

REQUEST FOR PROPOSAL (RFP)

for

Business to Social Cohesion Project – Services for Inventory of Local Products

NAME & ADDRESS OF FIRM	DATE: September 13, 2021	
	REFERENCE: UNDP-TUR-RFP(BSC)-2021/08	

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**, **September 27**, **2021 at 10:00 hrs. Turkey Time** and via email to the address below:

United Nations Development Programme Murat OZERDEN

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/unscc/conduct_engli sh.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

eym

Üsame Yalçın Assistant Resident Representative (Operations) 9/13/2021

Description of Requirements

Context of the Requirement	Business to Social Cohesion Project – Services for Inventory of Local Products
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	The study will cover a five-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. 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.
	 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.
	Expected outputs to be delivered:
	1- ROADMAP AND INVENTORY STUDY (10 PROVINCES)
	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.
	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.

provinces inventory prepared.	product inventory study will be executed in two stages, in two regional as exemplary and in all provinces. In the first stage, a local product including ten provinces of DOKA and Firat Development Agencies will be In this framework, the following studies will be carried out jointly with two and the contractor .
1.2. 1.3. 1.4. 1.5.	Online focus meetings (Administration: Organization, the contractor : Management) Identification of selection criteria (the contractor) Classification of product types (the contractor) Identification of collection methods for product visuals (the contractor) Materials containing photos, information about product features for product identification cards (Two Agencies) Roadmap (the contractor)
signature	study will be completed within 45 calendar days following the contract date. At this stage, the "roadmap and inventory report" shall be presented roject Decision Board will have 5 working days to review it.
Themed compliane contracto agencies	CT IDENTIFICATION CARDS (10 PROVINCES) dentity cards of products including ten provinces will be designed in the with digital platform. Products will be converted to themed maps. The r , will share the identity cards it has prepared for ten provinces with all in a common file, and will prepare a common language format and joint gram content for the preparation of identity cards for Turkish products.
2	 .1. Writing brief description of product content (The contractor) .2. Digital format design of visuals (The contractor) .3. Preparation of themed maps (The contractor) .4. Determining the common format and event designs (The contractor)
and even administr	t containing the "local product identity cards album" and "common format t design" proposals for ten provinces shall be delivered to the UNDP and ation 80 calendar days after the signature of the contract and the Project Board will have 5 working days to review it.
A digital p platform, platform, agencies. of local p events an of young the platfor be perfor	L PLATFORM DESIGN, TESTING AND ACTIVATION latform will be designed for the public use of Turkish local products in digital Initially, the local products of ten provinces will be featured in the digital and the products of other provinces will be included in the process by the The digital platform will be designed in a way that will enable the creation roduct inventory in participatory environments, as well as making calls for d programs for regional and local development, especially for the creation and women entrepreneurs. The platform will be tested to refine the use of rm and activated accordingly. In addition, search engine optimization will med on the website to ensure that the information or services in the sites red more efficiently to interested audiences.
3.2. [3.3. [3.4. [reparation of digital platform content (The contractor) Database creation (The contractor) Design of the digital platform (The contractor) Data entries (Ministry)
3.5. 5	earch engine optimization (The contractor)

	3.6. Testing and adjustment (The contractor)3.7. Platform management (Administration)
	The digital platform design, testing and activation will be completed within 140 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.
	4- TURKEY LOCAL PRODUCTS IDENTIFICATION CARD PREPARATION 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.
	 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)
	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 150 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 and provides consultancy on social media activities for the study to cover all provinces of Turkey, to the UNDP and administration and the Project Decision Board will have 5 working days to review it.
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	Based on the necessity, UNDP and MoIT will ask regular meetings with the vendor to discuss the progress.
Progress Reporting Requirements	Reporting will be done at the end of each of the 4 stages.
	 Roadmap and Inventory Report (10 Provinces): Within 45 calendar days following the contract signature date. Identity Cards (10 Provinces) Album and Activity Program Report: Within 80 calendar days following the contract signature date. Digital Platform Design, Testing and Activation: Within 140 calendar days following the contract signature date. Turkey Local Products Digital Master Report: Within 150 calendar days following the contract signature date.
	All the reports (1,2,3 and 4) will be prepared in Turkish with an executive summary in English.
Location of work	Home based / Remote
Expected duration of work	150 calendar days
Target start date	October 2021
Latest completion date	15 March 2022
Facilities to be Provided by UNDP (i.e., must be	UNDP will not provide any physical facility for the services of the Contractor.

