

CALL FOR CONSULTANCY



In the framework of the European project [Cosmetics4Wellbeing](#), [France Clusters](#) launches a call for consultancy: Cosmetics4Wellbeing identity brand

Context

Cosmetics4Wellbeing is a partnership of European cosmetics clusters to boost SMEs international business opportunities toward foreign markets. A first branding has been created for the visibility of the consortium during its first actions. After a 18months program, we need to strengthen our branding and identity for the consortium to be sustainable and visible. This branding will be designed according to mains results and achievement of our consortium.

Objectives

- Reflect the spirits and nature of our consortium and companies, around our common goal: boost internationalization opportunities toward third market.
- Define specific design that captures the essence of Cosmetics4Wellbeing consortium
- Define and develop the appropriate tools to showcase main results and achievements in digital and printed format
- Define a communication strategy

Requirements from the external expertise to be contracted

- Previous project developed for clusters would be appreciated
- French speaking would be appreciated to facilitate the exchanges with the coordinator
- The company must justify their capability to be contracted for a project funded with public money

Quotation

- The quotation shall include all costs
- A phone conference will be organized with the coordinator further explain the project and expectations
- A detailed proposition needs to be provided
- Economical quotation cannot be below a reasonable cost for a quality consultancy work. Any offer that could be considered unsustainable will be rejected. Unsustainable offer is that one with 20% lower than maximum budget proposed. The quotation has to be best value for money

Budget and deadline for application

5000€TTC all included

Deadline for application: 28th of February, 2019

Your contact: Elise DUREY, France Clusters / elise.durey@franceclusters.fr / +33 4 78 54 67 09

ABOUT COSMETICS4WELLBEING

[Cosmetics4Wellbeing](#) is a partnership of 5 structures (Cosmetic Valley, Beauty Barcelona Cluster, Transilvania Lifestyle Cluster, France Cluster and Beira Baixa Business Association, covering 4 European Member States (FR, ES, RO, PT). The aim of the project is the creation and development of a European Strategic Cluster Partnership–Going International (ESCP-4i) in the cosmetics sector and related industries (Technology, Health and Agro-food), which is oriented towards increased internationalization and strengthened sustainability of European SMEs.

Our ESCP-4i has set 4 specific objectives:

- Fostering cooperation among cluster organizations and its members in the ESCP-4i and across sectorial boundaries;
- Promoting new value chains along the cosmetics cross-sectorial industry, geared towards international markets, based on inputs and needs from SMEs;
- Developing a Joint Internationalization Strategy geared towards third key markets beyond Europe;
- Developing a governance system and a common branding for the ESCP-4i to ensure active and sustainable collaboration among the different stakeholders.