



REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: July 7, 2021
	REFERENCE: UNDP-TUR-RFP(MC1)-2021/03

Dear Sir / Madam:

We kindly request you to submit your Proposal for Business to Social Cohesion Project – Services for Inventory of Local Products.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before **Monday, July 26, 2021 at 14:00 hrs. Turkey Time** and via email to the address below:

United Nations Development Programme

Tunc GURDAL

tr.procurement@undp.org

Your Proposal must be expressed in the English, and valid for a minimum period of 60 days

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the .pdf format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail, and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. In the event that you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link:

<http://www.undp.org/content/undp/en/home/operations/procurement/business/protest-and-sanctions.html>

UNDP encourages every prospective Service Provider to prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link :

https://www.un.org/Depts/ptd/sites/www.un.org.Depts.ptd/files/files/attachment/page/pdf/unsc/condct_englsh.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,



Üsame Yalçın

Assistant Resident Representative (Operations)

7/7/2021

Description of Requirements

Context of the Requirement	<i>Business to Social Cohesion Project – Services for Inventory of Local Products</i>
Implementing Partner of UNDP	Ministry of Industry and Technology (MoIT) Directorate General of Development Agencies (DG DA)
Brief Description of the Required Services	In the framework of this procurement, a mapping study throughout the country will be conducted to take stock of the local products through a classification developed according to their specifications. This inventory will help local producers to commercialize their products and to integrate into the supply chains.
List and Description of Expected Outputs to be Delivered	<p>The study will cover a seven-month process with four stages. A joint project team will be established in cooperation with the Development Agencies and UNDP and the prospective contractor for managing the process and identifying methods.</p> <p>Administration: In order to carry out the exercise efficiently, a project decision board will be formed by UNDP and DG of Development Agencies, a project coordinator will be appointed at the Ministry level and one representative from each of 26 development agencies will be included in the project process as regional coordinators.</p> <ul style="list-style-type: none"> - Project Decision Board: The objective of the Board is to assist strategic decision making during the project. The Board will convene at least once a month and when necessary to steer project implementation. The Board will have at most 5 representatives identified by the administration. - Project Coordinator: An authorized person to manage the process on behalf of the administration. - Regional Coordinators: An expert will be assigned by each Development Agency and the expert will play an active role in the collection of information and documentation as well as the coordination of activities during the project. <p>Expected outputs to be delivered:</p> <p>1- ROADMAP AND INVENTORY STUDY (10 PROVINCES)</p> <p>At this stage, two studies will be carried out, namely roadmap and local product inventory. In order to form the conceptual and operational framework of the study, a local and regional development-oriented roadmap taking global and local trends into account will be prepared. The first of the two main objectives of the roadmap is to identify approaches and programs that include new trends of change, and the second is to design the project process and products in participatory environments.</p> <p>The roadmap will be prepared in participatory environments where the opinions and suggestions of the leading stakeholders, who know the sector and the region well, will be taken. During the process, four online focus meetings will be held with the participation of the public, private and civil sectors. The content and participants of the focus meetings will be determined at the project decision board meeting. The expectation from the meetings is to receive concrete suggestions for the roadmap and digital platform with the participation of leading representatives from different sectors.</p>

