

INSTRUCTIONS TO APPLICANTS REF: OAC/2011

General		
1	Eligibility	This "Call for Expression of Interest" is open for both individual consultants and legal entities (e.g. Companies, Universities, Institutes, Foundations, Associations etc.) employing more than 3 staff members.
2	Purpose	<p>The aim of the Call is to establish a qualified pool of consultants who can deliver professional services on a short-term or retainer basis to be used in Organic Agriculture Cluster Development Project and/or relevant projects of UNDP (e.g. rural development projects).</p> <p>Organic Agriculture Expertise</p> <ul style="list-style-type: none"> - Technical expertise on production methods/technologies, cost-benefit analysis, soil analysis, basin analysis and basin selection, organic certification, seed selection, farm/contract management, organic animal husbandry, global organic textile marketing, organic aquaculture and sustainable fishing, organic medicinal and aromatic plants, organic fruit and nut-growing, establishment/design/management of agricultural cooperatives and unions, eco-tourism etc. - Training expertise on development and implementation of training modules on organic agriculture, organic cotton, organic products marketing/branding on technical level. <p>Business Development Expertise</p> <ul style="list-style-type: none"> - Cluster development activities, trust building, cluster facilitation, marketing, promotion, conducting needs assessments, development of business plans, development of marketing plans, development and implementation of promotion and branding plans, design and delivery of internationalisation strategies, needs assessments and design of web portals etc. <p>Local Economic Development Expertise</p> <ul style="list-style-type: none"> - Development of strategies, plans and programs for economic development - Assessment of competitiveness, development of strategies and plans for competitiveness - Value Chain Analysis and development of strategic plans based on value chains - Conducting prefeasibility studies, market research, benchmarking, cost benefit analysis - Provision of sector specific consultancy services - Provision of monitoring and evaluation services <p>Other Expertise</p> <ul style="list-style-type: none"> - Development of trade/promotional visits, organisation of brokerage events, development of promotional materials, institutional identity kits and designs.
3	Deadline	The EOI will be open until December 2015. However interested applicants are strongly encouraged to submit their applications as soon as possible.
Preparation of Applications		
3	Language	All applications should be made in the English Language. Applications in languages other than the English Language may be automatically eliminated by UNDP without a further request for clarification and/or completion.
4	Cost of Applications	Applicants shall bear all costs associated with the preparation and submission of the Application, and the procuring UN entity will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.
Submission of Applications		
5	Submissions	All submissions should be emailed to ssa.proposal@undp.org.tr . The subject line must be indicated as, REF:OAC/2011 otherwise application will not be accepted within this call.
6	Documents	Submissions should include CV(s) of the candidate(s). Legal entities may submit more than one CV.
8	Validity period	All applications will be assumed to be valid until December 2015, unless otherwise specifically noted by the applicant.
Evaluation and Award of Contract		
7	Long-listing	The applications will be reviewed by a screening committee against the minimum requirements, defined in the attached generic terms of reference. Applicants meeting the minimum requirements will be included in the roster. Screening process will be repeated on a monthly basis (or more frequently when needed) to review the incoming applications and expand the roster accordingly.
8	Short-listing	The project management unit will prepare specific terms of reference for each assignment. Assignment-based specific terms of reference will include a specific set of required qualifications. A separate committee will review CVs of the long-listed candidates in the roster (defined above), and produce a short-list of at least three candidates.
9	Price Proposal	Short-listed candidates will be asked to confirm availability, agree with the specific ToR and submit their price proposals.
10	Award	A contract may be awarded either to the lowest-cost proposal or through the cumulative analysis scheme. Under the cumulative analysis scheme, total score is obtained upon the combination of technical (70%) and financial (30%) attributes. In this methodology, the maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other price proposals receive points in inverse proportion. The method to be used for award of contract will be identified in the specific terms of reference and the request for price proposals.
Others		
11	Attachments	Attachment 1: Generic Terms of Reference Attachment 2: Project Synopsis

- * All the applications will be received through email. UNDP will not assume any responsibility for any failure regarding transmission and/or receipt of emails. UNDP will not accept any liability and/or cannot be kept liable for not receiving email submissions that are rejected by its servers due to the excessive size of the email (e.g. larger than 5 MB), virus, spam etc. No phone inquiries will be accepted regarding receipt of applications.
- ** The UNDP reserves the right to cancel the application, evaluation and/or the award process and reject all applications at any time prior to award of an agreement without incurring any liability to the affected applicants.
- *** UNDP implements several projects and programmes, applications to this call for expression of interest will be considered for specific projects. Candidates to be long-listed may not be automatically considered for other opportunities.

