



REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: September 28, 2022
	REFERENCE: Q-127/22

Dear Sir / Madam:

We kindly request you to submit your Technical and Financial Proposal for provision of service to strengthen capacity of SMEs on digital trade and E-commerce for the AfCFTA in South Sudan. **UNDP is looking for service of a qualified firm and not an individual.**

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

If you are interested in submitting a proposal in response to this RFP, please prepare your Proposal in accordance with the requirements and procedure as set out in this RFP and submit it by the deadline for submission of proposals set out in Bid Data Sheet.

Proposals must be submitted in the online e-tendering system in the following link: <https://etendering.partneragencies.org> using your username and password.

Search for BU: SSD10 **Event ID:** 0000013754

Deadline for Submission: As indicated in e-tendering system. Note that system time zone is in EST/EDT (New York) time zone.

If you have not registered in the system before, you can register now by logging in using the below username and password, and follow the registration steps as specified in the system user guide in <https://www.undp.org/content/undp/en/home/operations/procurement/business/procurement-notices/resources/>

Username: event.guest

Password: why2change

Your Proposal must be expressed in English language, and valid for a minimum period of Ninety (120) days. You are kindly requested to indicate whether your company intends to submit a Proposal by clicking on **"Accept Invitation"**. This will enable you to receive amendments or updates to the RFP. Should you require further clarifications email; procuremenr.info.ss@undp.org, kindly communicate with the contact person/s identified in the Bid Data Sheet as the focal point for queries on this RFP.

It shall remain your responsibility to ensure that your proposal is submitted into the system by the deadline appearing on e-Tendering portal. Kindly ensure that **supporting documents required are signed and in pdf format**.

and **free from any virus or corrupted files.**

The Financial Proposal and the Technical Proposal files **MUST BE COMPLETELY SEPARATE** and uploaded separately in the system and clearly named as either **“TECHNICAL PROPOSAL”** or **“FINANCIAL PROPOSAL”**, as appropriate. Each document shall include the Proposer’s name and address. The file with the **“FINANCIAL PROPOSAL” must be encrypted with a password** so that it cannot be opened nor viewed until the Proposal has been found to pass the technical evaluation stage. Once a Proposal has been found to be responsive by passing the technical evaluation stage, UNDP shall request the Proposer to submit the password to open the Financial Proposal. The Proposer shall assume the responsibility for not encrypting the financial proposal. **Financial proposals not encrypted with password shall be automatically disqualified.**

FOR YOUR FINANCIAL PROPOSAL: INSERT ONLY 1 IN THE SYSTEM AND UPLOAD FINANCIAL PROPOSAL AS PASSWORD PROTECTED DOCUMENT. DO NOT DISCLOSE YOUR PRICE OFFER IN THE SYSTEM.

UNDP looks forward to receiving your Proposal and thank you in advance for your interest in UNDP procurement opportunities.

Issued by:

Name: Bogere Lasu-Lobanja
Title: Procurement Associate
Date: **September 28, 2022**

Approved by:

Name: Yona Samo
Title: Procurement Specialist
Date: **September 28, 2022**

Your Proposal must be expressed in the English, and valid for a minimum period of 120 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 did not award 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/protestandsanctions/>

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: http://www.un.org/depts/ptd/pdf/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Yona Samo
Procurement Specialist
9/28/2022

