



**RFP No. 8768/AGDC-AO**

***BY EMAIL/UNGM***

***TO ENSURE THE VALIDITY OF YOUR BID, IT MUST BE SUBMITTED AS FOLLOWS:***

***BY EMAIL (preferred method): [FAO-HQ-Tenders@fao.org](mailto:FAO-HQ-Tenders@fao.org) OR by FAX: + 39.06.92912311 on or before the closing date and time, quoting the FAO tender number as the email subject. All submissions should be in PDF format. Your bid may be submitted in one or more emails not to exceed 10 MB each.***

***THESE BIDS ARE TREATED AS CONFIDENTIAL, PLEASE DO NOT COPY ANY OTHER RECEIPT***

***BIDS RECEIVED BY ANY OTHER FAX NUMBER OR ANY OTHER EMAIL ACCOUNT (INCLUDING [CSAP-Contracts-Group@fao.org](mailto:CSAP-Contracts-Group@fao.org)), BY MAIL OR BY ANY MEAN OTHER THAN THOSE INDICATED HERE, AND BIDS RECEIVED AFTER THE CLOSING DATE AND TIME WILL BE CONSIDERED INVALID.***

## **REQUEST FOR PROPOSAL (RFP)**

**CLOSING DATE: Wednesday, April 23<sup>rd</sup> 2014 – 12:00 hours (Rome time)**

Dear Sir/Madam,

The Food and Agriculture Organization of the United Nations ("FAO" or "Organization") is an intergovernmental organization with more than 194 member nations. Since its inception, FAO has worked to alleviate poverty and hunger by promoting agricultural development, improved nutrition and the pursuit of food security - defined as the access of all people at all times to the food they need for an active and healthy life.

To achieve its goals, FAO cooperates with thousands of partners worldwide, from farmers' groups to traders, from non-governmental organizations to other UN agencies, from development banks to agribusiness firms (further and more detailed information on FAO can be found on the internet site: <http://www.fao.org>).

In preparing your bid, you should take into account the international status and activities of FAO by submitting your best commercial terms. You should also be aware that FAO enjoys certain privileges and immunities which include exemption from payment of Value Added Tax ("VAT" or "IVA"), customs duties and importation restrictions.

The Organization requires assistance in connection with the provision of the following services:

### **“Codex Global Stakeholders’ Survey”**

and you are hereby invited to submit your best proposal for this tender.

## **Background**

The aim of this survey is to assess the awareness and perception of the Codex Alimentarius among different audiences and key stakeholder groups.

In this context, the Codex Secretariat seeks a firm or organization to conduct and analyze research on its behalf involving its global group of stakeholders, specifically:

- Stakeholders that work directly with Codex. For this process they are known as “technical partners”.
- Stakeholders that do not work directly with Codex but have an influential or decision-making role in the adoption of its standards and/or the allocation of resources for the development and adoption of the same standards. For this process they are known as “policy partners”.

This survey represents the first step in developing a communications strategy for the implementation of the Codex Strategic Plan 2014-2019.

This invitation is subject to the following procedures and conditions which you are deemed to have accepted by participating in this tender.

### **1. Procedures**

- 1.1 Firms are being invited to submit proposals and FAO intends, without having committed in any way to any of the firms invited, to award the contract to the firm which is considered as having submitted the most competitive proposal.
- 1.2 In submitting your proposal you are supposed to have considered all aspects relevant to the performance of the services and to have obtained all necessary information and data as to risks, contingencies and other circumstances which may influence or affect your proposal.
- 1.3 It is understood that all documents, calculations, etc. which may form part of your proposal will become the property of FAO, who will not be required to return them to your firm.
- 1.4 FAO may decide to make a partial award or no award at all should it consider that the results of this tender and/or any other related circumstance so require.
- 1.5 All costs incurred to prepare your proposal have to be borne by you; FAO will not be liable to reimburse any or all of such costs.
- 1.6 In responding to our tender invitation and accepting FAO's General Terms and Conditions for Services, your firm hereby authorizes FAO to publish the details of any contractual relationship it enters into with the firm, including, but not limited to, the firm's name and country, total value of the award and a brief description of the services.
- 1.7 At no point prior to the award of the services shall bidders contact or request any information pertaining to the tender from FAO, its staff or technical unit responsible for this tender, outside the specific channel indicated under para. 10 below.
- 1.8 Bidders shall disclose, to the best of their knowledge, if any employee has worked as a consultant for FAO in the last twelve (12) months. Likewise, bidders shall disclose if any of their employees' spouses or direct relatives are working for FAO.



