

# **Request For Quotation (RFQ) for services**

**Provision of marketing plans as additional  
support to Roma self-employed  
beneficiaries**

**RFQ No: UNOPS-SC-2015-S-005**

**Request For Quotation (RFQ)  
for Provision of marketing plans as additional support to Roma self-  
employed beneficiaries  
RFQ NO. UNOPS-SC-2015-S-005**

Date: 18 September 2015

UNOPS is accepting quotations from suppliers for Provision of marketing plans as additional support to Roma self-employed beneficiaries. All interested parties must complete and return the attached sheets as instructed to the following email address: [srpc.bids@unops.org](mailto:srpc.bids@unops.org); or to: UNOPS RSOC, Sumatovacka 59, 11000 Beograd.

## 1 Requirements and Price List (Annex A)

Quotations must be submitted by using the Requirements and Price List contained in Annex A.

## 2 Eligibility

Bidders must not be associated, or have been associated in the past, directly or indirectly, with a firm or any of its affiliates which have been engaged by UNOPS to provide consulting services for the preparation of the design, specifications, and other documents to be used for the procurement of the goods under this request for quotation.

All suppliers are expected to embrace the principles of the United Nations Supplier Code of Conduct, given that it originates from the core values of the Charter of the United Nations. UNOPS also expects all its suppliers to adhere to the principles of the United Nations Global Compact.

Bidders must not be under a declaration of ineligibility for corrupt and fraudulent practices published by UNOPS on its website. Bidders must meet the eligibility criteria as published on the UNOPS website.

## 3 Currency

All prices shall be quoted in RSD – Republic of Serbia Dinar.

UNOPS reserves the right not to reject any bids submitted in a currency other than the mandatory bidding currency stated above. UNOPS may accept bids submitted in another currency than stated above if the Bidder confirms during clarification of bids (1.18) in writing that it will accept a contract issued in the mandatory bid currency and that for conversion the official United Nations operational rate of exchange of the day of RFQ deadline as stated in the RFQ letter shall apply.

Regardless of the currency of bids received, the contract will always be issued and subsequent payments will be made in the mandatory bidding currency above.

## 4 Evaluation

UNOPS evaluates quotations based on the lowest priced technically compliant quotation received.

## 5 Delivery (for goods) – N/A

All items shall be delivered by \_\_\_\_\_, (date(s)) and shipped Incoterms (DAP place / FCA .. / ..)  
[select appropriate Incoterms].

## 6 Mobilization and duration (for services) – n/a

Service provision shall commence in October 2015. The successful supplier is expected to complete the services until end of December 2015.

## 7 Quotations due

Bidders are responsible for the timely return of their quotation. All quotations must be received at the email address stated below no later than:

Date: 28 September 2015  
Time: 12:00h noon CET  
E-mail: [srpc.bids@unops.org](mailto:srpc.bids@unops.org)  
Or to: UNOPS RSOC, Sumatovacka 59, 11000 Beograd  
Contact person: Procurement Unit

Quotations submitted shall be binding and valid for a period of sixty (60) days from the due date stated herein. Any prices accepted during this period will be considered firm/fixed for the resulting purchase order.

UNOPS will award this requirement in total and will not accept any partial quotations. The supplier agrees to acknowledge the purchase order in the form provided upon award, under the terms and conditions stated therein, and for the agreed amount.

## 8 UNOPS General Conditions of Contract

Any order resulting from this RFQ exercise will be subject to the UNOPS General Conditions of Contract available for goods, small services and services at the following addresses:  
<http://www.unops.org/SiteCollectionDocuments/Procurement/UNOPS%20General%20Conditions%20for%20Goods.pdf>  
<http://www.unops.org/SiteCollectionDocuments/Procurement/GCCs%20For%20Professional%20Services.pdf>  
<http://www.unops.org/SiteCollectionDocuments/Procurement/Conditions-of-services-below50K.pdf>

## 9 Clarifications

Suppliers with questions or requests for clarification are encouraged to send questions by email to the email address above promptly in order to allow time for the provision of a written response. Explanations or interpretations provided by personnel other than the above named contact person, will not be considered binding or official.

## 10 Quotation form (Annex B)

The attached Quotation Form must be completed and signed. Suppliers shall return the completed and signed Quotation Form with their quotation.

