

ITC RFP 2021-04-GB

ANNEX B - Terms of References

Company-level survey on Non-Tariff Measures (NTMs) in the Eastern Partnership (EaP) countries

(Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine)

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SCOPE OF THE PROJECT

The International Trade Centre (ITC) invites application from local services providers to conduct business surveys on the topic of non-tariff measures (NTMs) in Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine – jointly referred to as Eastern Partnership (EaP) countries.

- The survey will focus on exporters of goods and services.
- Service providers to implement the survey in each of the six countries will be selected independently.
- Candidates can express their interest in implementing the survey in one or multiple EaP countries.
- A separate application (both technical and financial) is required for each of the 6 countries that the applicants are interested on.
- The number of required telephone and face-to-face interviews will vary across countries. Number of required interviews for each of the six countries is specified in section 2.4.
- The number of required interviews is based on initial assumptions. Required interview numbers will be adjusted during the process of the survey implementation. The distribution of interviews by sector may change.
- The survey will cover companies in various locations of the countries including major industrial and trade hubs (TBC).
- The survey in the six EaP countries is expected to start in Q3 2021 (TBC) for a period of 3-6 months.
- These terms and reference are addressed to potential suppliers who can implement both the phone-screen and the face-to-face interviews in one or multiple EaP countries according to the specified requirements.

1. Background

Non-Tariff Measures (NTMs) have become a major impediment to international trade and market access, and are of particular concern to exporters and importers in developing countries. These NTMs or trade regulations influence exports and imports of both goods and services.

Exporting companies seeking access to foreign markets and importing companies not only need to comply with requirements and regulations that vary across products, countries, and sometimes across partner companies, but also need to demonstrate that they fulfill these regulations. Moreover, the regulations can change quickly.

The risks and costs of compliance are thus considerably high, and market access becomes a challenge for the business sector in developing countries. The latter often lack information on the supply-chain-driven requirements, including testing methods, as well as they lack the infrastructure, skills and capabilities to meet these requirements. Importing companies also need to comply with various requirements. At the same time, many national policy makers lack a clear picture of the impediments to trade that the business sector faces when complying with the measures.

1.1. Non-tariff measures on trade in goods

A multitude of multilateral, regional and bilateral trade negotiations to improve market access have contributed to an overall decrease in tariff rates to a historically low level. In order to foster international trade, trade-related policies have focused primarily on reducing tariff protection measures. Other factors, however, have proved to be more burdensome than tariffs for exporting and importing companies, especially in developing countries. The business sector as well as trade policymakers are more and more concerned about NTMs, which are less visible and more complex than customs tariffs.

In the context of trade in goods, NTMs refer to a wide range of requirements and regulations that countries apply for importing and exporting goods, including technical regulations and customs procedures. NTMs partly reflect the increasing sophistication of markets, with consumers demanding more information about the products they buy. Although NTMs may be introduced for legitimate reasons, they may also distort trade by reducing export opportunities and diverting trade to those suppliers best placed to comply with the requirements.

NTM Business surveys aim to identify the key regulatory and procedural obstacles to trade – either domestic or foreign - business face when exporting or importing goods.

1.2. Obstacles to services trade

Trade in Services is increasingly becoming an important driver of economic growth. The paradigm shift towards trade in tasks also demonstrates the importance services trade plays in production of the goods that are exported. This is having profound implications from a statistical and regulatory perspective.

Currently, there is little evidence to show the level of awareness of services-trading firms, particularly SMEs, on the information, skills, and facilities needed to demonstrate compliance with countries' regulations at reasonable costs. Likewise, there is limited information on the de facto applied regimes and administrative procedures that might represent burdensome impediments for services-trading firms involved in export activities.

Promoting, negotiating or improving the competitiveness of trade in services requires an understanding of the regulations underpinning them and the experiences of enterprises in producing, consuming and trading them. Requirements affecting trade in services come in many forms and vary depending on the sectors, modes of supply and partner countries.

To contribute to addressing the information gap on measures affecting trade in services, NTM Business survey captures the experiences of businesses with regulations, related procedures and the business environment when trading services with foreign clients. Findings of the survey will be complementary with

most of the existing initiatives in the field, which aim at providing extensive lists of international and domestic regulations.

1.3. NTM Business Survey goals

The International Trade Centre (ITC) is engaged in a multi-agency initiative with the objective of increasing transparency and understanding of NTMs and facilitating international trade. In this context, ITC aims to assist countries to better understand the obstacles to trade experienced by their business sectors when complying with non-tariff measures. Country-level activities include a company-level survey that identifies the most prevalent obstacles to trade the business sector faces in their daily operations.