Description of Requirements

Context of the Requirement	Service provider (A Firm) to strengthen Capacity of SMEs on Digital trade and E-commerce for the AfCFTA in South Sudan
Implementing Partner of UNDP	N/A
Brief Description of the Required Services ¹	<p>The main objective of the assignment is to support and build capacity for MSMEs to engage in e-commerce through training of MSMEs on e-commerce Ecosystem and digital marketing, as well as, developing and operationalizing a digital marketing platform, on-boarding them onto various e-commerce platforms and providing linkages for domestic and cross-border e-commerce to harness opportunities brought by AfCFTA. The assignment also seeks to provide a diagnostic report on status of e-commerce adoption among SMEs. Specific objectives include to.</p> <ul style="list-style-type: none"> • Provide status of e-commerce adoption among SMEs in South Sudan • Help SMEs gain e-Commerce and digital skills necessary to engage in a digital economy and improve livelihoods. • Support SMEs in the wholesale, retail sector and key productive value chains with little or no e-commerce presence to get on board e-commerce platforms to increase their opportunity to participate in AfCFTA. • Support South Sudan SMEs to expand their local and cross-border e-commerce presence. • Build capacity of SMEs to raise their proficiency in implementing effective digital campaigns, and increase their brand awareness, value, and sales conversions across multiple digital channels • Build capacity of selected policy makers to and researchers to act as future e-commerce champions in South Sudan.
List and Description of Expected Outputs to be Delivered	<p>The Qualified Firm is required to undertake the following specific key tasks to achieve the assignment objectives.</p> <ul style="list-style-type: none"> • Undertake a rapid diagnostic assessment of status, opportunities and challenges related to adoption of E-Commerce opportunities among SMEs. Consultant is expected to appraise the emerging findings, issues and make policy recommendations to stimulate the adoption and usage of E-Commerce opportunities among SMEs. • Develop training modules covering introduction to e-commerce ,E-commerce ecosystem and its advantages compared to traditional commerce; theoretical and practical insights on e-commerce: Business models (B2B, B2C, C2C and B2G); Website strategies including content creation ; Logistics (Internet basics, Supply Chain Warehouse & Customer Management, Digital Marketing and Shipping); Aftersales (returns and dispute settlement); Quality and standards, Regulations; Payment Modalities (Credit Cards, Digital and Mobile Wallets); and Security; step-by-step guide on how to use e-commerce platforms in general. The training should cover key case studies

¹ Please find attached the detailed TOR.

	<ul style="list-style-type: none"> • Provide E-commerce business development support services to 2000 SMEs in 10 Selected value chains in at least 4 states (WBEG, UN, EE, and CE). The support should assist the selected Key value chains to get on board on e-commerce platforms, to increase their opportunity to participate in AfCFTA. • Develop and operate a digital marketplace/e-commerce platform for South Sudan • Develop training manual on Digital and e-Commerce in relation to AfCFTA Protocol targeting government Policy makers. • Operationalize the training in digital and e-commerce • based on agreed training Modules, training Plan, SMEs clusters. It is expected that a total of 2000 SMEs will be trained in different aspects of e-Commerce AND onboarded to the digital marketplace/e-commerce. <p>Conduct business to business linkages among the 2000 SMEs.</p>
Person to Supervise the Work/Performance of the Service Provider	Team Leader STARR Project
Frequency of Reporting	Based on deliverables
Progress Reporting Requirements	As per Milestones
Location of work	<input checked="" type="checkbox"/> Exact Address/es Juba, South Sudan
Expected duration of work	100 days
Target start date	01 November 2022
Latest completion date	30 March 2023
Travels Expected	As per TOR
Special Security Requirements	<input checked="" type="checkbox"/> Security Clearance from UN prior to travelling
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input checked="" type="checkbox"/> Not Applicable
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Names and curriculum vitae of individuals who will be involved in	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required

