**Terms of Reference**

**for Dissemination and Training Contract**

**Of GEF-6 Guangdong Urban-Rural Logistics Integrated Distribution Demonstration Project**

**（Contract CFT/CS-2-Guangdong）**

The Department of Transport of Guangdong Province is taking on the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project (hereinafter the Project) which is under the China: GEF Efficient and Green Freight Transport Project on the 6th global environment fund grants. The Project aims to build the Guangdong Urban-rural Logistics Integrated Distribution Demonstration platform by applying the mobile Internet information technology, carry out the Guangdong - Qingyuan urban-rural logistics distribution demonstration, and promote the energy saving and emission reduction in urban-rural logistics distribution. Therefore, the Department of Transport of Guangdong Province (the client) is planning to hire a consultant to undertake the dissemination services of the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project.

**1. Background**

**1.1 About the Project**

Freight and logistics is the key area of energy consumption and carbon dioxide emission in China. In order to support China's efforts to improve freight efficiency and reduce carbon emissions in the freight industry, the World Bank has used the sixth Global Environment Facility (GEF) grant to carry out the efficient and green freight projects in China to promote the structural emission reduction in the freight industry. Logistics distribution is an important part of freight logistics. With the rapid development of e-commerce and urban-rural logistics distribution, the energy consumption and exhaust emissions of urban and rural logistics distribution vehicles are increasing while the empty rate of return trip vehicles is staying at a high level. In order to promote energy conservation and emission reduction in urban and rural logistics distribution, Guangdong province launched the demonstration project of integrated logistics distribution in urban and rural areas of guangdong province under the framework of “China: GEF Efficient and Green Freight Transport Project”.This project aims to apply information technology to match vehicles and cargo for distribution vehicles between urban and rural areas, promote integrated distribution of urban and rural logistics in Guangdong province, and effectively reduce energy consumption emission of distribution vehicles for urban and rural logistics in Guangdong province. The project implementation is divided into three stages: demonstration preparation, demonstration implementation and summary evaluation. The project cycle is expected to be completed at the end of December 2022.

**1.2 About this task**

The consultant who undertakes this task shall, according to the requirements of the project, be responsible for the dissemination and training of the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project, including at least three series of publicity and dissemination activities of the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project, and no less than three trainings for the urban and rural logistics distribution practitioners and cargo owners.

1. **Task Objectives and Requirements**

**2.1 Task objectives**

2.1.1 Through the series of publicity and dissemination activities of the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project, the objective of this task is to promote efficient and green concept of the integration of urban and rural logistics and distribution, enhance the support from relevant government departments to the Project, raise the enthusiasm and initiative of the urban and rural logistics related stakeholders to participate in the demonstration, and promote the whole society to participate in the urban and rural integration of logistics distribution.

2.1.2 By carrying out the training of the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project, it aims to improve the awareness and participation of relevant government management departments, urban and rural logistics distribution practitioners and cargo owners in the efficient and green urban-rural logistics integration distribution, so as to promote the smooth implementation of the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project.

**2.2 Task contents**

The work of the consultant shall include but not limited to the following:

2.2.1. To formulate dissemination plan for the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project.

2.2.2. To organize and carry out dissemination activities of the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project.

2.2.3 To formulate training plan for the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project.

2.2.4 To organize and carry out trainings of the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project.

**2.3 Task requirements**

The consultant shall complete but not limited to the following work:

2.3.1 Requirements of dissemination

A. objects of the dissemination

①For related government departments: related personnel of relevant government departments including transportation, public security, commerce departments in Guangdong Province, and related personnel of the local municipal transportation bureaus in Guangdong province.

②Relevant practitioners: enterprises or individual practitioners of Guangdong urban and rural logistics distribution

③ Urban and rural logistics owners: Guangdong urban and rural production enterprises, dealers, distributors, freight forwarders, rural cooperatives and so on

B. contents of dissemination

① Promote concept of efficient and green urban distribution

② Disseminate the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project.

③ Publicize the application of public module of the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project

C. Dissemination methods and specific requirements

① Organize and carry out no less than 3 times on-site dissemination activities. It will be carried out at least once a year from the year of 2021 to 2022.