Attachment 1:	Generic Terms of Reference
1	Background <p>UNDP is the UN's global development network, an organization advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. UNDP Turkey implements a project on organic agriculture cluster development in Southeast Anatolia in partnership with GAP Regional Development Administration. (Attachment: 2)</p>
2	Purpose and Scope <p>The purpose of the Project is to increase the competitiveness of the organic agriculture sector in the Region (especially in Sanliurfa) through activating the regional organic agriculture cluster and improving the local business environment by establishing an innovation and information centre, establishing best practices (pilot and demonstrative actions), and building local capacities, and by promoting the region nationally and internationally.</p> <p>The scope of the project activities are designed in five branches in a complementary way and several consultancies will be required to mobilize resources for activation of the organic cluster in Southeast Anatolia Region.</p> <ol style="list-style-type: none"> Cluster Development Activities Pilot actions and demonstrative studies Branding, promotion and visibility Organic Agriculture Innovation Centre Institutional Capacity Development
3	Nature of Required Services <p>The services to be received from short-term consultants will be shaped in accordance with the above-listed activities/elements (Section 2) and as such, will include on a non-exhaustive basis the following:</p> <p>Technical Services</p> <ul style="list-style-type: none"> Meetings with the project stakeholders and target groups, for purposes, including but not limited to, competitiveness, international best practices and needs assessments, demo studies, monitoring, evaluation and impact analysis, training programmes, establishment/design of agricultural organizations such as cooperatives and unions etc. Design, delivery and/or moderation of workshops, Market development and intermediation, Support to development of pilot actions and demos etc. Delivery of training and advisory services on institutional capacity development, branding, promotion and visibility, through events including but not limited to international and local workshops and study tours etc. Delivery of any other services that require technical and specialized know-how of organic agriculture (including organic food and organic textiles) etc. <p>Complementary and Supplementary Services</p> <ul style="list-style-type: none"> Delivery of evaluation services Delivery of professional design services (project logo, brochures, documents etc.) Delivery of any other complementary and supplementary services that may be require during the implementation of the project
4	General Required Qualifications and Experience <p>To be long-listed an applicant must possess the following qualifications and experience</p> <ul style="list-style-type: none"> University degree in a relevant field, Proficiency in English and/or Turkish, Computer literacy, A minimum of five years of general professional experience, (note: obligatory military service, internships and experience gained prior to obtainment of a university degree is not considered professional experience) A minimum of three years of specific professional experience in fields corresponding to nature of services defined above (Section 3)
5	Duration <p>Services will be delivered within 2012, 2013, 2014 and 2015.</p>
6	Other Considerations <p>The following matters will be specified in the specific Terms of Reference</p> <ul style="list-style-type: none"> Detailed description of task and duties of the consultants, Detailed description of required qualifications and experience, Outputs to be delivered by the consultants and payment terms and conditions, Timeframe and number of working/days to be invested by the consultants, Duty station, place of work, logistical arrangements, facilities to be provided by UNDP

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Attachment 2:	Project Synopsis
1	<p>Overall Objective and Purpose</p> <p>The overall objective, towards which the Project will contribute, is to improve the competitiveness of the Southeast Anatolia Region in a sustainable and socially equitable manner. This overall objective reflects the vision of the Competitiveness Agenda for Southeast Anatolia Region, and serves as a reference point for all initiatives (i.e. projects and programmes) to be implemented within the scope of the Agenda.</p> <p>The purpose of the Project is to increase the competitiveness of the organic agriculture sector in the Region (especially in Sanliurfa) through activating the regional organic agriculture cluster and improving the local business environment by establishing an innovation and information centre, establishing best practices (pilot and demonstrative actions), and building local capacities, and by promoting the region nationally and internationally.</p>
2	<p>Target groups and final beneficiaries</p> <p>The target groups of the Project are the organic agriculture and textile producers, processors of the Region, international and local buyers from the Region. First of all, their level of awareness is rather low. Secondly, they do not possess the skills and capabilities (for instance tools) for organic agriculture and textile production and processing. Most of the producers think that organic production is more costly than conventional production.</p>
3	<p>Expected Results and Activities</p> <p>The implementation period of the Project is 54 Months. The Project is expected to achieve four results (i.e. expected results):</p> <ul style="list-style-type: none"> • Expected Result 1: GAP Organic Agriculture Portal activated and used effectively, • Expected Result 2: Regional organic agriculture cluster activated, • Expected Result 3: A regional Organic Agriculture Innovation Centre established, and linked to international R&D networks, • Expected Result 4: Institutional Capacity of the GAP RDA and its national, regional and local partners improved. <p>The activities of the Project are as follows:</p> <ul style="list-style-type: none"> • Activity 1 Cluster Development Activities: A cluster Analysis is carried out with a group of local and international experts. The experts held workshops and study tours meeting with the local and national stakeholders. The team has produced an inception report, value chain analysis report and developed the cluster roadmap. • Activity 2 Pilot actions and demonstrative studies: A competitiveness assessment will be carried out in order to place the region in terms of the actions and products given in the cluster roadmap. Analyzing the international best practices will be the next step. Following the best practice analysis, pilot actions and demo studies plan will be drawn and realized. An evaluation and impact assessment will be carried out. • Activity 3 Branding, promotion and visibility: An online GAP Organic agriculture portal will be established for the producers of the Region and buyers from the Region enabling each side to interact with each other, ease access to information on the products to be produced and purchased, as well being a point of reference to trace the origin of the final product. An International GAP Organic Agriculture Business Forum will take place, as well as international, national and regional workshops. • Activity 4 Establishment of an Organic Agriculture Innovation Centre: For the establishment of the centre, a needs assessment will be carried out and as a next step business plan of the centre will be drawn. There is the need for the provision of business development services. • Activity 5 Institutional Capacity Building: A needs assessment for institutional capacity building will be carried out in terms of organic agriculture and textile production, certification, processing and branding. Training programmes will be held in GAP Region for the different stakeholders of the project. National and international study tours will be carried out.