completing the services													
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars												
Value Added Tax on Price Proposal ²	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes												
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 120 days 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 ³	<table border="1"> <thead> <tr> <th>Deliverables</th> <th>Payment</th> </tr> </thead> <tbody> <tr> <td>1 rapid diagnostic assessment conducted on status, opportunities and challenges related to adoption of E-Commerce opportunities on SMEs and E-Commerce adoption in South Sudan</td> <td>20%</td> </tr> <tr> <td>1 Digital marketplace/e-commerce platform developed and operationalized</td> <td>20%</td> </tr> <tr> <td> <ul style="list-style-type: none"> At least 2,000 SMEs from Central Equatoria, Eastern Equatoria, Upper Nile and Western Bahr El Ghazal trained and onboarded into the digital marketplace platform and e-commerce. </td> <td>50%</td> </tr> <tr> <td>1 training manual developed and operationalized on Digital and e-Commerce in relation to AfCFTA Protocol targeting government Policy makers</td> <td></td> </tr> <tr> <td>4 business-to-business (B2B) linkages facilitated for at least 2000 MSEs in targeted states in Central Equatoria, Eastern Equatoria, Upper Nile and Western Bahr El Ghazal.</td> <td>10%</td> </tr> </tbody> </table>	Deliverables	Payment	1 rapid diagnostic assessment conducted on status, opportunities and challenges related to adoption of E-Commerce opportunities on SMEs and E-Commerce adoption in South Sudan	20%	1 Digital marketplace/e-commerce platform developed and operationalized	20%	<ul style="list-style-type: none"> At least 2,000 SMEs from Central Equatoria, Eastern Equatoria, Upper Nile and Western Bahr El Ghazal trained and onboarded into the digital marketplace platform and e-commerce. 	50%	1 training manual developed and operationalized on Digital and e-Commerce in relation to AfCFTA Protocol targeting government Policy makers		4 business-to-business (B2B) linkages facilitated for at least 2000 MSEs in targeted states in Central Equatoria, Eastern Equatoria, Upper Nile and Western Bahr El Ghazal.	10%
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Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	Team Leader STARR Project												
Type of Contract to be Signed	<input checked="" type="checkbox"/> Purchase Order <input checked="" type="checkbox"/> Contract for Professional Services												
Criteria for Contract Award	<input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution)												

² VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

³ UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	<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.	
Criteria for the Assessment of Proposal	Technical Proposal (70%)	
	Evaluation Criteria	Maximum Score
	A Proposed Firms Experience (35 Marks)	
	Technical expertise and profile in digital trade and E-commerce,	10
	Demonstrate experience in undertaking E-commerce and Digital trade related assessments;	5
	Demonstrate experience and understanding of the e-commerce/digital economy ecosystem and digital transformation space in developing context.	10
	Demonstrated experience in designing and delivering training in Digital trade and E-Commerce	5
	Demonstrated experience in supporting MSMEs, especially, Women and Youth owned enterprises in business services in digital trade and e-Commerce.	5
	B Technical Proposal (45 Marks)	45
	The firm has detailed their understanding of the Terms of Reference (TORs) using their own words for each major scope of work mentioned in the TORs, methodology to facilitate assignment delivery, with clear indication of innovative intervention to boost the development of Digital business and E-commerce in line with the TOR	
	C Proposed Key Personnel Experience and Qualifications (20 marks)	
	1 Team Leader	10
	At least a master's degree in economics, digital business, e-commerce, or related legal qualification. Bachelor's degree with 5 years' experience in digital trade and e-commerce related areas can be considered in lieu of Master's degree. Professional certifications /qualification in Digital Trade and E-Commerce will be an added advantage	
	Demonstrated experience and understanding of e-commerce/digital economy ecosystem and digital transformation space in developing context.	
	Have at least 7 years work experience preferably in the areas of trade, and business management	
	Demonstrated experience in Supporting MSMEs, especially, Women and Youth owned enterprises in business services in Digital trade and E-Commerce	
	2. E-commerce and Digital Trade Expert	7
	Bachelor's degree in economics, digital business, e-commerce, IT, or related legal qualification. Professional certifications /qualification in digital trade and e-Commerce will be an added advantage	
	At least 5 years of experience in providing business development services, e-commerce related platforms; entrepreneurship training related to digital trade and e-commerce	

		Demonstrated experience in designing and delivering training in digital trade and e-Commerce	
		Experience in undertaking E-commerce/Digital trade related assessments.	
		Business Development Support Expert	3
		Bachelor's degree in business administration, Commerce, Economics, Entrepreneurship or any other related field.	
		Demonstrate at least 3 years' practical experience in training in Business development skills, development of business plans; business mentorship and access to finance	
		Total	100
<p><u>Financial Proposal (30%)</u></p> <p>All technically qualified proposals will be scored up to 30 based on the formula provided below. The maximum points (30) will be assigned to the lowest financial proposal. All other proposals receive points according to the following formula: $p = y (x/z)$</p> <p>Where:</p> <ul style="list-style-type: none"> • p = points for the financial proposal being evaluated • y = maximum number of points for the financial proposal • X = price of the lowest priced proposal • z = price of the proposal being evaluated. 			
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider		
Contract General Terms and Conditions ⁴	<input type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) <input type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) 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 ⁵	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3) ⁶ <input checked="" type="checkbox"/> Detailed TOR		

⁴ 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.