excluded from Price				
Proposal)				
Implementation				
Schedule indicating	🛛 Required			
breakdown and timing of				
activities/sub-activities				
Names and curriculum				
vitae of individuals who	🛛 Required			
will be involved in				
completing the services				
Currency of Proposal	🛛 Local Currency: Turk	ish Liras (TRY)		
Value Added Tax on Price Proposal ¹	I must be exclusive of	VAT and other	applicable indirect	taxes
	It is the Proposer's re	snonsihility to	learn from releva	nt authorities (Ministry of
	-			procedures and to consult
	-		•	the scope and procedures
				of Treasury and Finance's
				Il not be entitled to receive
				erall contract amount to be
				inancial Proposal Price.
Validity Period of	🗵 60 days after propo	cal submission	doadling	
Proposals (Counting for				poser to extend the validity
the last day of	-			in this RFP. The Proposal
submission of quotes)				nodification whatsoever on
	the Proposal.	extension in wi	iting, without any i	
	the Hoposal.			
Partial Quotes	⊠ Not permitted			
	Outputs	Percentage	Timing	Condition for Payment
Payment Terms		of Contract	_	Release
-		Amount		
	1. Roadmap and	25%	45 days after	Within thirty (30) days
	Inventory Report		contract	from the date of
	(10 Provinces): For		signature	meeting the following
	Roadmap, 4 online		1 week for	conditions:
	focus meetings will		review for	a) UNDP's written
	be held. For the		UNDP and MoIT	acceptance (i.e.,
	local product		1 week for the	not mere receipt)
	-		final version	of the quality of
	inventory study will			
	be implemented in			the outputs; and
	two regional			b) Receipt of invoice
	provinces (DOKA			from the Service
	and Firat DA) as			Provider.
	exemplary and in all			
	provinces.			

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

	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.	35%	80 days after contract signature 1 week for review for UNDP and MoIT 1 week for the final version	
	3. Digital Platform Design, Testing and Activation: An inclusive and participatory digital platform for the public use of Turkish local products in digital platform.	30%	140 days after contract signature 1 week for review for UNDP and MoIT 1 week for the final version	
	4. Turkey Local Products Digital Master Report: description of the the whole process with its stages and Consultancy on social media activities for the study to cover all provinces of Turkey.	10%	150 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 Cris consultation with MoIT			lio Projects Coordinator in
Type of Contract to be Signed	 ☑ Contract Face Sheet (Goods and or Services) UNDP Applicable Terms and Conditions and other provisions are available at <u>UNDP/How-we-buy</u> 			
Minimum Eligibility and Qualification Criteria	 Eligibility and Qualification will be evaluated on Pass/Fail basis. Eligibility Criteria: 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, Qualification Criteria in terms of similar Previous Experience: Minimum one Contract with similar value and nature shall have been implemented within the last 5 years counting back from the Proposal Submission Deadline. Statement of Satisfactory Performanceshall be submitted as proof document for above mentioned Contract.
Qualification criteria for the key experts to be proposed	Qualification Criteria for Key Personnel: The vendor should compose a team (Key Experts (KE)) with minimum qualifications listed below. Please ensure that the proposed experts meet the minimum requirements stipulated below and demonstrate compliance in the CVs to be submitted.
	 KE1: Team Leader 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 process design Proven proficiency in English language is an asset. KE2: Content Designer Bachelor's Degree in engineering, administrative sciences, social sciences or other relevant fields At least 5 years of general professional experience At least 5 years of general professional experience At least 3 years of general professional experience At least 3 years of professional experience in graphic design and content development. KE3: Activity Designer Bachelor's Degree in engineering, administrative sciences, social sciences or other relevant fields At least 5 years of general professional experience At least 5 years of general professional experience At least 5 years of general professional experience Bachelor's Degree in engineering, administrative sciences, social sciences or other relevant fields At least 5 years of general professional experience At least 3 years of professional experience designing and managing events in participatory environments. KE4: Digital Platform Designer Bachelor's Degree in engineering, administrative sciences, social sciences or other relevant fields At least 5 years of general professional experience Ke4: Digital Platform Designer Bachelor's Degree in engineering, administrative sciences, social sciences or other relevant fields At least 5 years of general professional experience At least 5 years of general professional experience At least 3 years of professional experience in computers, software and web design.
Criteria for Contract Award	 Meeting minimum eligibility and qualification criteria. Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) 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.

