

RFP: #PTC-049-2021 - A

Consultancy Assignment to build the capabilities of private sector entities and small-scale women producers to design, implement and manage advocacy and lobbying campaigns and the implementation of an advocacy and lobbying campaign with a focus on fiscal policies

FAIR 4 ALL Trade & Value Chains

1. OVERVIEW

1.1. PALESTINE TRADE CENTER (PALTRADE)

Palestine Trade Center (PalTrade) was established in 1998 as a non-profit, membership-based organization to “lead the development of Palestinian trade as a driving force for sustainable national economic growth”. Over the past seventeen years PalTrade has served as the mandated National Trade Promotion Organization. More recently, PalTrade has shifted its’ focus to export trade promotion in the areas of development, information, and export policy and advocacy. PalTrade has widened export trade support and expanded its’ national partner network by working closely with the Ministry of National Economy (MONE), international donor agencies, and the international trade support network to deliver a positive impact on Palestinian trade performance.

1.2. PROJECT CONTEXT

Through Oxfam’s strategic partnerships with PFU, AMAN, PalTrade, RWDS and key value-chain actors, the FAIR for ALL consortium in OPT will establish a dynamic network of allies and coalitions to influence local and national bodies to achieve systemic changes in policies, regulations, and laws that favor vulnerable men, women, and youth producers. The enabling environment will be strengthened through a free-market approach to optimize the space for and capacity of targeted groups to compete, especially with larger private-sector players.

The programme that is **funded by Dutch Government, will be implemented by Oxfam partners in OPT and SOMO, and** will adapt a multi-dimensional approach to enable change at micro, meso, and macro levels (local, regional, and national). Transparency and accountability mechanisms will be strengthened to ensure civil society actors are able to claim more responsive and equitable systems regulations. Grassroots, women and youth organizations, small-scale producers, and other national bodies will be supported to establish coalitions to demand national and local governments adopt inclusive and responsive policies. This will enhance the overall business environment, especially for youth entrepreneurs in the agricultural sector. Partners and key stakeholders will provide oversight of public- and private-sector duty bearers and monitor their adherence to governance principles and commitments.

2. OBJECTIVE AND EXPECTED RESULTS:

This consultation aims to:

1. Conduct a training course to build the capabilities of small-scale, women producers and youth in the agricultural sector to design, implement, and manage advocacy and lobbying campaigns.

The training course should contain and/or cover at least the following among other modules:

- i. **Understanding advocacy and lobbying**
 - a. Defining advocacy and lobbying

- b. Benefits of advocacy and lobbying
- c. Building foundations for advocacy and lobbying
- d. Tools and approaches
- ii. **Design and plan a campaign strategies and action plans**
- iii. **Strategies, skills, and methods in advocacy campaigns**
- iv. **Evaluation of advocacy campaigns and measuring response and impact**
- v. **Identifying – in participation with relevant stakeholders – priority advocacy issues for private sector entities and small-scale, women producers related to the formation and/or alteration of relevant fiscal policies**
- vi. **Implementation of a full advocacy campaign to lobby for three advocacy issues identified in objective number two.**

2.1 DELIVERABLES:

- **Training Course:**

1. Developing an action plan for conducting the training sessions of the chosen topic for the target group. This includes working with the project team to agree upon the main topics to be covered, and the training methodologies.
2. Developing the necessary theoretical and practical training materials, contents, and related resources for the training, and submitting the materials to PalTrade.
3. Developing pre/post evaluation and conducting the required analysis in addition to preparing reports accordingly.
4. Delivering the training course effectively and efficiently within the required timeline and based on what is agreed with PalTrade.
5. Conducting a technical assessment for the trainees and providing related recommendations on their technical development plans to identify their needs and shortcomings.
6. Prepare and submit a detailed and final report of the implemented tasks and associated deliverables.

- **Design, implementation and management of an advocacy and lobbying campaign:**

1. Identify three advocacy issues to work on
2. Determine the key audiences and relevant stakeholders for each issue and establish relationships with them
3. Assess the audiences' knowledge of the issues and how they receive information
4. Establish measurable objectives for each audience
5. Define key messaging points for each advocacy issue for each respective audience, and how to draft key policy messaging
6. Determine the communication activities/ tools to deliver those messages (fact sheets, email campaigns, news articles, multimedia advertising, public events, individual meetings, etc.)
7. Decide the necessary resources to complete each activity
8. Establish a timeline and responsible parties for each issue and activity
9. Implement all the advocacy and lobby activities as per output of activities no. 6 and 7 above
Evaluate whether you have reached your objectives for each issue.