⁵ Where the information is available in the web, a URL for the information may simply be provided.

⁶ 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.

Contact Person for Inquiries (Written inquiries only) ⁷	<p><i>Procurement Unit</i> <i>Procurement.info.ss@undp.org</i></p> <p>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.</p>
Other Information [pls. specify]	

⁷ 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 PROPOSAL⁸

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁹)

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

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 [specify date], 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 – 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) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) 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

	Evaluation Criteria
A	Proposed Firms Experience (35 Marks)
	Technical expertise and profile in digital trade and E-commerce,
	Demonstrate experience in undertaking E-commerce and Digital trade related assessments;
	Demonstrate experience and understanding of the e-commerce/digital economy ecosystem and digital transformation space in developing context.
	Demonstrated experience in designing and delivering training in Digital trade and E-Commerce
	Demonstrated experience in supporting MSMEs, especially, Women and Youth owned enterprises in business services in digital trade and e-Commerce.

⁸ This serves as a guide to the Service Provider in preparing the Proposal.

⁹ 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; and*
- c) *Written confirmation from each personnel that they are available for the entire duration of the contract.*

1. Team Leader

- d) *At least a master's degree in economics, digital business, e-commerce, or related legal qualification. Bachelor's degree with 5 years' experience in digital trade and e-commerce related areas can be considered in lieu of Master's degree. Professional certifications /qualification in Digital Trade and E-Commerce will be an added advantage*
- e) *Demonstrated experience and understanding of e-commerce/digital economy ecosystem and digital transformation space in developing context.*
- f) *Have at least 7 years work experience preferably in the areas of trade, and business management*
- g) *Demonstrated experience in Supporting MSMEs, especially, Women and Youth owned enterprises in business services in Digital trade and E-Commerce*

2. E-commerce and Digital Trade Expert

- h) *Bachelor's degree in economics, digital business, e-commerce, IT, or related legal qualification. Professional certifications /qualification in digital trade and e-Commerce will be an added advantage*
- i) *At least 5 years of experience in providing business development services, e-commerce related platforms; entrepreneurship training related to digital trade and e-commerce*
- j) *Demonstrated experience in designing and delivering training in digital trade and e-Commerce*
- k) *Experience in undertaking E-commerce/Digital trade related assessments.*

3. Business Development Support Expert

- l) *Bachelor's degree in business administration, Commerce, Economics, Entrepreneurship or any other related field.*
- m) *Demonstrate at least 3 years' practical experience in training in Business development skills, development of business plans; business mentorship and access to finance*

D. **Cost Breakdown per Deliverable***

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price (Weight for payment)	Price (Lump Sum, All Inclusive)
1	Inception Report with capacity development plans and training agenda.	10%	
2	Report on Two (2) trainings conducted	30%	
3	QuickBooks installed and partners trained on its use (10 CSO partners and the Ministry of Peacebuilding)	30%	
4	Report on Three (3) Support sessions per partner	30%	
	Total	100%	

**This shall be the basis of the payment tranches*

E. **Cost Breakdown by Cost Component [This is only an Example]:**

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
a. Expertise 1				
b. Expertise 2				
c. Expertise 3				
II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
III. Other Related Costs				

[Name and Signature of the Service Provider's Authorized Person]
[Designation]
[Date]