2. THE NTM BUSINESS SURVEY

2.1. Survey framework

The International Trade Centre (ITC) has implemented large-scale company level surveys on burdensome non-tariff measures and other barriers to trade (NTM surveys or surveys hereafter) in over 70 countries. These surveys are based on a global methodology consisting of a core part and a country-specific part. The core part is identical in all survey countries, enabling cross-country analyses and comparison. The country-specific parts are developed in cooperation with national stakeholders prior to the survey launch and reflect the particular requirements and needs of each surveyed country.

ITC survey in each countries will cover both trade in goods and services – and are similar in scope. However, given the different nature of the two sectors and the different modalities involved there are a few methodological differences on how interview of companies in these sectors are conducted.

The **NTM Survey in goods sector** is based on an international classification of NTMs and structured questionnaires (see Annex 2.1, 3.1 and 3.2). Furthermore, ITC survey methodology on **obstacles to services trade** is adapted to deal with the main differences that characterize trade in services as compared to trade in goods. A set of structured questionnaires, definition of services sectors and activities, as well as a classification that will help the interviewers categorizing the obstacles reported by the interviewed companies will be provided (see Annex 2.2, 4.1 and 4.2).

Within the framework of ITC's programme on NTMs and in close collaboration with national stakeholders, ITC will carry out the NTM Business Surveys in six Eastern Partnership (EaP) countries. Countries in the EaP include Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. The survey will help to identify at sector, product or service activity, and partner country-level the predominant barriers to trade that business sector currently faces when complying with NTMs. The survey will also help identifying potential bottlenecks at the national level with regards to the infrastructure and capabilities to meet the regulations.

ITC will contract a service provider for each country (in the following referred to as the "incumbent entity") that will conduct the survey on behalf of ITC. Interested candidates can submit their application to implement the survey for one or multiple countries. Selection of a vendor for each country shall be done separately as such interested candidates must submit separate application for countries of interest.

2.2. Survey objectives

The main objective of the survey is to systematically capture the business perceptions on burdensome NTMs and related trade obstacles at a very detailed level. **For Trade in Goods**: information will be gathered at the product, partner country and NTM measure level. **For Trade in Services**: information will be gathered at the service activity, partner country and typology of obstacle level.

The survey is designed to capture those non-tariff measures which companies experience as *barriers* or, i.e. a clear *impediment* to their exporting or importing processes (as opposed to all non-tariff measures or requirements a company has to comply with). In other words, burdensome NTMs and related procedural obstacles, as well as problems with the trade-related business environment will be identified based on the perception of the business sector.

For Trade in Goods

The NTM Business Survey will be representative by export sectors and include all sectors that account for at least 2% of national merchandise export value excluding minerals and arms. While the main focus is on exports, the survey will also cover importing companies.

The distribution of companies by size will be taken into account in each covered sector. Furthermore, the survey will be adapted to country-specific requirements, e.g. a focus on a particular sector or product, special economic zone, geographic area or type of companies.

For Trade in Services

The ITC survey on obstacles to services trade focuses on 3 service clusters (Travel and tourism, Information and communication technology (ICT), and Freight transport and logistics) with inclusive value chains and strong synergies with merchandise trade.

The survey will be representative by service cluster and will cover all sub-segments specified under Annex 2.2. Furthermore, the survey will be adapted to country-specific requirements, e.g. a focus on a particular service activity, geographic area or type of companies.

Companies should be surveyed through initial phone screen interviews and through in-depth face-to-face interviews in order to ascertain at the product or service activity level which non-tariff measures they experience as barriers to trade in their daily business, and why these measures are burdensome. The interviewed companies are asked to describe procedural and administrative matters related to infrastructure and transportation and others, which they experience in their day-to-day operations. This approach will provide a real-world picture of what companies currently perceive as the most important impediments to their exports and imports.

The survey results enable a profound analysis of regulatory obstacles to cross-border trade from the perspective of the business sector. In particular, they allow identifying:

For Trade in Goods

- A pattern of the most challenging non-tariff measures by sector, company size and partner country – and the need for concrete national action;
- A potential gap in understanding specific measures applied by specific countries or for specific products – resulting from a lack of access to relevant information;
- The existing national procedures and infrastructure which need to be strengthened in order to better support the business sector in exporting (and importing) their goods.

For Trade in Services

- Improving clarity on regulatory, procedural and business environment obstacles at the level of the services flow and partner involved to help design appropriate trade-related interventions;
- Increasing understanding of the gap between regulatory focus and operators' needs to facilitate the prioritization of actions and investments;
- Identifying bottlenecks at the intersection between service and goods trade to allow unleashing synergies and increase efficiency.