② To compile and distribute brochures or single pages of the Project, with a total of not less than 50,000 copies. Distribute the aforementioned materials to car owners and cargo owners (including farmers) through on-site dissemination and promotion activities, and distribute these materials to related urban-rural logistics distribution enterprises through local municipal transportation bureaus.

③ Disseminate through website. Compile dissemination releases on the Project, and publicize and disseminate them through public website of the Department of Transport of Guagndong Province.

2.3.2 Requirements of training

A. objects of trainings

① Relevant government staff: personnel of relevant government departments including transportation, public security, and commerce departments in Guangdong Province; relevant personnel of Guangdong Provincial Project Management Office; and leaders and business leaders of Guangzhou and Qingyuan municipal transportation departments who are in charge of freight and logistics.

②Relevant practitioners: management personnel and business leaders, logistics information managers, and distribution vehicle drivers of urban-rural logistics distribution enterprises (individuals) in Guangzhou and Qingyuanities.

③ Urban and rural logistics owners: urban-rural production enterprises, dealers, distributors, freight forwarders and rural cooperatives in Guangzhou and Qingyuan and other cities.

B. Contents of trainings

① For relevant government staff: the purpose and significance of carrying out urban-rural logistics integration distribution; operation mode and working mechanism of urban and rural logistics integration distribution; the role of government departments in the integration of urban and rural logistics distribution; the main measures for government departments to promote the smooth implementation of the application of urban-rural integrated distribution public module and the Demonstration Project.

② For relevant management personnel and practitioners of urban-rural logistics distribution companies: what is urban-rural logistics integration distribution; the role of urban-rural logistics integration distribution for enterprises to reduce costs and increase efficiency; how do urban and rural logistics enterprises carry out urban and rural logistics integrated distribution, and how to participate in urban and rural logistics integrated distribution in Guangdong and Qingyuan city by using the Guangdong Public Module of Urban and Rural Logistics Integrated Distribution.

③ For information personnel of urban-rural logistics distribution enterprises: what are the functions and data interfaces of the Guangdong Public Module of Urban and Rural Logistics Integrated Distribution? how do relevant enterprises apply the Guangdong Public Module of Urban and Rural Logistics Integrated Distribution; how to realize the connection between the enterprises’ existing logistics information system and the Guangdong Public Module of Urban and Rural Logistics Integrated Distribution.

④ For drivers of distribution vehicles and cargo owners: instructions for clients to use the Guangdong Public Module of Urban and Rural Logistics Integrated Distribution.

C. Times of training and numbers of trainee

Carry out one training annually during 2021 to 2022.

① First training. Before the official operation of the Guangdong Public Module of Urban and Rural Logistics Integrated Distribution, a training will be conducted for relevant government personnel, related practitioners and cargo owners of urban and rural logistics and distribution. The number of trainees shall be no less than 100, of whom no less than 50 are female.

② Second training. During the demonstration period of the Guangzhou-Qingyuan Urban-rural Logistics Integration and Distribution, a training will be conducted for relevant government personnel, related practitioners and cargo owners of urban and rural logistics and distribution, with no less than 50 trainees, including no less than 25 female trainees.

③ Third training. At the later stage of the Guangzhou-Qingyuan Urban-rural Logistics Integration and Distribution, a training will be conducted for relevant government personnel, related practitioners and cargo owners of urban and rural logistics and distribution, with no less than 50 trainees, including no less than 25 female trainees.

**2.4 Results and deliverables**

The consultants shall submit the acceptance results including but not limited to the following:

2.4.1 Dissemination output documents

The dissemination consultant shall submit the output for acceptance including but is not limited to the following:

A. Project dissemination and dissemination plan

B. Project brochures or single pages

C. Press releases for project promotion

D. Project site dissemination photos and video

2.4.2 Training output documents

The training consultant shall submit the output for acceptance including but is not limited to the following:

A. Training plan

B. Training notification documents

C. Sign-in Sheet of the training

D. Training materials

E. Training photos and videos

F. Training questionnaire

G. Training evaluation form

**3. Delivery time and requirements**

3.1 The consultation period is from the date of contract signing to December 31, 2022. The contract is expected to start in October of 2020.

