

## ANNEX A

### TERMS OF REFERENCE

**RFQ 2200179375**

**Technical Support to Small & Medium-sized Enterprises in the African, Caribbean and Pacific Group of States to develop and produce value added products from coconut, cocoa and kava.**

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## 1. LIST OF ACRONYMS

ACP	African, Caribbean and Pacific Group of States	UN	United Nations
EU	European Union	WTO	World Trade Organization
ITC	International Trade Centre	SMEs	Small & Medium-sized Enterprises
KPIs	Key Performance Indicators	MSMEs	Micro, Small & Medium Enterprises
OECS	Organisation of Eastern Caribbean States	A4A	Alliances for Action
OLAC	Office for Latin America and the Caribbean	UNIDO	Industrial Development Organisation
ToR	Terms of Reference		

## 2. BACKGROUND OF THE PROJECT

### 2.1. Context

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization for trade-related technical cooperation in developing countries. The Office for Latin America and the Caribbean (OLAC), as a geographical section of the Division of Country Programmes (DCP), is responsible for defining the ITC strategy and coordinating all interventions in the region, either for individual countries or at the sub-regional and regional levels. The Sector Competitiveness Unit (SEC) is responsible for developing and disseminating sector level expertise for sustainable market driven solutions in ITC, including the Alliances for Action (A4A) methodology. The Alliances for Action (A4A) is a participatory partnership model that engages smallholder farmers and MSMEs in order to support agri-business development, manage risk and facilitate networks that provide the required technical expertise and capacity building.

### 2.2. Objectives of the project

The EU/ACP “Support to Business Friendly and Inclusive National and Regional Policies, and Strengthening Productive Capabilities and Value Chains” Programme aims to complement the European Union support for private sector development in ACP countries. ITCs is collaborating with UNIDO (Industrial Development Organisation) and the World Bank in the implementation of the program. ITC will lead the implementation of the micro pillar level of the Programme, which will focus on two core themes:

- 1) Promoting inclusive productive and commercial Alliances and investment to strengthen value chain governance and MSME competitiveness; and
- 2) Increase small farmers and processors value addition, productivity and competitiveness.

## 3. PURPOSE AND OBJECTIVE OF THE TENDER

ITC seeks a service provider with experience in the gastronomic research and development industry to provide technical support to ITC’s Alliances for Action and SMEs across the target value chains. The key objective of the intervention is to develop the capacity of SMEs in the ACP (African, Caribbean and Pacific Group of States) to develop and produce value added products from coconut, cocoa and kava.

The selected service provider will:

- Conduct a study of the gastronomic potential of the cocoa, coconut, kava produced by social enterprises supported by Alliances for Action;
- Develop prototypes and recipes;
- Liaise with a network of chefs from European Union, UK and ACP countries to test prototypes of developed products;
- Build the capacity of the SMEs in target countries to replicate these recipes and develop marketable products;
- Conduct promotional activities to establish commercial alliances with regional and international stakeholders to commercialize and promote the consumption of the products;
- Integrate the research and development process with scientific research and culinary institutions as well as other relevant stakeholders in ACP countries.

## 4. SCOPE OF WORK

The activities will target countries under ITCs Alliance for Action (A4A) agri-business programmes in the African, Caribbean, Pacific (ACP) region. The list of countries and key local institutions will be shared with the selected service provider. The prioritization and product selection will cover:

- Cocoa: at least one (1) African and one (1) Caribbean country;
- Coconuts: at least two (2) countries from the Caribbean and Pacific;
- Kava: at least one (1) country from the Pacific;
- Activities will entail the participation of key local partners and institutions.