**UNITED NATIONS DEVELOPMENT PROGRAMME
TERMS OF REFERENCE**



1. Consultancy Information

Consultancy Title	Service provider (A Firm) to strengthen Capacity of SMEs on Digital trade and E-commerce for the AfCFTA in South Sudan
Location:	Juba, South Sudan
Application Deadline:	(Midnight Juba, South Sudan)
Programme Unit	Stabilization Recovery and Resilience Unit (STARR)
Type of Services	Consultancy
Starting date for work/services	TBD
Ending date of the services	TBD
Expected duration of Assignment	100 days
Project Title	Transforming MSE development and enhancing youth and women employment and empowerment through the African Continental Free Trade Agreement (AfCFTA)

2. Background and Context

South Sudan has enjoyed relative stability since the signing of the Revitalized Agreement for the Resolution of Conflict in South Sudan (R-ARCSS) in September 2018, raising confidence towards peace and the return to sustainable development. The country is endowed with vast landmass, 70 per cent of which is arable (with just 4 per cent cultivated). It holds the third largest oil reserves in Sub-Saharan Africa, with an estimated 3.5 billion barrels and draws 90 per cent of revenue from oil despite other resource endowments including gold, iron ore, and aluminium.

In 2020 and 2021, the economy was projected to grow above 10 per cent, but the COVID-19 pandemic contracted growth to 4.2 per cent and led to fiscal and balance of payment deficits, inflation, a high debt burden and large financing gaps. South Sudan was ranked the fourth most fragile country globally in 2021; 53rd out of 54 countries in the Mo Ibrahim Index on African Governance in 2020; 185 out of 190 on the 2021 'ease of doing business index' and 185 out of 189 countries on the Human Development Index (HDI) in 2019. Only 27 per cent of males and 15 per cent of females are literate.

The development of inclusive trade and private sector requires a sound business environment supported by enabling Infrastructure to facilitate the development of the digital economy. At the same time, access to reliable and high-quality information and communication technology (ICT) infrastructure for trade and services has become a necessity for traders to exchange information about products and markets quickly, effectively, and efficiently. Strengthening capacity of SMEs to participate and adopt E-commerce opportunities can be a good enabler for businesses to sell their products (both goods and services) e-, offering tremendous growth opportunities for businesses in South Sudan.

Development of e-Commerce has the potential to enable South Sudan to mitigate technological barriers that limits market access for SMEs. e-Commerce creates opportunities for SMEs to participate in emerging markets through the Africa Continental Free Trade Area (AfCFTA). It can help South Sudan to integrate into the global economy and access a large market base for traditional offline goods that are listed online.

Despite the potential benefits provided by e-commerce, South Sudan is yet to take advantage of e-Commerce opportunities due to limited capacity among the SMEs on ecommerce -ecosystem. There is urgent need to understand

level of e-Commerce adoption among SMEs, promote awareness and build capacity of SMEs on e-Commerce ecosystem to promote effective utilization e-commerce opportunities in South Sudan.

Development of e-commerce champions in South Sudan is also critical to creating an enabling environment to stimulate e-development. This assignment seeks to support and build capacity for MSMEs to engage in e-commerce through training of MSMEs on e-commerce and digital marketing as well as developing a digital marketplace platform, on-boarding them onto various e-commerce platforms, and providing linkages for domestic and cross-border e-commerce to harness opportunities brought by Africa Continental Free Trade Area (AfCFTA). It also seeks to build capacity of selected policy makers and researchers to act as future e-commerce champions in South Sudan.

Project Description

The South Sudan National Development Strategy (2021-2024) seeks to promote stability, economic recovery, and resilience building while initiating the adoption of transformative technologies and innovation to enhance trade promotion and regional integration through private sector development, financial inclusion, and youth and women employment and empowerment. UNDP South Sudan through the project, ***Transforming MSE development and enhancing youth and women employment and empowerment through the African Continental Free Trade Agreement (AfCFTA)***, aims to foster intra-African Trade, enhance private sector development, and create opportunities amongst youth and women in South Sudan. This initiative operationalizes the new UNDP Strategic Plan (2022-2025) by creating transformational change in terms of economic recovery and social development in South Sudan, while ensuring that focus is on the most vulnerable youth and women who constitute the bulk of the population to ensure inclusive trade and private sector development.