3. TIME FRAME AND LOCATION

Assignment duration is 8 weeks from the date the contract is signed. The assignment is expected to commence on **Dec, 2021 and completed on Feb, 2022** , will take place in Westbank might have zoom link with Gaza strip

4. GENERAL TERMS AND CONDITIONS

- The technical and financial proposals shall be submitted as a hard copy signed and stamped in two separate envelopes in addition to a scanned signed and stamped copy on CD or USB, in PalTrade Offices located in Al-Bireh City- Al-Balou Street – Mall of Palestine Bld.2 – 5th Floor, and as below:
- Assignment is open to all consultancy companies and Individuals working in the target market (i.e., Palestine).
- A separate sealed envelope containing a signed and stamped hard copy and CD or USB of the technical proposal named: **RFP#PTC-049-2021-A Technical Proposal**;
- A separate sealed envelope containing a signed and stamped hard copy and CD or USB of the financial proposal signed and stamped named **RFP#PTC-049-2021-A Financial Proposal**.
- All inquiries shall be addressed, in writing by e-mail to procurement@Paltrade.org , the deadline for receiving any inquiries about the scope and this RFP contents is **Sunday 19th of , Dec until 12:00PM**. No inquiries shall be accepted after this date.
- **The deadline for submitting the proposals** shall be no later than **Wednesday 22nd of Dec 12:00PM**, any proposals received after this date and time will be rejected.
- The submitted proposals shall be valid for the period of (120) days from the date of submission.
- Submitted proposals should be written in English.
- By submitting a proposal, the applicant acknowledges that PalTrade is not liable for any costs incurred for the preparation and/or submission of the proposal.
- PalTrade may cancel, postpone, divide or extend this RFP or any part of it without any reasons, and the service provider does not have the right to ask for any compensation or price differences.
- PalTrade will not be bound to the least price submitted, and without stating any reason for this noting that the evaluation will be technical, and if succeeded, financed.
- PalTrade has the right to withhold the names of the participants in this RFP and their corresponding proposals.
- PalTrade will prepare a service contract with the winner of this RFP.
- PalTrade shall pay the contracted service provider the approved contracted amount after submission of final report and job completion, against PalTrade approval of the given works and against a tax invoice and valid source of origin.

5. TECHNICAL PROPOSAL

5.1 RFP Documents **signed and stamped**.

5.2 Companies should be able to provide a company profile, valid company registration certificate, vat official invoices and valid deduction at source certificate. Individuals' consultants are requested to include their full details, CVs, cover letter and copy of their ID.

5.3 Proposed Team Qualification:

- At least 1-2 leading key team members' CVs are requested to complete the requested work with following minimum skills:
 - o Education: Advanced university degree in relevant field
 - o Experience: At least 5 years of experience in relevant target field. Experience with an Oxfam funded project is a plus
 - o Language: Fluency in oral and written English. Ability to communicate in official languages of beneficiary (Arabic)

5.4 Proposed Detailed Methodology:

- Detailed work plan and a clear description of the proposed technical approach to complete the work specified in this RFP.
- Clear description of the report (outline proposal) with time frame

5.5 Previous Relevant Experience Proof:

- The participants must submit a list of similar experiences in the same field and provide 2-4 samples and contacts of at least 3 references or 3 certificates of accomplishment.

6. FINANCIAL PREPOSAL & REQUIRMENTS:

1. Price proposal filled, signed, and stamped per (Annex1) in separated sealed envelope
2. Detailed financial budget with breakdown of cost
3. Prices shall be in **Euro and include VAT.**
4. **Provide valid deduction at source certificate/ will deduct a percentage from the final payment (10%) according to Palestinian Taxation department & laws.**
5. **Price should be valid for 120 days**

7. RFP Evaluation:

7.1. Technical Evaluation Weighting out of (70%):

No	Evaluation Criteria	Max (points)
	Technical Weight	70%
1	Methodology (work plan , report outline, time frame)	25%
2	Relevant/ previous experience proven	20%
3	CV's	20%
4	PalTrade members	5%

Upon the completion of the technical evaluation, only proposals that were not eliminated during the technical evaluation and have achieved the minimum passing scores of (55%) out of (70%) will be evaluated financially.

Applicants whose technical proposals did not pass the technical evaluation, shall receive their financial sealed envelopes back from PalTrade Offices.

7.2 Financial Evaluation Weighting out of (30%)

Only accepted technical proposals will be evaluated financially and in accordance with the least price offer.

7.3. Overall Evaluation:

The winner of this RFP will be the proposal with *the highest cumulative overall score* of both technical & financial evaluations.

8. Annex 1: Bills of Quantities (COST proposal)

#	Item	Quantity	Amount in EURO including VAT	Duration	Notes
	Consultancy assignment to build the capabilities of private sector entities and small-scale, women producers to design, implement and manage advocacy and lobbying campaigns and the implementation of an advocacy and lobbying campaign with a focus on fiscal policies	1		8 Weeks	
TOTAL IN EURO INCLUDE VAT					

NOTE: PLEASE FILL THE PRICE IN ANNEX 1, SUBMIT IT IN SEPERATED SEALED ENVELOPE

Service Provider Signature & Stamp-----

END OF RFP