	<p>The local product inventory study will be executed in two stages, in two regional provinces as exemplary and in all provinces. In the first stage, a local product inventory including ten provinces of DOKA and Fırat Development Agencies will be prepared. In this framework, the following studies will be carried out jointly with two Agencies and the contractor.</p> <ol style="list-style-type: none"> 1.1. Online focus meetings (Administration: Organization, the contractor: Management) 1.2. Identification of selection criteria (the contractor) 1.3. Classification of product types (the contractor) 1.4. Identification of collection methods for product visuals (the contractor) 1.5. Materials containing photos, information about product features for product identification cards (Two Agencies) 1.6. Roadmap (the contractor) <p>Inventory study will be completed within 60 calendar days following the contract signature date. At this stage, the "roadmap and inventory report" shall be presented and the Project Decision Board will have 5 working days to review it.</p> <p>2- PRODUCT IDENTIFICATION CARDS (10 PROVINCES)</p> <p>Themed identity cards of products including ten provinces will be designed in compliance with digital platform. Products will be converted to themed maps. The contractor, will share the identity cards it has prepared for ten provinces with all agencies in a common file, and will prepare a common language format and joint event program content for the preparation of identity cards for Turkish products.</p> <ol style="list-style-type: none"> 2.1. Writing brief description of product content (The contractor) 2.2. Digital format design of visuals (The contractor) 2.3. Preparation of themed maps (The contractor) 2.4. Determining the common format and event designs (The contractor) <p>The report containing the "local product identity cards album" and "common format and event design" proposals for ten provinces shall be delivered to the UNDP and administration 120 calendar days after the signature of the contract and the Project Decision Board will have 5 working days to review it.</p> <p>3- DIGITAL PLATFORM DESIGN</p> <p>A digital platform will be designed for the public use of Turkish local products in digital platform. Initially, the local products of ten provinces will be featured in the digital platform, and the products of other provinces will be included in the process by the agencies. The digital platform will be designed in a way that will enable the creation of local product inventory in participatory environments, as well as making calls for events and programs for regional and local development, especially for the creation of young and women entrepreneurs. In addition, search engine optimization will be performed on the website to ensure that the information or services in the sites are delivered more efficiently to interested audiences.</p> <ol style="list-style-type: none"> 3.1. Preparation of digital platform content (The contractor) 3.2. Database creation (The contractor) 3.3. Design of the digital platform (The contractor) 3.4. Data entries (Ministry) 3.5. Search engine optimization (The contractor) 3.6. Platform management (Administration)
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	<p>The digital platform design will be completed within 180 calendar days following the contract signature date and the "local products digital platform" will be delivered to the UNDP and administration by the contractor and the Project Decision Board will have 5 working days to review it.</p> <p>4- TURKEY LOCAL PRODUCTS IDENTIFICATION CARD PREPARATION</p> <p>Agencies will ensure that all of Turkey's local product identity cards are designed in participatory environments within the common language and event calendar. The contractor will undertake the duty of consultancy in the process of social media activities for the study to cover all provinces of Turkey.</p> <p>4.1. Identification of Turkey local products (Regional Agencies) 4.2. Event organization for the collection of local product visuals in sample formats (Regional Agencies) 4.3. Preparation of content (Regional Agencies)</p> <p>The process of making a local product inventory for all provinces and converting the products into identity cards will be completed by the agencies within 210 days following the date of signature of the contract. The contractor will present the "Turkey local products digital master report", which describes the whole process with its stages, to the UNDP and administration and the Project Decision Board will have 5 working days to review it.</p>
Person to Supervise the Work/Performance of the Service Provider	UNDP Syria Crisis Response and Resilience Portfolio Projects Coordinator in consultation with MoIT DG Development Agencies
Frequency of Reporting	<i>Based on the necessity, UNDP and MoIT will ask regular meetings with the vendor to discuss the progress.</i>
Progress Reporting Requirements	<p>Reporting will be done at the end of each of the 4 stages.</p> <p>1. Roadmap and Inventory Report (10 Provinces): Within 60 calendar days following the contract signature date. 2. Identity Cards (10 Provinces) Album and Activity Program Report: Within 120 calendar days following the contract signature date. 3. Digital Platform Design: Within 180 calendar days following the contract signature date. 4. Turkey Local Products Digital Master Report: Within 210 calendar days following the contract signature date.</p> <p>All the reports (1,2,3 and 4) will be prepared in Turkish with an executive summary in English.</p>
Location of work	<input checked="" type="checkbox"/> Home based / Remote
Expected duration of work	240 calendar days
Target start date	August 2021
Latest completion date	31 March 2022
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<i>UNDP will not provide any physical facility for the services of the Contractor.</i>

Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required			
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required			
Currency of Proposal	<input checked="" type="checkbox"/> Local Currency: Turkish Liras (TRY)			
Value Added Tax on Price Proposal ¹	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes It is the Proposer's responsibility to learn from relevant authorities (Ministry of Treasury and Finance) and/or to review/confirm published procedures and to consult with a certified financial consultant as needed to confirm the scope and procedures of VAT exemption application as per VAT Law, Ministry of Treasury and Finance's General Communiqués. The Contractor to be selected shall not be entitled to receive any amount over its proposal price in relation to VAT. Overall contract amount to be paid to the contractor shall not exceed the offered Total Financial Proposal Price.			
Validity Period of Proposals (<i>Counting for the last day of submission of quotes</i>)	<input checked="" type="checkbox"/> 60 days after proposal submission deadline In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.			
Partial Quotes	<input checked="" type="checkbox"/> Not permitted			
Payment Terms	Outputs	Percentage of Contract Amount	Timing	Condition for Payment Release
	1. Roadmap and Inventory Report (10 Provinces): For Roadmap, 4 online focus meetings will be held. For the local product inventory study will be implemented in two regional provinces (DOKA and Fırat DA) as exemplary and in all provinces.	25%	60 days after contract signature 1 week for review for UNDP and MoIT 1 week for the final version	Within thirty (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Service Provider.