3. Purpose and Objective

The main objective of the assignment is to support and build capacity for MSMEs to engage in e-commerce through training of MSMEs on e-commerce Ecosystem and digital marketing, as well as, developing and operationalizing a digital marketing platform, on-boarding them onto various e-commerce platforms and providing linkages for domestic and cross-border e-commerce to harness opportunities brought by AfCFTA. The assignment also seeks to provide a diagnostic report on status of e-commerce adoption among SMEs. Specific objectives include to.

- Provide status of e-commerce adoption among SMEs in South Sudan
- Help SMEs gain e-Commerce and digital skills necessary to engage in a digital economy and improve livelihoods.
- Support SMEs in the wholesale, retail sector and key productive value chains with little or no e-commerce presence to get on board e-commerce platforms to increase their opportunity to participate in AfCFTA.
- Support South Sudan SMEs to expand their local and cross-border e-commerce presence.
- Build capacity of SMEs to raise their proficiency in implementing effective digital campaigns, and increase their brand awareness, value, and sales conversions across multiple digital channels
- Build capacity of selected policy makers to and researchers to act as future e-commerce champions in South Sudan.

4. Duties and Responsibilities

The Qualified Firm is required to undertake the following specific key tasks to achieve the assignment objectives.

- Undertake a rapid diagnostic assessment of status, opportunities and challenges related to adoption of E-Commerce opportunities among SMEs. Consultant is expected to appraise the emerging findings, issues and make policy recommendations to stimulate the adoption and usage of E-Commerce opportunities among SMEs.

- Develop training modules covering introduction to e-commerce ,E-commerce ecosystem and its advantages compared to traditional commerce; theoretical and practical insights on e-commerce: Business models (B2B, B2C, C2C and B2G); Website strategies including content creation ; Logistics (Internet basics, Supply Chain Warehouse & Customer Management, Digital Marketing and Shipping); Aftersales (returns and dispute settlement); Quality and standards, Regulations; Payment Modalities (Credit Cards, Digital and Mobile Wallets); and Security; step-by-step guide on how to use e-commerce platforms in general. The training should cover key case studies
- Provide E-commerce business development support services to 2000 SMEs in 10 Selected value chains in at least 4 states (WBEG, UN, EE, and CE). The support should assist the selected Key value chains to get on board on e-commerce platforms, to increase their opportunity to participate in AfCFTA.
- Develop and operate a digital marketplace/e-commerce platform for South Sudan
- Develop training manual on Digital and e-Commerce in relation to AfCFTA Protocol targeting government Policy makers.
- Operationalize the training in digital and e-commerce
- based on agreed training Modules, training Plan, SMEs clusters. It is expected that a total of 2000 SMEs will be trained in different aspects of e-Commerce AND onboarded to the digital marketplace/e-commerce.
- Conduct business to business linkages among the 2000 SMEs.

5. Deliverables and Targets

The firm is required to produce the following outputs:

- **1 rapid diagnostic assessment** conducted on status, opportunities and challenges related to adoption of e-Commerce opportunities on SMEs in South Sudan.
- **1 Digital marketplace/e-commerce platform** established.
- **At least 2,000 SMEs** from Central Equatoria, Eastern Equatoria, Upper Nile and Western Bahr El Ghazal trained and onboarded into the digital marketplace platform and e-commerce.
- **1 training manual** developed on Digital and e-Commerce in relation to AfCFTA Protocol targeting government policy makers.
- **4 business-to-business (B2B) linkages** facilitated for at least 2000 MSEs in targeted states in Central Equatoria, Eastern Equatoria, Upper Nile and Western Bahr el Ghazal.