#### 4.1. Tasks

- i. **Task 1) Conduct a study of the morphological and physicochemical characteristics of the raw products (cocoa, coconut and kava):**
  - Consultation and prioritization between ITC, social enterprises and support institutions in the countries to determine objectives;
  - Review of previous analysis done by other institutions (regional and international) on products and any relevant sub-products;
  - Review of state of the art of other similar products, which have a quality reputation linked to the origin. The differentiating parameters of the products will be identified;
  - Conduct laboratory analysis for characterization of samples of products sent by partners on cocoa, coconut and kava.
- ii. **Task 2) Develop prototypes and recipes on possible uses and value added opportunities for cocoa, coconut and kava**
  - Based on the characterization, define with local partners from A4A countries (list shared with the selected service provider) and ITC the different prototypes to be developed;
  - Propose at least four (4) semi-finished products for kitchen testing for the development of prototypes for each of the products (cocoa, coconut, and kava);
  - Develop at least ten (10) gastronomic recipes from each of the products (cocoa, coconut, and kava).
- iii. **Task 3) liaise with a network of chefs from United Kingdom, European Union and ACP countries to test prototypes**
  - Define criteria to test and rate the prototypes developed according to new food trends and adaptability to the UK/EU market;
  - Distribute the prototypes developed for testing across a relevant network of culinary actors in UK/Europe; the service provider, in collaboration of the ITC, will define the list of actors.
  - Reformulate the prototypes according to feedback received.
- iv. **Task 4) Conduct promotional activities for establishment of commercial alliances and help promote the consumption of the developed value added products from cocoa, coconut, kava**
  - Produce audio-visual documentation and content for dissemination of information and promotional activities;
  - Undertake promotional actions to disseminate the knowledge developed in order to promote the consumption of cocoa, coconut, kavas and sustainability business models.
- v. **Task 5) Ensure collaboration with scientific researchers, gastronomy institutions and culinary stakeholders in ACP countries, as well as training of SMEs to replicate the value added developed products and recipes**
  - Conduct activities dedicated to local actors in order to present prototypes, integrate feedback and exchange outcomes of the product development process;
  - Align and exchange with strategic local partners (regional institutions, national associations and SME's) on trends and opportunities for the food retails and hospitality sector;
  - Integrate local and international student's research and proposals into products' development activities such as providing lectures or hosting workshops about subjects of entrepreneurship, product development and applied research.

#### 4.2. Deliverables

- i. **Deliverable 1:** Report on laboratory analysis, morphological and physicochemical study of the raw products and samples from existing products developed by social enterprises.
- ii. **Deliverable 2:** Propose eighteen (18) Prototypes and thirty six (36) gastronomic development semi-finished products (recipes) for kitchen testing for the development of prototypes, using each of the products (cocoa, coconut and kava).  
Develop at least twelve (12) gastronomic developments (recipes) from each of the products (cocoa, coconut and kava).
- iii. **Deliverable 3:** Report on liaison with chefs' network, including the feedback form, results, comparison with new trends, final analysis and recommendations. Feedback should include at least ten (10) chefs from Europe and ten (10) from ACP countries.

- iv. **Deliverable 4:** Propose and facilitate five (5) promotional activities events where social enterprises can create linkages for commercial relationships with potential buyers. Submit video(s) on the process of product development and outcomes, to be used by ITC and project partners to promote consumption and disseminate knowledge.
- v. **Deliverable 5:** Give five (5) presentations of the value added developed products to the local communities and stakeholders of the countries where social enterprises are based. Give two (2) workshops for local and international students on subjects related with services, such as entrepreneurship, product development and applied research. Run at least three (3) meetings per country, for alignment and exchange with strategic local partners. Run three (3) training sessions per country on capacity building for replication of products and recipes dedicated to SMEs.
- vi. **Deliverable 6:** General Reporting - Submit an initial report one month after the contract signature, presenting the full fourteen (14) month work programme, coordination structures and working processes that have will set up. Provide monthly reporting until the end of the full fourteen (14) months programme, facilitating smooth communication between ITC and the Secretariat and allowing for strategy adjustments wherever necessary.

Summary of the tasks and deliverables with ideal timeline:

Tasks	Deliverables	Estimated timeline
<b>Task 1)</b> Conduct a study of the morphological and physicochemical characteristics of the raw products (cocoa, coconut and kava)	<b>Deliverable 1:</b> Report on laboratory analysis, morphological and physicochemical study of the raw products and samples from existing products developed by social enterprises.	Two (2) months after contract signature
<b>Task 2)</b> Develop prototypes and recipes on possible uses and value added opportunities for cocoa, coconut and kava	<b>Deliverable 2:</b> Propose eighteen (18) Prototypes and thirty six (36) gastronomic development semi-finished products (recipes) for kitchen testing for the development of prototypes, using each of the products (cocoa, coconut and kava). Develop at least twelve (12) gastronomic developments (recipes) from each of the products (cocoa, coconut and kava).	Seven (7) months after contract signature
<b>Task 3)</b> Liaise with a network of chefs from United Kingdom, European Union and ACP countries to test prototypes	<b>Deliverable 3:</b> Report on liaison with chefs' network, including the feedback form, results, comparison with new trends, final analysis and recommendations. Feedback should include at least ten (10) chefs from Europe and ten (10) from ACP countries.	Ten(10) months after contract signature
<b>Task 4)</b> Conduct promotional activities for establishment of commercial alliances and help promote the consumption of the developed value added products from cocoa, coconut, kava	<b>Deliverable 4:</b> Propose and facilitate five (5) promotional activities events where social enterprises can create linkages for commercial relationships with potential buyers. Submit video(s) on the process of product development and outcomes, to be used by ITC and project partners to promote consumption and disseminate knowledge.	Twelve (12) months after contract signature
<b>Task 5)</b> Ensure collaboration with scientific researchers, gastronomy institutions and culinary stakeholders in ACP countries, as well as training of SMEs to replicate products and recipes	<b>Deliverable 5:</b> Give five (5) presentations of the value added developed products to the local communities and stakeholders of the countries where social enterprises are based. Give two (2) workshops for local and international students on subjects related with services, such as entrepreneurship, product development and applied research. Run at least three (3) meetings per country, for alignment and exchange with strategic local partners. Run three (3) training sessions per country on capacity building for replication of products and recipes dedicated to SMEs.	Fourteen (14) months after contract signature
<b>Task 6)</b> General & continuing Reporting	<b>Deliverable 6:</b> General Reporting - Submit an initial report one month after the contract signature, presenting the full fourteen (14) month work programme, coordination structures and working processes that will be set up. Provide monthly reporting until the end of the full fourteen (14) months programme, facilitating smooth communication between ITC and the Secretariat and allowing for strategy adjustments wherever necessary.	One (1) month after contract signature for the initial report and then monthly reporting

## 5. ITC SUPERVISION AND GUIDANCE

The service provider will be under the guidance and supervision of the ITC project team. The coordination will mainly be virtual and there will ideally be a final face-to-face supervision meeting. The deliverables that involve workshops and/or presentations and capacity building activities should ideally be done physically. Considering the current sanitary situation, virtual workshops should be envisaged. If physically, ITC will cover the logistic and travel costs.

## 6. QUALIFICATIONS, COMPETENCIES AND EXPERIENCE REQUIRED

The selected service provider would have the following qualification/competencies and experience:

- At least 5 years' experience of Product Development in the gastronomic sector;
- Proven work expertise with developing countries;
- Proven collaboration with private sector companies;
- Capable of collaborating with other disciplines and areas of knowledge (such as entrepreneurship, design for example) and integrating those views and approaches into the product development process and promotional activities;
- 5 years of experience of engaging with key gastronomic and food sector stakeholders;
- Proven record of work with international students.

## 7. REQUIRED DOCUMENT FOR THE QUOTATION

### 7.1. Technical Quotation

The technical proposal must include and cover all aspects and tasks described in these terms of reference and provide all the relevant supported documentation/information:

- Description of the company's experience specifically in the food innovation and product development industry; understanding of the European and global market and the gastronomic and specialty foods Sector;
- Portfolio of products development, specifying which ones were or are commercialized;
- Description of the company's experience in product development with at least two (2) references, preferable providing cases on cocoa, coconut or kava;
- Description of the company's experience in capacity building and dissemination of knowledge;
- Description of the company's network of experts with technical capabilities ;
- Description of the company's methodology and reporting procedures that ensure a satisfactory measurement of the achievements made as a result of the activities;
- List and detailed profile (ex. CV) of the persons assigned to carry out the activities of this contract;
- Composition of the team dedicated to this project: Please indicate clearly to what type of activity the persons will be assigned. A person can be assigned to more than one type of activity;
- Documents that demonstrate available space at the service provider facility (capacity to use the physical space for product development);
- Document that demonstrates any relevant RD&I Management Systems Certification;
- Documents that demonstrate Quality assurance mechanism and that risk mitigation measures will be put in place;
- The ITC's General Terms and Conditions (UN conditions of contract) signed to confirm acceptance;