¹ VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

	<p>2. Identity Cards (10 Provinces) Album and Activity Program Report: Local product identity cards album" and "common format and event design" proposals for 10 provinces.</p>	35%	120 days after contract signature 1 week for review for UNDP and MoIT 1 week for the final version	
	<p>3. Digital Platform Design: An inclusive and participatory digital platform for the public use of Turkish local products in digital platform.</p>	30%	180 days after contract signature 1 week for review for UNDP and MoIT 1 week for the final version	
	<p>4. Turkey Local Products Digital Master Report: Consultancy on social media activities for the study to cover all provinces of Turkey.</p>	10%	210 days after contract signature 1 week for review for UNDP and MoIT 1 week for the final version	
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	UNDP Turkey Syria Crisis Response and Resilience Portfolio Projects Coordinator in consultation with MoIT DG Development Agencies			
Type of Contract to be Signed	<input checked="" type="checkbox"/> Contract Face Sheet (Goods and-or Services) UNDP Applicable Terms and Conditions and other provisions are available at UNDP/How-we-buy			
Minimum Eligibility and Qualification Criteria	Eligibility and Qualification will be evaluated on Pass/Fail basis. Eligibility Criteria: <ul style="list-style-type: none"> • Vendor is a legally registered entity established in July 2018 or earlier • Vendor is not suspended, nor debarred, nor otherwise identified as ineligible for tendering by any UN Organization (not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List) or the World Bank Group or any other international Organization and Republic of Turkey, 			

	<p>Qualification Criteria:</p> <ul style="list-style-type: none"> • The contractor shall have national experience in developing vision and strategy for local and regional development for at least 5 years, • The contractor shall have held events on process management in participatory environments for at least 5 years, • The contractor should have solid experience in graphic design, • The contractor shall have experience in digital platform design. <p>Statements of Successful Completion shall be submitted as proof documents for the Contracts implemented with regard to above stipulated services.</p> <p>Qualification Criteria in terms of Management Structure and Key Personnel:</p> <p>The vendor should compose a team (Key Experts (KE)) with minimum qualifications listed below:</p> <p>KE1: Team Leader</p> <ul style="list-style-type: none"> • Bachelor’s Degree in engineering, administrative sciences, social sciences or other relevant fields • At least 12 years of general professional experience • At least 10 years of professional experience in process design <p>KE2: Content Designer</p> <ul style="list-style-type: none"> • Bachelor’s Degree in engineering, administrative sciences, social sciences or other relevant fields • At least 7 years of general professional experience • At least 5 years of professional experience in graphic design and content development. <p>KE3: Activity Designer</p> <ul style="list-style-type: none"> • Bachelor’s Degree in engineering, administrative sciences, social sciences or other relevant fields • At least 7 years of general professional experience • At least 5 years of professional experience designing and managing events in participatory environments. <p>KE4: Digital Platform Designer</p> <ul style="list-style-type: none"> • Bachelor’s Degree in engineering, administrative sciences, social sciences or other relevant fields • At least 7 years of general professional experience • At least 5 years of professional experience in computers, software and web design.
<p>Criteria for Contract Award</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Meeting minimum eligibility and qualification criteria. <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.
	<p>In order to be considered for technical and financial evaluation each Proposer shall provide:</p>

Criteria for the Assessment of Proposal	<ul style="list-style-type: none"> • Trade Registry Gazette: Copy of the Trade Registry Gazette or equivalent, demonstrating establishment of the Company. • Chamber Registry: Copy of the certificate, obtained by the proposer within the year in which the RFP is launched or expired, that demonstrates registration to the chamber of industry and/or trade to which the proposer is registered. • Authority to Sign: Original or notarized copy of Trade Registers Gazette indicating the shares of the shareholders of the company and their position within the company or the documents evidencing such issues as well as the signature circular of the legal entity certified by the notary public or specimen of list of authorized signatures and the notarized power of attorney. <p>Technical Proposal (70%)</p> <p><input checked="" type="checkbox"/> Expertise of the Firm 20%</p> <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 30%</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 50%</p> <p>The minimum score required for technical qualification is 70%.</p> <p>Financial Proposal (30%)</p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider
Contract General Terms and Conditions ²	<input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions for Contract. Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Annexes to this RFP	<input checked="" type="checkbox"/> Description of Requirements (Annex 1) <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions for Contracts (Annex 3)
Contact Person for Inquiries (Written inquiries only) ³	E-mail address: tr.procurement@undp.org Att: Mr. Tunç Gürdal, Procurement Officer Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.
Other Information [pls. specify]	N/A

Annex 2

² Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

³ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁴

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁵)

[insert: Location].
[insert: Date]

To: UNDP Turkey Country Office, Tunc GURDAL

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated 7/7/2021, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses Document – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc. ;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- e) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

⁴ This serves as a guide to the Service Provider in preparing the Proposal.