Competencies required for Firm

Corporate Competencies:

- Demonstrates professional competence and expertise on the subject matter
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Able to work in South Sudan environment
- Treats all people fairly without favouritism

Functional Competencies:

- Demonstrate Knowledge and understanding of theories, concepts and approaches relevant digital trade and e-commerce
- Capability to identify issues, analyse and participate in the resolution of issues/problems.
- Analytical and evaluation competence to conduct independent research and analysis, including familiarity with and experience in the use of various research sources, including electronic sources on the internet, intranet, and other databases.

- Capability to apply judgment in the context of assignments given, plan own work and manage conflicting priorities.
- Demonstrate achievements; professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines, and achieving results.

Required qualifications of the successful Service Provider

a) Experience of the firm (30%) or 30 points

- Technical expertise and profile in digital trade and e-commerce, (5 points)
- Demonstrated experience in undertaking e-commerce and Digital trade related assessments. (6 points)
- Demonstrated experience and understanding of the e-commerce/digital economy ecosystem and digital transformation space in developing context. (8 points)
- Demonstrated experience in designing and delivering training in Digital trade and e-Commerce (5 points)
- Demonstrated experience in supporting MSMEs, especially, Women and Youth owned enterprises in business services in digital trade and e-Commerce. (5 points)
- Experience with UNDP South Sudan's skills development project is a plus. (1 Points)

b) Approach and methodology (25%) or 25 Points

- Demonstrate understanding of the terms of reference and the local context (10 points)
- Logical structuring of activities and work plan (5 Points)
- Demonstrate innovative intervention to boost the development of Digital business and E-commerce in line with the TOR (10 points)

c) Team composition (45%) or 45 points

Team leader (20%)

- At least a master's degree in economics, Digital business, E-commerce, or related legal qualification. Bachelor's degree with 5 years' experience in digital trade and e-commerce related areas can be considered in lieu of Master's degree. Professional certifications/qualification in Digital Trade and E-Commerce will be an added advantage (2 points)
- Have at least 7 years work experience preferably in the areas of trade, and business management (3 points)
- Demonstrated experience and understanding of the e-commerce/digital economy ecosystem and digital transformation space in developing context. (4 points)
- Experience in undertaking e-commerce/digital trade related assessments (4 points)
- Demonstrated experience in designing and delivering training in digital trade and e-Commerce (3 points)
- Demonstrated experience in supporting MSMEs, especially, women and youth owned enterprises in business services in digital trade and e-Commerce. (4 points)

E-commerce and Digital Trade Expert (15%)

- Bachelor's degree in economics, digital business, e-commerce, IT, or related legal qualification. Professional certifications /qualification in digital trade and e-Commerce will be an added advantage (1 point)
- At least 5 years of experience in providing business development services, e-commerce related platforms; entrepreneurship training related to digital trade and e-commerce (4 points)
- Demonstrated experience in designing and delivering training in digital trade and e-Commerce (5 points)
- Experience in undertaking e-commerce/digital trade related assessments. (5 points)

