals put forward by the tenderer. Any registerable interest involving the applicant and DCCol, member of the Government, members of the Oireachtas or employees of DCCol or their relatives must be fully disclosed or should be communicated to DCCol immediately upon such information becoming known to the applicant, in the event of this information only coming to their notice after the submission of a bid and prior to the award of the contract. The terms 'registerable interest' and 'relative' shall be interpreted as per the Ethics in Public Office Act, 1995.