## 2. Evaluation

Proposals will be evaluated based on the following mandatory requirements and evaluation criteria:

### 2.1 Mandatory Requirements

Firms are required to fulfill the following mandatory requirements in order to participate in the tender. **Failure to provide such information/evidence will result in the disqualification of the bidder from the tender evaluation process.**

- 2.1.1 Provide documentary evidence that your firm has conducted at least two (2) surveys of a global nature in the past three (3) years including developing, conducting, analysing and presenting a global survey of stakeholders in a defined sector or industry that is interview-based involving senior officials/CEOs.
- 2.1.2 Provide documentary evidence, in the form of a final survey report, that your firm has conducted at least one (1) survey in the food sector.
- 2.1.3 Provide documentary evidence that your firm has at least one (1) previous direct experience working with international development agencies, non-profits, public sector or the United Nations.
- 2.1.4 Provide documentary evidence that the firm, particularly the personnel assigned to conduct the survey, have the capacity to work in English.
- 2.1.5 Provide at least two (2) CV's that reflect proven experience of personnel assigned to conduct the survey in the required field of activities, according to the points indicated in evaluation criterion 2.1 in the table below.

### 2.2 Evaluation Criteria

Please note that the technical evaluation of this tender will account for 60% of the overall evaluation, while the financial bid will account for 40% of the overall evaluation, according to the categories and relevant points listed in the following table:

EVALUATION CRITERIA		MIN SCORE	MAX SCORE
<b>1) Firm's experience in the field of required contract services</b>			
1.1)	Firm's general experience in developing, conducting and analyzing a global survey.	4	10
1.2)	Firm's experience in conducting similar surveys in different regions, with particular focus on developing countries.	2	12
<b>2) Qualifications and experience of the personnel assigned to the contract</b>			
2.1)	Professional experience of assigned personnel, including relevant experience in: <ul style="list-style-type: none"> <li>- The food sector;</li> <li>- Conducting interviews with senior officials/CEO's;</li> <li>- Similar projects conducted in developing countries;</li> <li>- Language skills (Mandatory English skills, Spanish and French are a plus)</li> </ul>	6	8

<i>FAO will conduct an interview with the personnel assigned to this contract in order assess the quality of CV's submitted.</i>		
2.2) Assessment of professional experience and language skills through interview.	4	7
<b>3) Adequacy of the proposal, work plan and approach</b>		
3.1) Feasibility of proposed timeline  <i>FAO will assign the maximum number of points to the firm(s) proposing a feasible six (6) week timeline.</i>	2	5
3.2) Detailed work plan: Proposed approach and methodology of the survey, including: <ul style="list-style-type: none"> <li>- Detailed design of the survey.</li> <li>- List of potential policy partners to be interviewed.</li> <li>- Proposed implementation of the survey.</li> </ul>	7	10
3.3) Final survey report sample, covering: <ul style="list-style-type: none"> <li>- Completeness of analysis of survey results.</li> <li>- Recommendations.</li> <li>- Final presentation.</li> </ul> <i>FAO will assess the quality of a final survey report based on a sample to be provided by the bidder from a similar survey conducted previously.</i>	5	8
<b>4) Financial details of the proposal (cost break down to be provided).</b>		40
<b>TOTAL</b>		100

**Note:** Firms scoring less than the minimum points assigned to any of the evaluation criteria will be disqualified.

**Pass score:** bidders should score at least 30 points in their technical proposal in order to be considered for the evaluation of the financial proposal.