⁵ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

C. Qualifications of Key Personnel

The Service Provider must provide :

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications on the areas specified in the RFP must be submitted; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

Proposers shall use following template for CV Submission:

Format for CV of Proposed Key Personnel

Name of Personnel	[Insert]
Position for this assignment	[Insert]
Nationality	[Insert]
Language proficiency	[Insert]
Education/ Qualifications	[Summarize college/university and other specialized education of personnel member, giving names of schools, dates attended, and degrees/qualifications obtained.]
	[Insert]
Professional certifications	[Provide details of professional certifications relevant to the scope of services]
	Name of institution: [Insert] Date of certification: [Insert]
Employment Record/ Experience	[List all positions held by personnel (starting with present position, list in reverse order), giving dates, names of employing organization, title of position held and location of employment. For experience in last five years, detail the type of activities performed, degree of responsibilities, location of assignments and any other information or professional experience considered pertinent for this assignment.]
	[Insert]
References	[Provide names, addresses, phone and email contact information for two (2) references]
	Reference 1: [Insert] Reference 2: [Insert]

D. Financial Proposal⁶

We, the undersigned, offer to provide the services for “Business to Social Cohesion Project – Services for Inventory of Local Products” in accordance with your Request for Proposal No. UNDP-TUR-RFP(MC1)-2021/03 and our Proposal. We are hereby submitting our Proposal, which includes Technical Proposal and our Financial Proposal.

Our attached Financial Proposal is for the sum of [Insert amount in words and figures].

Our Proposal shall be valid and remain binding upon us for the period of 60 days following the proposal submission date.

We understand you are not bound to accept any Proposal you receive.

Currency of the proposal: Turkish Liras

Table 1: Summary of Overall Prices

	Amount(s) (TRY)
Professional Fees (from Table 2)	
Other Costs (from Table 3)	
Total Amount of Financial Proposal⁷	

Table 2: Breakdown of Professional Fees

Position	Fee Rate (TRY)	No. of Days	Total Amount (TRY)
	<i>A</i>	<i>B</i>	<i>C=A*B</i>
KE1: Team Leader			
KE2: Content Designer			
KE3: Activity Designer			
KE4: Digital Platform Designer			

Table 3: Breakdown of Other Costs

Description	Amount (TRY)
Backstopping and support staff costs	
Out-of-Pocket Expenses	
Other Costs: (please specify)	
Subtotal Other Costs:	

⁶ The Proposer is required to prepare the Financial Proposal following the below format. The Financial Proposal should align with the requirements in the Terms of Reference and the Proposer’s Technical Proposal.

⁷ This amount will be the total contract amount and be the basis for the schedule of payments.

Table 4: Breakdown of Price per Deliverable/Activity

Deliverable/ Activity description	Time (person days)	Professional Fees	Other Costs	Total (TRY)
Roadmap and Inventory Report (10 Provinces): For Roadmap, 4 online focus meetings will be held. For the local product inventory study will be implemented in two regional provinces (DOKA and Fırat DA) as exemplary and in all provinces.				
Identity Cards (10 Provinces) Album and Activity Program Report: Local product identity cards album" and "common format and event design" proposals for 10 provinces.				
Digital Platform Design: An inclusive and participatory digital platform for the public use of Turkish local products in digital platform.				
Turkey Local Products Digital Master Report: Consultancy on social media activities for the study to cover all provinces of Turkey.				

[Name and Signature of the Proposer's Authorized Person]

[Designation]

<i>Proposer Information</i>	
<i>Legal name of the proposer</i>	
<i>Legal address</i>	
<i>Offerors' Authorized Person</i>	<i>Name and Title: Telephone: Email:</i>
<i>Contact person (Proposer)</i>	<i>Name and Title: Telephone: Email:</i>

GENERAL TERMS AND CONDITIONS FOR CONTRACTS

[General Terms and Conditions / Special Conditions for Contract.](#)