Approved by:

Date:

19/02/2015



Graeme Tyndall, UNOPS Serbia Operations Centre Manager



## **ANNEX A Requirements**

**The following documents form part of this RFQ and must be completed and returned with your offer:**

- 1. Quotation form**
- 2. Terms of Reference**
- 3. Financial offer**
- 4. Previous Experience Form**
- 5. Document from Business Registers Agency, not older than 6 months from the deadline for submission of quotations. The company should be in continuous business for more than 3 years.**
- 6. Reference letters to be provided from minimum 3 clients/companies stated in Previous Experience Form**
- 7. CV of proposed team members to be provided**

## TERMS OF REFERENCE

**For producing marketing plans as additional support to Roma self-employed beneficiaries within the Project “Strengthening Social Cohesion in the Labour Market through Support to Disadvantaged and Vulnerable Groups”**

### 1. The Background

Strengthening Social Cohesion in the Labour Market through Support to Disadvantaged and Vulnerable Groups (*EU Support to Roma Employment*) is re-conceptualised Sustainable Waste Management Initiative for a Healthier Tomorrow (SWIFT) 2<sup>1</sup> project whose overall objective is to provide innovative employment solutions for populations excluded from the formal labour market in Belgrade and their full enjoyment of citizenship rights. The Project, which is funded by the European Union, started on 2 June 2014 and will end on 21 January 2016. The United Nations Office for Project Services (UNOPS) is responsible for the overall implementation of the Project, in partnership with the International Labour Organisation (ILO), the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), the International Organization for Migration (IOM), the Office of the High Commissioner for Human Rights (OHCHR), and the Office of the UN Resident Coordinator.

The Project is directly addressing six problems:

1. Unemployment of Roma men and women, including the changes needed in the existing policy, and low capacity of Roma to directly participate in defining the measures for enhancing their employment
2. Limited professional or educational qualification of Roma population
3. Inadequate support to informal waste collectors
4. Discrimination against Roma
5. Discrimination against women within Roma communities
6. Insufficient capacities of the Roma non-governmental organisations (NGOs) to actively contribute to social inclusion and mobilisation of their community.

Direct beneficiaries of the Project are:

- The most marginalised and vulnerable populations in Belgrade, Roma men and women who are the beneficiaries of the EU funded *Livelihood Enhancement for the Most Vulnerable Roma Families in Belgrade* Project, and currently reside in Makis 1, Makis 2, Kijevo, Resnik, Jabucki Rit mobile settlements
- People identified for income generation support and those from the NES and the City Centre for Social Entrepreneurship Belgrade (CSF) records who qualify for vocational training, job placement and active labour market measures
- Those working in the informal waste management sector
- Roma NGOs operating in the City of Belgrade.

Indirect beneficiaries include: the City of Belgrade (its secretariats, public utility companies, the Centre for Social Welfare, the CSE), the NES, the Ministry of Labour, Employment, Veterans and Social Policy (MLEVSA) and Roma non-governmental organisations.

### 2. Introduction to the Intervention

According to 2011 Census data there are around 147,000 Roma living in Serbia, although this number is unofficially estimated at half a million.<sup>2</sup> Creating systematic solutions to facilitate the overall social, economic, cultural and political inclusion of Roma, and improve their access to education, employment and health services is the main goal of the Roma Decade Initiative. The official statistical data show that education of Roma men and women is significantly lower than the average, thus affecting their employment opportunities.<sup>3</sup> Only one in eight Roma have completed the secondary education.

<sup>1</sup> Sustainable Waste Management Initiative for a Healthier Tomorrow 2 (SWIFT 2) project, contract number 2012/276-950

<sup>2</sup> Please see website for details: <http://pod2.stat.gov.rs/ObjavljenePublikacije/Popis2011/Nacionalna%20pripadnost-Ethnicity.pdf>

<sup>3</sup> Please see website for details: <http://media.popis2011.stat.rs/2011/07/Romi-u-popisu.pdf>

These low educational attainments are reflected in the low employment rates; only one in five Roma of working age are employed.<sup>4</sup> At the end of 2014, according to the National Employment Service (NES), out of 1,477 Roma registered as unemployed on the territory of Belgrade, almost 80% didn't have elementary education.

