
ITC ANNEX A - TERMS OF REFERENCE RFQ2200182574 MARKET LINKAGES BETWEEN SMEs & DOMESTIC, REGIONAL & INTERNATIONAL BUYERS

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1 Background and Objective and interventions of the SheTrades West Africa project

SheTrades initiative is a unique platform that creates an ecosystem of integrated solutions that empower women economically through greater integration in trade and investment. The goal of the initiative is to connect three (3) million women to market by 2021. The International Trade Centre (ITC), a joint agency of the United Nations and World Trade Organization, implements this initiative. SheTrades West Africa implements its project in Côte d'Ivoire, Guinea, Liberia and Sierra Leone. The project's primary beneficiaries are women in agricultural value chains in farming households that grow cash crop. The selection for Guinea is shea, cassava for Liberia, cashew and cassava for Sierra Leone and these three (3) mentioned commodities for Côte d'Ivoire. The project provides training, coaching, useful information, tools and support needed by Small Medium Enterprises (SMEs), owned and/or run by women or with a strong presence of women, to agricultural households in selected and low-income sectors of their activities, policy makers and business support organizations. By 2023, the project will improve the livelihoods of 10,000 women farmers and help increase their incomes by addressing gender relationships within the household, building their technical capacity and expanding their markets through trained supply chain intermediaries.

Focus of the interventions:

- Raising awareness of policy makers and developing policy options to boost women's economic empowerment;
- Training and technical capacity building for Business Support Organisations (BSOs) and service providers (including the private sector) to increase their capacity to provide effective services for both men and women in the cash crop value chains, and thereby help to address gender inequalities; equipping them with necessary gender tools and approaches ;
- Working with value chain operators (including women-owned businesses, cooperatives, farmer associations, traders, exporters, and multinational corporations), on awareness and capacity building measures to support women's inclusion in value chains;
- Creating market linkages between value chain operators and international buyers, through trade fairs, buyer visits, and business-to-business events;
- Building the capacity of women farmers (and the farming households) through tailored trainings in production, processing and quality and business management, based on their needs.

2 Required Services

ITC is looking for an organisation with strong skills and reputation to link five (5) shea SMEs and five (5) cassava SMEs selected in Côte d'Ivoire by SheTrades West Africa project to the domestic, regional and international markets. The contracted service provider is expected to undertake the following tasks:

- i. Review existing baseline data and profiles of selected SMEs (the list of the selected SMEs will be shared with the award service provider).
- ii. Submit to ITC SheTrades West Africa team an overall methodology and action plan for the intervention.
- iii. Provide the list of potential shea and cassava buyers based in the domestic, regional and international markets.
- iv. Provide corresponding key events calendar in Côte d'Ivoire, in the regional or international markets.
- v. Summarize the requirements of the buyers in terms of quantity, quality, packaging, food safety, certifications, export documentations, etc.
- vi. Organize a workshop or a webinar to present potential buyers requirements to SMEs and train SMEs on the requirements, approach and engagement with such buyers to make successful deals.
- vii. Promote SMEs products on a website approved by SheTrades West Africa.
- viii. Establish contact for potential sales with concrete business leads for the five (5) shea SMEs and five (5) cassava to domestic, regional and international markets.
- ix. Organize buyers visit to SMEs if required.
- x. Assist SMEs to group their products to meet the volume required by buyers if need be.
- xi. Follow up on SMEs commercial transactions by reporting volumes of sales, challenges and solutions provided.

ITC expects the selected organization to use the appropriate methodology for this assignment. The methodology can include but not limited to the following steps:

- Secondary data collection from SMEs needs assessments (conducted by the SheTrades West Africa team, from Business Support Organizations (BSOs), from buyers, from SMEs and development partners working in the shea and cassava sectors) ;

- Organize requested online or in-person training (if possible) for SMEs;
- Organize online or in-person meetings between buyers and SMEs ;
- Set up online and/ or in person matchmaking.

3 Expected Deliverables and timelines under the contract

The service provider should submit a monthly report on activities progress after the inception report.