Points for the financial proposal will be calculated according to the following formula:

$$\text{Points} = (A/B) * 40$$

Example:

Bidder A's price is the lowest at \$10.00. Bidder A receives 40 points

Bidder B's price is \$20.00. Offer B receives  $(\$10.00/\$20.00) * 40 = 20$  points

Bidder C's price is \$25.00. Offer C receives  $(\$10.00/\$25.00) * 40 = 16$  points

### **3. Documents Enclosed**

To facilitate preparing your proposal the following documents are enclosed:

3.1 The "**Proposal Summary**" form, to be used for submitting your proposal;

- 3.2 **Appendix I** to this Letter of Invitation, providing the “**Statement of Services and Specifications**”; and
- 3.3 A **sample of the contract** that FAO intends to award.

#### 4. **Documents to be Submitted**

Your proposal should be submitted in two (2) separate parts (two different emails) consisting respectively of a Technical Proposal and Financial Proposal which should be prepared as follows:

##### 4.1 **Part I: Technical Proposal**

- 4.1.1 The duly completed “**Proposal Summary**” mentioned in para. 3.1 above, using the form enclosed herewith or copies of such form;
- 4.1.2 All documentary evidence requested in para. 2.1 above: **Mandatory Requirements**;
- 4.1.3 A description of the firm’s experience in conducting similar surveys in different regions, with particular focus on developing countries.
- 4.1.4 A detailed feasible timeline for the design and implementation of the present survey;
- 4.1.5 A detailed work plan covering the firm’s proposed approach and methodology of the survey, according to the points indicated in evaluation criterion 3.2 in the table above and information provided in Appendix I to this Letter of Invitation.
- 4.1.6 A final survey report sample that covers the points indicated in evaluation criterion 3.3. in the table above.

##### 4.2 **Part II: Financial Proposal**

- 4.2.1 Bidders must provide both the **total** and a **breakdown of the costs** of the requested services; including travel costs, where applicable, and personnel rates (including daily subsistence allowance -DSA-)

#### 5. **Completeness of Proposal**

Proposals will only be considered if they contain all of the above information and documents and observe FAO’s General Terms and Conditions for Services as well as the information outlined in **Appendix I** to the Letter of Invitation, as otherwise it will not be possible to evaluate them on an equal basis.

#### 6. **Participation by FAO**

You should examine carefully the nature and extent of the participation in the contract by FAO set out in Part II of the “**Proposal Summary**” as it is assumed that all other requirements for its successful completion are provided at the cost of the Contractor. **You should therefore state in the appropriate space provided in the “Proposal Summary” (Part II) any additions or modifications which you suggest for a satisfactory performance of the contract.**

#### 7. **Privileges and Immunities**

FAO enjoys certain privileges and immunities which include exemption from payment of Value Added Tax ("VAT" or "IVA"), customs duties and importation restrictions.

#### 8. **Currency of Bid and of Contract**

Your bid must be expressed in **USD**.



9. **Form of Submission and Closing Date**

9.1 Your proposal should be submitted as follows:

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9.2 Your proposal should reach FAO **no later than 12.00 hours (Rome time) on:**

***Wednesday, April 23<sup>rd</sup> 2014***

9.3 We would appreciate your acknowledging receipt of this invitation and indicating your intention as to whether or not you will be submitting a bid responding to our email inviting you to this tender by email to [CSAP-Contracts-Group@fao.org](mailto:CSAP-Contracts-Group@fao.org).

10. **Communications Concerning this Tender**

All communications concerning this tender must mention the tender number (**RFP No. 8768/AGDC-AO**) and be sent via email to [CSAP-Contracts-Group@fao.org](mailto:CSAP-Contracts-Group@fao.org).

**IMPORTANT:** Deadline for technical questions is, **Friday, April 11<sup>th</sup> 2014, 12.00 hours (Rome time)**

**It is regretted that information cannot be provided by telephone.**

**Registration with FAO (Services)**

Please note that since the registration of your firm as FAO supplier will be considered mandatory in case of awarding of the contract, we strongly invite you to register immediately upon receipt of this tender invitation.