ITC will analyze the survey results and prepare the report. The analysis will be presented and discussed in a stakeholders' workshop and published in the form of a country report. The workshop will initiate a dialogue among different stakeholders, including the private sector, trade and investment support institutions, government agencies, and academics. The ultimate objective of the NTM Business Survey is to contribute to a better understanding of the specific needs of the business sector and to enable targeted capacity building and better formulation of national strategies and policies aimed at overcoming reported obstacles to trade.

2.3. Survey methodology

The NTM surveys cover legally registered companies of all sizes and types of ownership, that export and/or import goods (excluding arms and minerals) or services (selected clusters).

For Trade in Goods

The survey requires a representative sample of exporters allowing for the extrapolation of the results to the country level.

To achieve this objective, the survey covers at least 90% of the total export value of each participating country (excluding services, minerals and arms).

The economy is divided into 13 goods sectors, and all sectors with more than a 2% share in total exports are included in the survey (see Annex 2.1). Exporters are interviewed about both their export and import activities (if any).

In the second round and depending on the sample quotas, companies that only import may be added to the survey.

For Trade in Services

The target population will be divided into 3 main services clusters.

Consequently, on the base of standard sampling criteria up to 95 interviews will be conducted in each cluster. Exporters are interviewed about both their export and import activities (if any). Import activities will focus on both services and a defined set of goods that represent key intermediate inputs for the specific service cluster targeted.

In the second round (depending on the sample quotas and only in the particular case of freight transport and logistics), companies that contribute to the international delivery of goods even without being paid by foreign clients (i.e. without exporting) may be added to the survey.

To identify companies that experience burdensome NTMs, the survey process consists of phone screens with all companies in the sample (step 1) and face-to-face interviews undertaken only with the companies that reported difficulties with NTMs during the phone screens (step 2).

Step 1 Phone screen interviews

Phone screen interviews are based on a pre-defined questionnaire (see PS Questionnaire for goods and services in Annex 3.1 and 4.1, respectively). These interviews are aimed at:

- Identifying whether companies have experienced burdensome regulations related to trade in goods or services and capture this information, together with information on the characteristics of the company;
- Identifying whether the companies are willing to participate in the survey; and schedule a face-to-face interview with those companies that experienced burdensome NTMs.
- Company perception on key (selected) business environment conditions.

The duration of a complete phone screen interview is approximately 15 minutes.

Step 2 Face-to-face interviews

Face-to-face interviews are conducted with those companies that indicated during the screening interviews that they experience burdensome NTMs. These interviews shall capture detailed information on the types of burdensome measures, at the product or service activity level, and by partner country for each reported problem. Face-to-face interviews take place in the venue designated by the respondent, e.g. in his company office. The structured questionnaire is administered by the interviewer.

The face-to-face questionnaire contains the following sections:

Section 1	Basic Information; Main Products and Partner Countries (in case of trade in goods); Main Services and Partner countries (in case of trade in services)
Section 2	Cases of regulatory obstacles to trade in goods or services, capturing detail information on: the affected product or service activity; the related partner country where the product or service is exported from or imported to; the cumbersome regulations, rules and procedures, and the nature of the problem
Section 3	Business Operation

The respondents are asked to report the experienced obstacles case-by-case (Section 2: NTM cases / Obstacles to services) with full details of each case recorded. Based on previous experience, companies usually report 3-10 cases. **All exported and imported products must be discussed and all cases of obstacles must be recorded to prevent biased results.** For further information see the FTF questionnaire for goods and services in Annex 3.2 and 4.2, respectively.

The duration of each face-to-face interview is approximately 50 to 70 minutes (depending on the number of cases, see explanation below).

Questionnaire verification: After the completion of the face-to-face interview, the interviewer verifies that the questionnaire is filled in correctly and that the reported cases are provided in the required format. In particular, the interviewer must ensure that:

For Trade in Goods

- The information about the product is provided by Harmonized System Codes (HS code), at 6-digit level, e.g. 010410 – Sheep, live. Alternatively, if the respondent does not know the HS6 code, a very detailed description of the product should be provided, and the interviewer should identify the correct code after the interview.
- The country names are captured according to the country list provided by ITC. Partners must be captured at country level and not at regional level (e.g. “France” and not “European Union”);
- The information about the non-tariff measure (regulation) is categorized by NTM code e.g. “AB1 – Restricted use of certain substances in foods and feeds”. This code can be looked up in the NTM Survey Classification (see Annex 7) and filled in right after the interview.
- The narrative description of the case (free description) is always captured and complete.
- The information about the nature of the problem is categorized by a code from “List of Obstacles to Trade” (hereafter, Procedural Obstacles or POs) e.g. “D1. Delay in administrative procedures” (see Annex 7 for the complete list of procedural obstacles).