Criteria for the Assessment of Proposal	 In order to be considered for technical and financial evaluation each Proposer shall submit along with their proposals: Annex 2 Form For Submitting Service Provider's Proposal duly accomplished with the Technical and Financial Proposal. Trade Registry Gazette: Copy of the Trade Registry Gazette or equivalent, demonstrating establishment of the Company. Certificate of Incorporation/ Business Registration Signature Circular/Power of Attorney Statement of Satisfactory Performance for the claimed Contract with similar value and nature as required by the Minimum Eligibility and Qualification Criteria Section above. Technical Proposal (70%) ⊠ Expertise of the Firm 20% ⊠ Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 30% ⊠ Management Structure and Qualification of Key Personnel 50% The minimum score required for technical qualification is 70%. Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.
UNDP will award the contract to:	☑ One and only one Service Provider
Contract General Terms and Conditions ²	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	 Description of Requirements (Annex 1) Form for Submission of Proposal (Annex 2) 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. Murat OZERDEN, Procurement Administrator 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

 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

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.

Annex 2

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

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 9/10/2021, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions. We hereby confirm that our company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.

1. Qualification, capacity and experience 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. Company Profile** Please describe the nature of business, field of expertise, licenses, certifications, accreditations;
- **b.** Business Licenses Document Please include Certificate of Incorporation/ Business Registration, Signature Circular/Power of Attorney.
- c. Relevance of specialized knowledge and experience on similar engagements done in the region/country Please provide list of contracts with similar services implemented within the last 5 years counting back from the Proposal Submission Deadline. Please note that minimum one Contract with similar and nature shall have been implemented within the last 5 years counting back from the Proposal Submission Deadline. Proposers shall submit certificate of satisfactory performance for the claimed contract which shall indicate description of contract scope, contract duration (start date/end date), contract value.

2. Proposed Methodology for the Completion of Services

- a. Understanding of the ToR and the requirement Please summarize the requirements as described in the ToR.
- b. Description of the Offeror's approach and methodology for meeting or exceeding the requirements of the Terms of Reference Please make sure the important aspects of each task have been addressed and the key milestones, the activities and the outputs have been described in sufficient detail.
- c. Assessment of the implementation plan proposed including whether the activities are properly

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

sequenced and interlinked, and if these are logical and realistic - Please provide a Gantt Chart to

demonstrate how you plan to meet the target completion dates of activities given in Annex 1 -

Description of Requirements of the RFP.

- 3. Management Structure and Key Personnel
 - a. Composition and structure of the team proposed Are the proposed roles of the management and the team of key personnel suitable for the provision of the necessary services? (If relevant) Please describe how the Contractor's management will support the team in the successful completion of the service.
 - b. CVs of the Team Leader, Content Designer, Activity Designer, Digital Platform Designer shall be submitted in below format Please demonstrate compliance with the qualification criteria stipulated in Annex 1 Description of Requirements of the RFP and ensure that the proposed key personnel meet the minimum requirements listed in Annex 1.
 - **c.** Written confirmation from each personnel that they are available for the entire duration of the contract

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]
	[Provide details of professional certifications relevant to the scope of services]
Professional certifications	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]
	[Provide names, addresses, phone and email contact information for two (2) references]
References	Reference 1: [Insert] Reference 2: [Insert]

A. 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(BSC)-2021/08and 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 Proposal ⁷	

Table 2: Breakdown of Professional Fees

Position	Fee Rate (TRY)	No. of Days	Total Amount (TRY)
	A	В	C=A*B
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]

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

GENERAL TERMS AND CONDITIONS FOR CONTRACTS

General Terms and Conditions / Special Conditions for Contract.

Annex 3