### 7.2. Financial Quotation

Please submit your financial proposal using the financial offer template (Annex C.2). The financial proposal must consist of a breakdown of the costs per deliverables and the currency as per indicated in the table in Annex C.2 and the total costs for the entire assignment. The financial proposals shall remain valid for a period of 180 days following the tender closing date. ITC is exempt of taxes; therefore please do not include Value Added Tax (VAT) or any other duties /fees. ITC shall accept no liability for expenses not reflected in the Proposal.

## 8. EVALUATION OF QUOTATIONS

### 8.1. Methodology

In its evaluation, ITC considers both technical and financial aspects and used a two-part process is used in assessing the proposals:

Stage 1 consists in assessing the written Technical Proposals where a minimum of 53 points is required for being shortlisted and eligible to participate in the financial evaluation in stage 2.

Stage 2 consists in comparing the Financial Proposals of the shortlisted proposers.

## 8.2. Technical evaluation

The technical offer must cover all aspects and tasks described in these terms of reference and provide all the relevant supported documentation/information. Offers not fulfilling the requirements or deviating from them may be rejected from the selection process. The technical proposals will be assessed according to the criteria set below:

MANDATORY Preliminary Criteria		Score
Acceptance of United Nations General Terms and Conditions		Pass/Fail
Proficiency in professional English		Pass/Fail
Document that demonstrate available space for product development at the service provider facility		Pass/Fail
Document that demonstrates any relevant RD&I Management Systems Certification		Pass/Fail

  

Evaluation criteria		Maximum points
<b>1</b>	<b>The Company</b>	<b>35</b>
1.1	At least 5 years experience of Product Development in the gastronomic sector	9
1.2	Proven work expertise with developing countries	8
1.3	Proven collaboration with private sector companies	6
1.4	Proven capacity in engaging with key gastronomic and food sector stakeholders	6
1.5	Proven record of work with international students	6
<b>2</b>	<b>The Team</b>	<b>25</b>
2.1	CVs & profiles establishing competencies of key staff members who will deliver the Services to ITC	9
2.2	Capable of collaborating with other disciplines and areas of knowledge and integrating those views and approaches into the product development process and promotional activities	6
2.3	Total number of staff and respective roles in the delivery of this ITC assignment	5
2.4	Proven gender balance in the assigned team	5
<b>3</b>	<b>The Proposal</b>	<b>15</b>
3.1	Robustness, Clarity and conciseness of the technical offer for the assignment	10
3.2	Project planning, clear and itemized timeline for the delivery of items	5
<b>4</b>	<b>The Risk</b>	<b>5</b>
4.1	Financial capacity/solvability	5
<b>Total Technical score (Minimum required to be selected 54 pts)</b>		<b>80</b>

## 8.3. Financial evaluation

Only the proposals that have obtained at least 54 points out of the eighty (80) points in the technical evaluation will be eligible for the financial evaluation. The contract will be awarded to the most economically advantageous proposal. ITC reserves the right not to select any tender if the amounts tendered exceed the budget envisaged for this project.

## 9. PAYMENT TERMS AND SCHEDULE

### 9.1. Schedule

The deliverables should be completed within fourteen (14) months after the signature of the contract. The execution of the tasks may not start before the contract has been signed.

### 9.2. Payment

ITC will only make payment based on satisfactory achievement of specific deliverables. ITC does not make advance payment and ITC is exempted from paying VAT and any other form of taxes. As per ITC/UN standard terms of payment, payment is at 30 days following satisfactory delivery, acceptance and validation by ITC of the deliverables and upon receipt of a valid invoice.

## 10. PROCUREMENT TIMELINE

The tentative timeline is as follows:	Publication of the Tender documents	25 January 2021
	Clarification (Questions) on TOR deadline	01 February 2021
	Submission of proposals deadline	17 February 2021
	ITC evaluation	18 – 23 February
	Notification of award	24 February 2021
	Expected Contract start	Beginning of March 2021