For Trade in Services

- The information about the service activity is provided at the 3-digit level code, e.g. 1AA – Website development. Alternatively, if the respondent does not find the services it exports or import within the list provided, a very detailed description of the service should be provided, and the interviewer should identify the correct code after the interview.
- The country names are captured according to the country list provided by ITC. Partners must be captured at country level and not at regional level (e.g. “France” and not “European Union”);
- The information about the obstacles to services trade is categorized using the codes provided in the classification of obstacles to services trade under Annex 8 (e.g. “AA3.1 – Quotas on the number of licenses and market share”). The code corresponding to the obstacle reported can be filled in right after the interview.
- The narrative description of the case (free description) is always captured and complete. It is crucial that all the information that allows classifying the obstacle has been collected (e.g. specific services affected; country applying a specific regulation or where a challenging business environment is found; entity applying a specific procedure; cost and time related to the procedure; main reason for the regulation, procedure or business environment issue to be considered an obstacle to trade; proposed recommendations on how to overcome the obstacle).

2.4. Survey process

The incumbent will obtain a business register (the list of exporting and importing companies with their contact details and their main product or sector). In case the incumbent entity has no access to a business register, ITC will try to assist in obtaining business contacts through its collaboration with governmental agencies. **Potential incumbent entities are expected to report in their proposal the availability of the business register in their disposal as well as its coverage (number of companies and information covered).**

The incumbent entity will identify, contact and interview companies based on a predefined methodology prepared by ITC, including phone screen interviews and face-to-face interviews. The incumbent entity will also transfer the information from the paper-based questionnaire into a pre-defined electronic format.

ITC will provide the incumbent entity (interviewers and management) with an in-depth training of 4-5 days, including on the survey methodology, questionnaires and on the NTM / service trade classification. The core of the training will be conducted face-to-face; however, parts of the training may be carried out via webinar and distance learning if feasible. ITC will also supervise the initial interviews.

ITC will provide the incumbent entity with a Survey Toolkit that includes the following documents:

1. Template for Business Registry (with examples)*
2. NTM Survey Methodology (separately for goods and services)*
3. NTM Survey Classification and the List of Procedural Obstacles (for survey of goods exporters)*
4. Obstacles to services trade classification (for survey of services exporters)
5. Sample Size*
6. Phone Screen (PS) Questionnaire (separate ones for goods and services)*
7. Face-to-face (FTF) Questionnaire (separate ones for goods and services)*
8. Data Capturing Files, including an electronic search tool that allows identification of the Harmonized System (HS) product codes, services activity, NTM codes and obstacle to services code.*
9. Monitoring Tables templates*
10. Survey Implementation Factsheets*
11. Support and training materials for interviewers*
12. Show cards with NTM Survey Classification and Procedural Obstacles*
13. E-learning course on the NTM survey*

* Language of documents: English. (Note: Some documents will be provided in Russian, in addition to English).

ITC will provide all the templates prior to the commencement of the survey. A pre-training session which consists of online courses may be offered by ITC allowing interviewers to better understand NTM survey methodology and other documentation provided in the Survey Toolkit.

The incumbent entity is responsible for translating the NTM phone screen questionnaires and face-to-face questionnaires to local language if necessary. It needs to be clarified in discussion with the incumbent entity whether there is also a need to translate the NTM Survey Classification and List of Procedural Obstacles to the local language. For both stages, interviews can be conducted in either the local language, Russian or English. However, the captured raw data must be submitted to ITC in English.

The incumbent entity is responsible for printing the questionnaires and training materials for interviewers.

According to preliminary estimates based on trade statistics, the table below specifies the number of PS and FTF interviews ITC requires for goods and services sector in each of the six EaP countries.

Country	Number of required completed interviews	
	Phone screening	Face-to-Face interview
Armenia		
Goods sector	550	180
Services sector	150	50
Armenia - Total	700	230
Azerbaijan		
Goods sector	400	130
Services sector	150	50
Azerbaijan - Total	550	180
Belarus		
Goods sector	700	250
Services sector	250	100
Belarus - Total	950	350
Georgia		
Goods sector	520	170
Services sector	180	60
Georgia - Total	700	230
Moldova		
Goods sector	600	200
Services sector	150	50
Moldova - Total	750	250
Ukraine		
Goods sector	850	280
Services sector	250	90
Ukraine - Total	1100	370
EAP - TOTAL	4750	1610

Please note that the final number of required interviews as well as precise geographical coverage will be confirmed during the preparatory phase of the survey, once the business register has been provided to ITC and other technical parameters are defined. **Thus, the final number of required interviews may change and the distribution of the interviews per sector and region can vary.**

The majority of interviews will be conducted with exporting companies (producing and exporting their own goods). In addition, a number of interviews may be conducted with importers, organizations, associations or companies of special interest to the country; e.g. trading and forwarding agents, brokers, transport companies, companies located in an export promotion zone or operating in a sector strategic for development. The incumbent entity should identify such companies at the request of ITC and provide their contact details.