May I take this opportunity of expressing our appreciation of your interest in assisting FAO in the implementation of its activities.

Yours sincerely,  
  
Donatella Castellucci  
Senior Contracts Officer  
Administrative Services Division

**PROPOSAL SUMMARY**

Instructions: Please complete the spaces left blank below.

**Firm's Official Name:** \_\_\_\_\_

**PART I: Commencement of the Contract Performance**

- ☐ I undertake to commence the performance of the contract immediately upon receipt of the contract itself duly signed by FAO.
- ☐ I undertake to complete the required services within \_\_\_\_ weeks of contract signature.

**PART II: Participation by FAO in the Contract**

Either:

- ☐ I certify that the inputs to be provided by FAO, as set out in the sample contract to this Letter of Invitation are adequate and sufficient for a satisfactory contract performance;

**or**

- ☐ For a satisfactory contract performance, the following would have to be provided (please indicate the related costs only in your financial proposal):

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**PART III: Completeness of Proposal**

- ☐ I certify and hereby provide the necessary documentary evidence to prove that the firm complies with the Mandatory Requirements set forth in para. 2.1 of the Letter of Invitation.
- ☐ I confirm having obtained all relevant data and information as regards risk, contingencies, and any other circumstances which may influence or affect the performance of the contract, which have been duly taken into account in the formulation of this proposal.
- ☐ I hereby confirm that I have provided both the total and breakdown of the costs for the provision of the requested services.

**PART IV: Contract Provisions:**

- ☐ I confirm that the terms and conditions of the contract (Sections I and II), as enclosed with the Letter of Invitation are acceptable and that I do not have reservations.

**or**

☐ We have the following reservations with regard to the terms and conditions of the contract as enclosed with the Letter of Invitation:

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**PART V: Validity of Proposal:**

☐ This bid is valid for acceptance for a period of TWELVE (12) MONTHS as from the deadline for the submission of the proposal indicated in the Letter of Invitation.

Name of Firm: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Fax: \_\_\_\_\_ Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Person(s) to Contact: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name & Title: \_\_\_\_\_

Firm's Seal: \_\_\_\_\_



**STATEMENT OF SERVICES AND SPECIFICATIONS****1. Background**

FAO, WHO and the Codex Secretariat agreed during the 36<sup>th</sup> Session of the Codex Alimentarius Commission to work on a Codex Communication strategy (CAC/INF10). The strategy will support the implementation of the Codex Strategic Plan 2014-2019 in particular the strategic vision:

*“To be the preeminent international food standards-setting body to protect the health of consumers and ensure fair practices in the food trade.”*

As a first step in developing a communications plan – and specifically to ensure it addresses the right audiences with the most appropriate and efficient messages - it was agreed that a survey should be done to assess the awareness and perception of the Codex Alimentarius among different audiences and key stakeholder groups.

**2. Proposal of Work****2.1 Activities**

The research to be conducted and analyzed shall consist mainly of a global survey of Codex technical and policy partners and include the following:

- The detailed design and development of the survey, including its format, questions and the list of policy partners to be surveyed. Codex will provide the list of technical partners
- The conducting of the survey with both the technical and policy partner groups
- A detailed analysis of the survey results that includes a written report in a format that clearly provides the information needed for the development of a communications strategy and the areas of need.
- A presentation to Codex management using PowerPoint slides that summarizes the analysis and written report and clearly provides recommendations for the development of a communications strategy and the areas of need.

All four of these activities will be done in close coordination with the Codex Secretariat. The decision to proceed to the next activity will be made only by the Codex Secretariat once it is satisfied that the preceding activity has been completed to a satisfactory standard.

**2.2 Timeframe**

The requested services should ideally be finalized within six (6) weeks of contract signature.