Roma women face multiple forms of discrimination. This can be best reflected through high illiteracy rates, low level of employment opportunities, limited access to health care services. The Second National Report on Social Inclusion and Poverty Reduction in the Republic of Serbia (October 2014) shows that 46% women on the NES records were Roma, representing a share of 2.9% in the total number of unemployed persons registered by the NES.

Efforts have been made to address the Roma labour market integration issues, and some results are visible. Strengthening Social Cohesion in the Labour Market through Support to Disadvantaged and Vulnerable Groups Project (EU Support to Roma Employment) is focussed on employment and income generation of the unemployed Roma men and women in Belgrade.

In cooperation with the CSE, the EU Support to Roma Employment Project conducted the Self-employment Grant Scheme under which 100 Roma beneficiaries underwent training on the main principles how to run the private business. Out of them, 63 submitted business plans and Evaluation Committee selected 54 best business plans for self-employment grants. Out of selected candidates, 42 beneficiaries (16 women) registered own companies as entrepreneurs while 12 beneficiaries (six women) have business partnership. In order to ensure sustainability of their business, especially in the first months of business activities, the Project will provide marketing services for the self-employed beneficiaries.

### **3. Objectives of the Intervention**

The overall objective of the intervention is contribution to the strengthening of Roma entrepreneurship in Belgrade as well as to the sustainability of Roma beneficiaries' business.

### **4. The Approach to this Intervention**

The EU Support to Roma Employment will through an open and transparent process evaluate, select and contract an eligible legal entity (see below for details on eligibility) which has responded to the Request for Quotation (RFQ), whose integral part is this Terms of Reference (ToR), by submitting a valid project proposal, according to this ToR requirements and other provisions set in the RFQ.

The contracted legal entity will then carry out activities in accordance to the accepted descriptions of activities and the timeframe, in accordance to the submitted and approved project proposal.

### **5. The Scope of the Intervention**

The contracted legal entity will conduct field visits to the beneficiaries' companies and, on the basis of locations and type of business activities, provide written marketing plan to the Project self-employed beneficiaries (42 entrepreneurs and six companies in partnership). The marketing plan should indicate the marketing activities that will be implemented over the next six months, costs of the planned marketing activities, expected outcomes and measures which will be used to determine success. The marketing plan should include the following, while in the same time not necessarily being limited to:

1. Summary,
2. Situation analysis (of competitor, customer and SWOT),
3. Objectives of planned marketing activities,
4. Market strategy (for sales and how to win customer),
5. Promotional activities and advertising,
6. Activity Plan (what, who, when, how, how much),
7. Budget for marketing.

The marketing plan should be simple and usable for practical purposes.

<sup>4</sup> Please see website for details:

[http://siteresources.worldbank.org/EXTROMA/Resources/Economic\\_Costs\\_Roma\\_Exclusion\\_Note\\_Final.pdf](http://siteresources.worldbank.org/EXTROMA/Resources/Economic_Costs_Roma_Exclusion_Note_Final.pdf)

Eleven firms of self-employed beneficiaries are located outside of the City of Belgrade centre in the following municipalities: Mladenovac (three), Barajevo (one), Obrenovac (three), Surcin (three) and Lazarevac (one). The remaining beneficiaries' firms are located in Rakovica, Palilula, Novi Beograd, Vracar, Zvezdara, Cukarica, Savski venac, Vozdovac and Zemun.

#### **6. The Eligibility**

Eligible to apply to this RFQ are legal entities with relevant and specific experiences in dealing with the topics of this intervention that are registered for a minimum of 3 years, with substantial and provable business/operational experience, and human & technical capacities relevant to this ToR.

#### **7. Outputs**

The contracted implementer is expected to provide marketing plans with required elements (listed in the Section 5,) in compliance with the rule of the profession, to the Project self-employed beneficiaries in the period from October to December, which will be additional support to the increase of the sustainability of their business.

Prepare and submit monthly narrative reports no later than the third working day of the following month and the final narrative report which shall be submitted on 15 December 2015.

#### **9. Timeframe**

The contract with the implementer is expected to be signed in October 2015 and it will last until the end of December 2015.

#### **10. Monitoring and Reporting**

The contracted implementer will remain in close contact with appropriate EU Support to Roma Employment staff during the entire process and will discuss and agree all relevant points/steps both during the planning and implementation stages.