3. PROJECT TEAM

The incumbent entity should set up the NTM survey implementation team and ensure the availability of skilled people to implement the following tasks:

- Phone screen interviews – effectively gathering information and convincing companies to participate
- Face-to-face interviews (see below)
- Data capturing – attention to detail
- Project management and reporting to the ITC team

It is highly recommended that two teams be available to conduct interviews for services and goods sector separately. Training of interviewers for goods and services sector will be done in parallel but separately.

The incumbent entity should submit CVs of team members to ITC prior to the survey start.

Profile of Interviewers in charge of the face-to-face interviews

The interviewer needs to have a good technical understanding of international trade and the related issues that shall be captured through the survey. Face-to-face interviews are based on a pre-defined questionnaire. The interviewer will also use a classification on types of obstacles in order to fill in the questionnaires. The technical questions are detailed and require careful and precise answering.

According to our experiences, interviewers for the face-to-face interviews should have the following experiences and skills:

- Completed university studies, ideally in economics, business administration or related fields; or psychology.
- Experience in doing face-to-face interviews.
- Maturity required for driving the discussion with senior managers/experts from the interviewed company
- Capacity to understand export and import processes and procedures, and analytical skills necessary to assign codes (measure, product and obstacle codes) to verbal (qualitative) information.
- Attention to detail.

Interviewers will be provided with in-depth training and technical background materials. In preparation to the survey, the interviewer needs to carefully read these technical documents.

4. DUTIES AND DELIVERABLES

Table 1. Duties and deliverables of the incumbent entity and ITC, by the sequence of tasks

1	Stage : Survey Preparation Responsible entity : The incumbent entity
<ul style="list-style-type: none"> • The incumbent entity provides a register (or registers) of trading companies. <ul style="list-style-type: none"> ○ For goods: The register is a list of all exporting (and if possible also importing) companies, including their contact details, per their main export/import sector and company size. ○ For services: The registry is a list of all companies trading services in the area of ICT, Travel & Tourism and Transport & Logistics. It shall include their contact details, per their main export/import sector and company size. ○ These registries are required for the sample selection for phone screen interviews (See Annex 1). ○ If the incumbent entity is not capable of providing the business register, it should provide advice on the availability of such register(s) in their country and the necessary steps that ITC can undertake to help in obtaining the register (e.g. by contacting government agencies). • The incumbent entity categorizes companies listed in the business register according to ITC template and pre-defined sectors. ITC will provide the definition and classification of sectors. ITC will also provide the Template for Business Registry. • The incumbent entity sets up the project implementation team, pre-selects experienced interviewers and shares the CVs of the project team with ITC. • The incumbent entity makes sure that all necessary materials (questionnaires, classification booklet, guidebooks, etc.) are translated into the local language if necessary. <p>Deliverables 1, 2 and 3 by the incumbent entity:</p> <ol style="list-style-type: none"> 1. Business register, categorized in accordance with sectors defined by ITC. This should be done prior to the arrival of ITC team for training and the launch of the survey. 2. CVs of the project team for feedback, comments and approval. All interviewers and the project manager must be available for 5 day intensive training course prior to the survey and participate in test interviews. 3. Translation of materials (if necessary) 	
2	Stage : Survey Preparation Responsible entity : ITC project team
<p>In cooperation with national stakeholders (e.g. Ministry of Trade), ITC finalizes the sample size per sector and company type. This includes defining which sectors will be covered by the survey as well as country-specific issues and the type of companies and organization covered under “special interest” interviews.</p> <ul style="list-style-type: none"> • ITC provides the incumbent entity with the sample size per sector and company type (exporting, importing or special interest). • ITC verifies the business register, merges it into the phone screen data capturing file and provides it to the incumbent entity. • ITC provides the incumbent entity with the Survey Toolkit. 	

3 Stage : Survey Preparation

Responsible entity : ITC project team (in the survey country)

- ITC provides a 4-5 day face-to-face training to interviewers and managers on the survey methodology and interviewing modalities. Parts of the training may be conducted by webinar if feasible. The language of the training is English.
- ITC approves potential interviewers based on the results of the training.
- During the training week, ITC supervises first interviews and data capturing for 1 to 1.5 days.