### 3. Scope of the Survey

#### 3.1 *Geographical distribution of the survey:*

The survey should be geographically representative. Therefore, stakeholders from each Codex region (as defined by the Codex coordinating committees) should be included as follows:

- Africa
- Asia
- Europe
- Latin America and the Caribbean
- North America and South West Pacific
- Near East

#### 3.2 *Stakeholder responsibility and sector distribution of the survey*

The survey should include both technical partners and policy partners. Codex will be able to provide a list of technical partners. Policy partners should include, for example, government policy makers at the ministerial or vice ministerial level or permanent or deputy permanent secretary level; head or deputy heads of regulating agencies; head or deputy heads of IGOs; head or deputy heads of international or regional NGOs; senior academia; head or deputy heads of large international or regional companies; head or deputy heads of large international or regional trading firms; head or deputy heads of national consumer groups; and senior members of the media.

Wherever possible, the survey should also cover each of the sectors defined by the Codex Subject and Commodity committees including:

- Contaminants in Foods
- Food Additives
- Food Hygiene
- Food Import and Export Inspection and Certification Systems
- Food Labeling
- General Principles
- Methods of Analysis and Sampling
- Nutrition and Foods for Special Dietary Uses
- Pesticide Residues
- Veterinary Drugs in Foods
- Fish and Fishery Products
- Fresh Fruits and Vegetables
- Fats and Oils
- Processed Fruits and Vegetables
- Sugars
- Spices and Culinary Herbs

**4. Proposed Structure of the Survey***4.1 Short introduction*

The survey should begin with a clear, short message that explains what the survey is for, why it is being carried out and how long it will take to complete. For example: *This survey seeks to assess your opinion of food standards for guaranteeing the safety and quality of the food we eat and the role Codex plays in this process. It will not take longer than 10 minutes to complete.*

*3.2. Personal questions*

1	Gender	Male Female
2	Region/country	Africa Asia America/Latin America – US – Canada Europe Pacific Country .....
3	Sector	Government Industry Academia Farmer Trader NGO/CSO ...
4	Function	Minister CEO Professor General Director President Technical officer Student ...
5	Education	...

*4.2 Core Questions*

1	Questions to assess knowledge and opinion about food standards	What are they for? Who does them? What is your opinion about them?
2	Perception of food safety	Are you confident that your food is safe? Who is responsible for the safety of your food?
3	Perception of food quality/fair practices	Are you satisfied with the quality of food?



		Do you think the food trade is transparent and fair? Who is responsible for ensuring quality and fair practices?
4	Questions about Codex Alimentarius	Do you know Codex Alimentarius? If yes, how do you know it? What do you think about it? What are its achievements? Should it be better known? How could it be better known? How do you get your information about Codex standards? Are Codex standards easy to use? Are Codex standards easy to find?

## 5. Proposed Implementation of the Survey

**Note:** The following contains some ideas on the implementation of the survey which are open for discussion with the firm to be awarded the contract.

- 5.1 A pilot survey could be launched among FAO/WHO staff.
- 5.2 The contact database of Codex contains an inner group of stakeholders which work with Codex on a daily basis: Contact Points, Observers and Delegates. An online survey can be launched among these. These are described in the tender document as the technical partners.
- 5.3 Key stakeholders outside the inner group of Codex contacts should be selected by the survey company and are described in the tender document as policy partners. Codex believes the best way to get information from this group would be through question and answer interviews.
- 5.4 The questionnaires could be partially adapted to the needs of different groups depending on whether they are technical or policy partners of Codex, where the technical partners would have more knowledge about Codex and the policy partners little or no knowledge about Codex.

For the policy partners, it would be critical to ask the following types of questions:

"Do you know who will set your countries national standards for food safety? Choose from the following: X Y and Z.

"Do you think that national standards are inspired or influenced by international standards? Do you think it is a good thing or a bad thing?"

"Who do you think should act as arbitrates to solve dispute between food exporting and importing countries?"

- 5.5 To the extent possible, the survey should evaluate the knowledge or perception of Codex separately for food quality and food safety, rather than asking for opinions on Codex in one common overall area.