3.2 Before March 31, 2021, complete the dissemination plan and training plan for the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project.

3.3 Before October 31, 2021, complete one on-site dissemination activity and one training, compile and print and distribute no less than 50,000 copies of dissemination manuals or single pages of the Project, and publicize the project through relevant websites by preparing related project dissemination press releases according to the requirements of the client.

3.4 Before June 30, 2022, complete one on-site dissemination activity and one training, distribute the dissemination manuals or single pages of the Project, compile the dissemination press releases for the project, and publicize the project through relevant websites

3.5 During the rest time of the contract, carry out one on-site dissemination activity and one training according to the requirements of the client, distribute brochures or single pages of Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project, prepare dissemination materials for related projects, and publicize them through relevant websites.

**4. Requirements on consultant qualification**

4.1 The achievements and experience of the consultant required to undertake this task: having the experience of organizing and implementing the dissemination service or training service in the field of transportation logistics, and shall submit relevant certification materials.

4.2 The personnel involved in the project include but not limited to: Project leader, dissemination planner, dissemination staff, training planner, training staff, etc. The consultant may reasonably assign personnel according to the requirements of this Terms of Reference. All the personnel involved must meet the following requirements:

4.2.1 Project leader (1 person) : bachelor degree or above; experienced in dissemination and training organization in the field of transportation; has good organization and the coordination ability.

4.2.2 Dissemination planner (no less than 1 person) : bachelor degree or above; has experience in project dissemination planning in the field of transportation.

4.2.3 Dissemination staff (not less than 4 persons) : bachelor degree or above; have dissemination service experience in the field of transportation.

4.2.4 Training planner (no less than 1 person) : bachelor degree or above; has experience in planning training projects in the field of transportation.

4.2.5 Training staff (no less than 4 persons) : bachelor degree or above; have experience in implementing training projects in the field of transportation.

**5. Facilities and support provided by consultants**

The consultant shall provide the following facilities and support during the completion of the consultation service.

5.1 Office, computers and related office equipment needed for project dissemination and trainings.

5.2 Carry out dissemination activities and trainings, print and distribute the project brochures or single pages, and bear the related expenses.

5.3 Provide venues, equipment and facilities for dissemination and trainings.

The Financial Proposal submitted by the consultant shall include the expenses of the three items mentioned above and other expenses to be borne.

**6. Facilities and support provided by the client**

The client shall provide the following facilities and support during the completion of the consultation service.

6.1 Provide basic materials related to project dissemination and training, and put forward specific work requirements

6.2 Coordinate relevant units and enterprises to organize personnel to participate in the dissemination and training.

6.3 Designate a project liaison.

6.4 Review the dissemination and training work plan submitted by the consultant and follow the progress of the dissemination and training work.

**7. Disbursement plan**

7.1 Sign the contract and pay 10% of the total contract price.

7.2 Pay 20% of the total contract price after the consultant completes the dissemination plan and the training plan as required and obtained the no-objection of the World Bank.

7.3 Pay 30% of the total contract price within 30 days from the date when the consultant completes the first on-site dissemination activity and the first training, and prints and distributes the brochures or single pages of the Project.

7.4 Pay 20% of the total contract price within 30 days from the date when the consultant completes the second on-site dissemination activity and the second training of the Project.

7.5 Pay 20% of the total contract price within 30 days from the date when the consultant finishes the third on-site dissemination activity and the third training.

**8. Financial quotation**

8.1 The remuneration of the consultant shall be deemed to have included all the expenses required for the dissemination and trainings of the Guangdong Urban-rural Logistics Integrated Distribution Demonstration Project. The expenses for dissemination include but are not limited to personnel expenses, reimbursable expenses, the company's administrative expenses and profits, etc. The reimbursable expenses shall include the expenses for dissemination sites, facilities and equipment, and printing expenses for dissemination materials and other related expenses.

The training expenses include the expenses for the development and printing of training materials, the expenses for renting training sites, the salary of the training teachers and the reimbursable expenses (accommodation, transportation and other expenses incurred in connection with this Contract).

8.2 The consultant shall take full account of the costs incurred in providing the consulting services and shall be paid in a fixed lump sum.