4 Stage : Survey Preparation

Responsible entity : The incumbent entity

- The incumbent entity organizes the training workshop, which lasts 4-5 full working days. Requirements: venue, beamer, white screen and printed materials. Separate meeting rooms will be required for training two survey teams: one each for goods and services sector. ITC will prepare training materials and conduct the training.
- The incumbent entity ensures that the project manager and all interviewers read and understand, PRIOR to the training, all the material provided by ITC. The incumbent ensures that all interviewers complete e-learning courses on the survey methodology prior to the start of the training.
- The incumbent entity makes sure that all interviewers and the project manager participate in the training provided by ITC.
- The incumbent entity shall ensure that simultaneous translation is available during the training if necessary.
- The incumbent entity shall schedule several test interviews (both phone screen and face-to-face interviews) to be held during the training week; the potential interviewers conduct these interviews under ITC supervision.

Deliverables 4 to 6 by the incumbent entity:

4. Organization of the training workshop
5. Organization of the testing day(s), with several phone screen and face-to-face interviews scheduled.
6. Printing of survey questionnaires including questionnaires for training purposes (number to be specified).

5 Stage : Interview period

Responsible entity : The incumbent entity

Interviews

- The incumbent entity randomly selects companies from the business register. These companies can be selected from different sectors, within the limit specified by the sample size.
- The incumbent entity conducts phone screen interviews with the selected companies (according to the number required per sector), identifying those that experienced burdensome NTMs and arranging face-to-face interviews with them.
- The incumbent entity conducts face-to-face interviews with companies identified during the phone screens as companies that experience burdensome NTMs.

- The incumbent entity ensures the participation of the companies in the phone screens and face-to-face interviews; suggests and implement strategies for ensuring high participation rate suitable for the country-specific conditions.
- The incumbent company ensures, for each interview, that phone screen and face-to-face questionnaires have been completed according to data quality requirements.
- The incumbent entity reports the project progress regularly to the ITC project team (at least once every two weeks), using the “Monitoring tables” (see Annex 5).
- The incumbent entity captures all the data obtained through the phone screen interviews in electronic form according to ITC’s data capturing format. Data must be captured in English.
- The incumbent entity captures all the data obtained through the face-to-face interviews, including narratives, at the most detailed level in electronic form according to ITC’s data capturing format. Data must be captured in English.
- The incumbent entity undertakes a quality check of phone screen and face-to-face captured data before submitting to ITC.

Deliverables 7 and 8 by the incumbent entity:

Upon completion of the first set of phone screen interviews (20 each for goods and services sector) and corresponding face-to-face interviews, the incumbent entity provides ITC with:

7. The captured raw data for these completed phone screen interviews for the initial data quality checking. The data should be captured in English using “Phone Screen data capturing file” (online form or excel).
8. Upon completion of the first 10 face-to-face interviews (each for goods and services sector), the incumbent entity provides ITC with the captured raw data for the initial data quality checking. The data should be captured in English using the “Face-to-face interviews data capturing file” (online or excel).

NB: In case the required standards are not met, the incumbent entity will have to correct the data, even if this requires repeating interviews and data capturing.

Deliverables 9 and 10 by the incumbent entity:

Upon completion of 50% of all phone screen and face-to-face interviews, the incumbent entity provides ITC with:

9. The captured raw data for these completed phone screen interviews. The data should be captured in English using “Phone Screen data capturing file”. The number of companies interviewed within each sector must correspond to the minimum numbers required and must not exceed the sample size.
10. The captured raw data for the completed face-to-face interviews. The data should be captured in English using the “Face-to-face interviews data capturing file”.

NB: In case the required standards are not met, the incumbent entity will have to correct the data, even if this requires repeating interviews and data capturing.

Deliverables 11 to 13 by the incumbent entity:

Upon completion of the remaining 50% of all phone screen interviews, and corresponding face-to-face interviews, the incumbent entity provides ITC with:

11. The captured raw data for these completed phone screen interviews. The number of companies interviewed within each sector must correspond to the numbers required for NTM phone screen interviews. The data should be captured in English using “Phone Screen data capturing file”.
12. The captured raw data for the completed face-to-face interviews. The interviews should cover all selected sectors. The data should be captured in English using the “Face-to-face interviews data capturing file”.

NB: In case the required sectoral quotas and total numbers are not met the incumbent will undertake additional interviews. In case the data is not provided according to ITC

requirements, the incumbent entity will have to correct the data, even if this requires repeating interviews and data capturing.