Business Development Support Expert (10%) <ul style="list-style-type: none"> - Bachelor's degree in business administration, commerce, economics, entrepreneurship or any other related field. (1 points) - At least 3 years' practical experience in training in Business development skills, development of business plans; business mentorship and access to finance (6 points) - Fluency in English and Arabic (3 points) d) Language requirements <ul style="list-style-type: none"> • The firm is required use English as language of instructions and reporting. 		
Institutional arrangements <p>The selected Firm will work in close collaboration to the Ministry of Trade and Industry and UNDP's STARR Unit. It shall visit the relevant stakeholders while undertaking the assignment. The Firm will work under overall guidance of the Chief Program Advisor/Team leader and the Under Secretary of the Ministry of Trade and Industry, who will review and approve delivery of outputs. Day-to-day coordination and technical support will be provided by the Project Officer of AfCFTA Project and the Trade Advisor in UNDP. The Firm when operating in the states will utilize the Integrated Business, Employment, and Innovation Hubs (iHUBs) and the facilities therein, where such are available. The selected entity will be responsible for providing their working equipment.</p>		
1. Scope of bid price and schedule of payments		
Sn	Deliverable	Payment
1.	1 rapid diagnostic assessment conducted on status, opportunities and challenges related to adoption of E-Commerce opportunities on SMEs and E-Commerce adoption in South Sudan	20%
2.	1 Digital marketplace/e-commerce platform developed and operationalized	20%
3.	<ul style="list-style-type: none"> • At least 2,000 SMEs from Central Equatoria, Eastern Equatoria, Upper Nile and Western Bahr El Ghazal trained and onboarded into the digital marketplace platform and e-commerce. • 1 training manual developed and operationalized on Digital and e-Commerce in relation to AfCFTA Protocol targeting government Policy makers 	50%
4.	4 business-to-business (B2B) linkages facilitated for at least 2000 MSEs in targeted states in Central Equatoria, Eastern Equatoria, Upper Nile and Western Bahr El Ghazal.	10%
	Total	100%
Consultancy Evaluation Criteria		
Technical evaluation <p>The technical evaluation will be based on a scoring system marked out of a maximum score of 100 marks will be awarded according to the following matrix. The detailed evaluation criteria for each stage are provided below. The bidder is required to provide qualified and competent experts in each of the following areas of expertise.</p>		
	Evaluation Criteria	Maximum Score
A	Proposed Firms Experience (35 Marks)	
	Technical expertise and profile in digital trade and E-commerce,	10
	Demonstrate experience in undertaking E-commerce and Digital trade related assessments;	5
	Demonstrate experience and understanding of the e-commerce/digital economy ecosystem and digital transformation space in developing context.	10
	Demonstrated experience in designing and delivering training in Digital trade and E-Commerce	5
	Demonstrated experience in supporting MSMEs, especially, Women and Youth owned enterprises in business services in digital trade and e-Commerce.	5

B	Technical Proposal (45 Marks)	
	The firm has detailed their understanding of the Terms of Reference (TORs) using their own words for each major scope of work mentioned in the TORs, methodology to facilitate assignment delivery, with clear indication of innovative intervention to boost the development of Digital business and E-commerce in line with the TOR	
C	Proposed Key Personnel Experience and Qualifications (15 marks)	
1	Team Leader	8
	At least a master's degree in economics, digital business, e-commerce, or related legal qualification. Bachelor's degree with 5 years' experience in digital trade and e-commerce related areas can be considered in lieu of Master's degree. Professional certifications /qualification in Digital Trade and E-Commerce will be an added advantage	
	Demonstrated experience and understanding of e-commerce/digital economy ecosystem and digital transformation space in developing context.	
	Have at least 7 years work experience preferably in the areas of trade, and business management	
	Demonstrated experience in Supporting MSMEs, especially, Women and Youth owned enterprises in business services in Digital trade and E-Commerce	
2	E-commerce and Digital Trade Expert	5
	Bachelor's degree in economics, digital business, e-commerce, IT, or related legal qualification. Professional certifications /qualification in digital trade and e-Commerce will be an added advantage	
	At least 5 years of experience in providing business development services, e-commerce related platforms; entrepreneurship training related to digital trade and e-commerce	
	Demonstrated experience in designing and delivering training in digital trade and e-Commerce	
	Experience in undertaking E-commerce/Digital trade related assessments.	
	Business Development Support Expert	2
	Bachelor's degree in business administration, Commerce, Economics, Entrepreneurship or any other related field.	
	Demonstrate at least 3 years' practical experience in training in Business development skills, development of business plans; business mentorship and access to finance	
	Total	100

NOTE: Only proposals that score a minimum of 70 marks in this technical evaluation will be deemed to be "substantially responsive and will be considered for the financial evaluation.

Financial evaluation (total 30 points)

All technically qualified proposals will be scored up to 30 based on the formula provided below. The maximum points (30) will be assigned to the lowest financial proposal. All other proposals receive points according to the following formula:

$$P = y (x/z)$$

Where:

- p = points for the financial proposal being evaluated
- y = maximum number of points for the financial proposal
- x = price of the lowest priced proposal
- z = price of the proposal being evaluated.

UNDP is committed to achieving workforce diversity in terms of gender, nationality, and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.