The electronic copies of all reports or any other materials related to the intervention will be made available to EU Support to Roma Employment/UNOPS in English.

The contracted implementer will be submitting to EU Support to Roma Employment appropriate staff monthly narrative reports no later than the third working day of the following month and the final narrative report on 15 December 2015.

#### **11. Final Considerations**

Working language when contacting EU Support to Roma Employment is both English and Serbian. However, all official correspondence should be in English only. Working language of the contracted implementer while in the field will be Serbian.

**FINANCIAL OFFER**

QUOTATION		
<b>BIDDER'S PRICES (Price &amp; Currency to be entered by Bidder)</b>		
<b>For evaluation and comparison purposes, UNOPS shall convert all bid prices expressed in amounts in various currencies into an amount in USD, using the United Nations exchange rate.</b>		
ITEM	DESCRIPTION	CURRENCY:
		TOTAL OFFERED PRICE (VAT excluded)
1.	Provision of marketing plans with required elements (listed in the ToR Section 5,) in compliance with the rule of the profession, to Project self-employed beneficiaries in the period from October 2015 to December 2015, which will be additional support to the increase of the sustainability of their business.	

## Annex B

### RFQ – Quotation Form

The Quotation Form must be completed, signed and returned to UNOPS. The quotations must be made in accordance with the instructions contained in this request.

UNOPS General Conditions of Contract will apply to any resulting purchase order/contract. A link to the UNOPS General Conditions of Contract is included in the RFQ document.

The undersigned, having read the terms and conditions of Quotation No. RFQ-UNOPS-SC-2015-S-005 set out in the attached document, hereby offers to supply the services specified in the RFQ at the price or prices quoted, in accordance with any specifications stated, and subject to the terms and conditions set out or specified in the bid document.

I, the undersigned, declare that:

- a) Our firm and our personnel have no conflict of interest in any activity that would put it, if selected for this assignment, in a conflict of interest with UNOPS.
- b) Our firm confirms that the offeror and sub-contractors have not been associated, or had been involved in any way, directly or indirectly, with the preparation of the design, terms of references and/or other documents used as a part of this solicitation.
- c) Our firm, its affiliates or subsidiaries—including any subcontractors or suppliers for any part of the contract—has not been declared ineligible by UNOPS, in accordance with clause 2, Eligibility.
- d) We have not offered and will not offer fees, gifts and/or favours of kind in exchange for this RFQ and will not engage in any such activity during the performance of any contract awarded.

I, \_\_\_\_\_ (name of signing official), certify that I am \_\_\_\_\_ (position) of \_\_\_\_\_ (legal name of company); that by signing this RFQ bid for and on behalf of \_\_\_\_\_ (legal name of company) I am certifying that all information contained herein is accurate and truthful and that the signing of this bid is within the scope of my powers.

\_\_\_\_\_  
 (Signature) (Name) (Title)  
 \_\_\_\_\_ (Date)

Provide the name and contact information for the primary contact from your company for this quotation:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing address (street name/number/city/town/province/state): \_\_\_\_\_

Tel.no: \_\_\_\_\_ Fax no: \_\_\_\_\_

Email address: \_\_\_\_\_

Offer valid until: \_\_\_\_\_ Must be at least 60 days

Currency of offer: \_\_\_\_\_ (state currency)

Payment terms 30 days accepted: YES / NO

Are you a UNOPS registered vendor?  Yes  No If yes, provide vendor number: \_\_\_\_\_

Quotation to be addressed to:

Reference RFQ UNOPS-SC-2015-S-005

UNOPS

Procurement Unit,

Sumatovacka 59, 11 000 Belgrade, Republic of Serbia

E-mail: [srpc.bids@unops.org](mailto:srpc.bids@unops.org)

**BIDDERS ARE RESPONSIBLE FOR THE TIMELY DELIVER OF THE QUOTATION.**

Quotes are due on 28 September 2015, 12:00h noon, CET

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**Previous experience form**

<b>Previous Experience</b>				
<b>Description of services</b>	<b>Country</b>	<b>Total amount of contract</b>	<b>Contract Identification and Title and Contact details of Client: (Name, Address, telephone, email, fax)</b>	<b>Year project was undertaken</b>



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