13. Regular reports on the project progress to the ITC project team (at least once every two weeks), using the “Monitoring tables” (see Annex 5).

6

Stage : Processing

Responsible entity : The incumbent entity

- The incumbent entity prepares information on the survey implementation using the Survey Implementation Factsheets (see Annex 6).
- The incumbent entity sends to ITC, in paper format, all filled in paper-based questionnaires (ITC will store the paper-based questionnaires in a secured location for confidentiality reasons).
- Throughout the survey, the incumbent entity sends the updated business registry to ITC.

Deliverables 14 and 15 by the incumbent entity

14. The information on the survey implementation captured according to “Survey Implementation Factsheets” (see Annex 6) is duly completed and submitted to ITC.
15. All paper-based face-to-face questionnaires sent by recorded post service and received by ITC.

7

Stage : Processing

Responsible entity : ITC project team

- Conducts data quality checks and provides feedback to the incumbent entity. ITC randomly contacts a selected number of interviewed companies as part of its data quality checking procedure.

A regular reporting to ITC is integral part of the deliverables. In order to address any unforeseen challenges and problems immediately, and to ensure that ITC’s requirements in terms of scope, quality and timing are met, the incumbent entity will regularly update ITC about progress and problems encountered. In particular this refers to regular progress update during the interview period using the “Monitoring tables” (see Annex 5).

Communication with ITC

The success of this survey highly depends on the quality and scope of the data. In order to ensure that the survey deliverables are according to ITC’s predefined requirements in terms of scope, quality and timing, a close coordination between ITC and the incumbent entity throughout the whole project duration is indispensable. It is ITC’s effort to closely collaborate with the incumbent entity at each stage of the project, and to jointly and promptly identify solutions for any challenge or problems that might occur throughout the project implementation. However, ITC can only provide its advice and support if the incumbent entity reports to ITC any upcoming challenges or problems.

In case the incumbent entity would report these issues after the completion of activities, there is no more possibility to jointly identify a solution. This might negatively affect the incumbent entity itself, as consequently, deliverables might not be provided to ITC according to the pre-defined format. In this case, ITC reserves the right to reduce the total amount of payment (see Remuneration).

Scope and quality requirements to the provided data:

Phone screen questionnaires (electronic data entry):

- Per definition, a completed phone screen interview includes the following information captured electronically:
 - The questionnaire/company number according to ITC's pre-defined format¹ (identical to the company number in the business registry);
 - Contact details of the company and the respondent,
 - Answers to all questions in the phone screen questionnaire.
- The number of completed phone screen questionnaires should be in accordance with the number requested by ITC for each surveyed sector (see "Sample Size"). Cases where a company could not be reached or refused to participate in the phone screen are not counted as completed phone screen interviews. ITC reserves the right to **not** count phone screens that are carried out on top of the number required by the sample quota for a given sector.

Face-to-Face questionnaires (both paper-based version and related electronic data entry):

- A completed face-to-face questionnaire is a questionnaire where the respondent has answered all questions, and provided details about all cases of burdensome NTMs (minimum is one case). Companies that do not experience burdensome NTMs should not be interviewed face-to-face.
- The total number of completed face-to-face interviews should be in accordance with the number of interviews specified by ITC for each sector. As the total number will to some extent depend on the results of the phone screens, the number of interviews required may be adjusted in the course of the survey implementation. The data should be captured according to the "Face-to-face data capturing file".
- A completed face-to-face questionnaire includes (as a minimum requirement) the following information:
 - The questionnaire/company number (identical to the questionnaire/company number of the phone screen interview for the same company)
 - Contact details of the company and the respondent
 - Answers to ALL questions of the face-to-face questionnaire, including minimum one case of NTMs.
 - The codes of the products, NTM measures and procedural obstacles should be always identified and provided.
 - A clear and complete description of the challenges that interviewed companies faced when complying with non-tariff measures. The narrative answer should be captured in full.
- Responses in face-to-face interviews and phone screens should be coherent. The incumbent entity is responsible for verifying coherence and correcting data in cases of non-matching information for a given company.

Quality check by ITC

ITC will regularly conduct data quality checks, including on coherence, completeness and data coding. ITC will randomly contact interviewed companies to validate the received raw data. ITC will also cross-check the paper-based questionnaires against the electronic data entry. In case of data not being delivered according to ITC's pre-defined requirements, the incumbent entity is requested to improve the data accordingly within a period of two weeks.

¹ The questionnaire / company number will have the following format: ISO country code/ 0001, with the ISO 3-character country code, and a 4-digit code starting from 0001.