Expected Deliverables	Corresponding tasks	Estimated timeline
Deliverable 1: Submit and inception report covering these three (3) tasks	I + II + III	Two (2) months after the contract signature
Deliverable 2: Submit an activity report on activities VI + V and a successful feedback on the workshop or seminar	IV+V+ VI	Four (4) months after the contract signature
Deliverable 3: Submit an activity report on activities VII to XI	VII + VIII+ IX+X+XI:	Six (6) months after the contract signature
Deliverable 4: Submit a final comprehensive report of all activities handled under this service provision including all necessary data, information and specifications of achieved results and ways forward.		Six (6) months after the contract signature

4 ITC Guidance and Supervision

The service provider will be under the guidance and supervision of the ITC project team. The coordination will include provision of feedback on reports, activities and deliverables. ITC project team will support the selected vendor by conducting the following activities:

- Organize an induction meeting with the selected vendor to give more details about the project;
- Provide project documents to the vendor;
- Connect the vendor to the SMEs;
- Facilitate communication between the vendor and the SMEs;
- Mobilize SMEs when the vendor is organizing virtual or in-person workshops;
- Provide project Monitoring and Evaluation tools to be submitted to be filled and submitted to the ITC project team.

Please note that ITC will not cover the costs of travel and/or logistics, if required, related deliverables that involve workshops and/or webinars.

5 Contract details and payment

The total duration for the contract is estimated to be of six (6) months, starting from the purchase order contract signature. The work is planned to start as soon as possible after both parties have signed the purchase order contract.

ITC will only make payment upon satisfactory delivery, acceptance and validation of the deliverables by ITC and upon receipt of a valid invoice. Below is the payment schedule envisaged for this contract:

- 20% of the total amount after successful delivery acceptance and validation by ITC of deliverable1.
- 30% of the total amount after successful delivery acceptance and validation by ITC of deliverable2.
- 30% of the total amount after successful delivery acceptance and validation by ITC of deliverable3.
- 20% of the total amount after successful delivery acceptance and validation by ITC of deliverable4.

6 Qualifications, competencies experience required

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

- At least five (5) years' experience in creating market linkages between value chain operators and domestic, regional and international buyers;
- At least five (5) years' experience in providing training and technical capacity building activities with SMEs
- Proven knowledge and work expertise of the cassava and shea sectors and their processed products in developing countries in general and specifically in Côte d'Ivoire;
- Proven experience in setting up successful market linkages at domestic, regional and international levels for SMEs dealing in shea and cassava products;

- Capable of communicating and delivering training in French;
- At least an intermediate level of English.

7 Content of the proposal

The service provider must submit quotations that contains the following information:

- Organisation description and Legal form and incorporation;
- Description of the company's technical expertise and experience in market linkages;
- Description of the company's previous experience in managing similar project in the region including reference;
- Description of the company's experience in providing training and technical capacity building activities with SMEs;
- Description of the company's experience in Market knowledge (customer preference, customers location, customer requirements, distribution channels);
- Description of the company's knowledge of cassava and shea sectors and their processed products with developing countries;
- Description of the suggested approach, methodology and clear action plan;
- Demonstration that indicators of performance and methods of evaluating success will be put in place;
- List/composition and detailed CVs of the assigned team to carry out the activities of this contract;
- The United Nations' General Terms and Conditions of Contract signed to confirm acceptance;
- UNGM ID number. Please register your organisation on www.ungm.org.
- Any supporting documents that the organization deems relevant.

8 Evaluation Methodology

ITC will assess each quotation on its technical merits and the financial quote provided. In making the final decision, ITC considers both technical and financial aspects. The technical offer must cover all aspects and tasks described in these terms of reference and provide the relevant supported documentation/information. Offers not fulfilling the requirements or deviating from them may be rejected from the selection process.

Pre-requisites (mandatory requirements) If the technical proposal does not meet all the prerequisites, it will not be considered further:

- Written Acceptance of ITC/UN General Terms and Conditions (please sign the document).
- Fluency in professional French.
- Proven previous experience (minimum 5 years) in creating market linkages between value chain operators and domestic, regional and international buyers.

The technical proposals will then be assessed according to the criteria set in the table in Annex B.

The financial quote must include a fixed price and the breakdown per deliverables (please include any foreseen travel and logistics costs). Please include the currency. 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.

The contract will be awarded to the most economically and advantageous proposal, technically compliant. ITC reserves the right not to select any tender if the amounts tendered exceed the budget envisaged for this project.

9 Selection Procurement Timeline

The tentative timeline is as follows:	Publication of the Tender documents	01 February 2021
	Clarification (Questions) on TOR deadline	08 February 2021
	Submission of proposals deadline	24 February 2021
	ITC evaluation	25 – 26 February
	Notification of award	1 st week of March 2021
	Expected Contract start	2 nd week of March 2021