Data confidentiality

The data obtained through the NTM Survey belongs to ITC and should be shared with ITC only. Survey responses are confidential. The incumbent entity should hence ensure highest level of data protection to warrant data confidentiality.

5. PROJECT DURATION

The global project duration is approximately **3-6 months**, including:

- 1 months survey preparation (identification of business register and skilled interviewers, training)
- 4 months interview period and data capturing
- 1 month for post processing and additional buffer for unforeseen events.

6. REMUNERATION

The following payment schedule will be applied **in equal instalments**:

- 1) First payment upon completion of **Deliverables 1 to 8** to the satisfaction of ITC.
- 2) Second payment upon completion of **Deliverables 9 and 10** to the satisfaction of ITC.
- 3) Third payment upon completion of **Deliverables 11 to 15** to the satisfaction of ITC.

ITC reserves the right to reduce the total amount by 10% if the incumbent entity does not provide regular progress reports – including information about faced challenges and problems.

ITC reserves the right to reduce the total amount of payment if the incumbent entity does not provide the data according to the predefined data scope and quality requirements as specified above, or according to the predefined time schedule and sample quotas. This is in particular the case if the incumbent entity did not promptly report to ITC problems and challenges faced.

ITC may request additional face-to-face interviews above the number specified in this Terms of References. Such interviews will be subject to additional funding.

All payments are subject to ITC's acceptance and approval of the work performed and to the documents received. The work performed by the incumbent entity may also be subject to additional review and evaluation. Payments may be adjusted or recovered based on the results of such review.

Documents provided to ITC must be approved by ITC. ITC shall accept no liability for expenses not reflected in the budget.

7. ANNEXES

Annexes form an integral part of these terms of references. Please refer to the attached documents:

Annex 1.	Template for Business Registry (with examples)
Annex 2.1	NTM Survey Methodology (Goods Sector)
Annex 2.2	NTM Survey Methodology (Services Sector)
Annex 3.1	Phone Screen (PS) Questionnaire (Goods Sector)
Annex 3.2	Face-to-face (FTF) Questionnaire (Goods Sector)
Annex 4.1	Phone Screen (PS) Questionnaire (Services Sector)
Annex 4.2	Face-to-face (FTF) Questionnaire (Services Sector)
Annex 5.	Monitoring Tables
Annex 6.	Survey Implementation Factsheets
Annex 7.	NTM Survey Classification and the List of Procedural Obstacles (Goods Sector)
Annex 8.	Obstacles to services trade classification (Services Sector)

ITC will provide all the templates prior to the commencement of the survey. Language of documents: English (Some documents will be made available in Russian).

8. EVALUATION METHOD

Each proposal will be assessed first on its technical merits (including by reference to legal requirements) and subsequently financially. The proposal obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract.

Please note that the evaluation process is the same for each country and you have to fill in the Annexes C.1 and C.2 for each country.

ITC will consider only the bids that have met mandatory requirements (accepting and signing UN Conditions for provision of services and using the Annexes C.1 and C.2). Please provide all the requested information and proof listed in Annex C.1.

It is also mandatory to follow the “Request for Proposals” instructions and to clearly indicate if you are answering for component 1 (Goods), component 2 (Services) or both.

The technical proposal should address all aspects and criteria outlined in this Request for Proposal. The total amount of points allocated for the technical proposal is 70 points. The maximum amount of points allocated for the financial proposal is 30 points.

ITC might ask for more clarification and will select the most responsive proposal.

TECHNICAL EVALUATION

Please refer to Annex C1 for the technical evaluation criteria and related scores. The maximum number of points is 70 points. Please provide all the necessary proof and documentation.

FINANCIAL EVALUATION

The maximum number of points (30 pts) will be allotted to the lowest price proposal that is opened and compared among those invited firms/institutions that obtain the threshold points for the technical evaluation. All other price proposals will receive points in inverse proportion to the lowest price; e.g.:

$$\text{Score for price proposal X} = \frac{\text{Max. Score for price proposal} * \text{Price of lowest priced proposal}}{\text{Price of proposal X}}$$

FINAL EVALUATION

The proposal obtaining the overall highest score after adding the scores for the technical and financial evaluation is the proposal that offers best value for money. ITC will award the contract to the vendor whose proposal obtained overall the highest score for each component.

9. PROCUREMENT TIMELINE

The expected timeline for the procurement procedure is as follows:

Publication of the Tender documents – 5 July 2021
Clarification on TOR deadline – 12 July 2021
Submission of proposals deadline – 30 July 2021
ITC evaluation of the proposals – 3-20 August 2021
Round of clarifications with shortlisted bidders – 3-20 August 2021
Notification of award – Mid September 2021

