

## Request for Proposal (RFP)

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|--------------------------------------|--|
| Subject RFP #:                       | RFP-CATALYZE-217772-Ethiopia-2022-0638   |
| RFP Issue Date:                      | June 23, 2022  |
| Terms of Reference / Specifications: | Market Assessment – Oilseed Agriculture Value Chain  |
| Project                              | USAID CATALYZE Ethiopia: MS4G  |
| The Company                          | Palladium International, LLC   |
| Country of Performance               | Ethiopia   |
| Closing Date and Time                | July 8, 2022, at 5:00 PM, Nairobi time (UTC +3)  |
| Questions Deadline                   | <input checked="" type="checkbox"/> Accepted at <a href="mailto:ethiopiams4g.procurement@thepalladiumgroup.com">ethiopiams4g.procurement@thepalladiumgroup.com</a> by June 29, 2022, at 5:00PM, Nairobi time (UTC +3).<br><input type="checkbox"/> N/A   |
| Bidders' Conference                  | <input checked="" type="checkbox"/> Virtually on June 30, 2022, from 2:00 PM to 3:00 PM, Nairobi time (UTC +3).<br><input type="checkbox"/> N/A  |
| Details for Submission               | Submissions will be accepted:<br><input checked="" type="checkbox"/> Electronically: email to <a href="mailto:ethiopiams4g.procurement@thepalladiumgroup.com">ethiopiams4g.procurement@thepalladiumgroup.com</a><br><input checked="" type="checkbox"/> In hard copy (sealed bids) at Noah Building, Bole Road, 2 <sup>nd</sup> Floor (Next to Boston Spa) |
| Offer Validity Period                | 90 days  |

Palladium International, LLC is the implementing contractor of the Market Systems for Growth (MS4G), an activity funded by USAID. Throughout this Tender, reference is made to MS4G, which is the activity located in Addis Ababa, Ethiopia. Any reference made to MS4G is for the benefit of identifying the Addis Ababa-based team implementing the activity (or project).

You are encouraged to submit your proposals anytime within the open period. A response will be communicated to each respondent will be contacted if they have been shortlisted for subcontracting.

Please submit your proposal in accordance with the details for submission above by the closing date and time. This RFP in no way obligates Palladium to award a contract nor does it commit Palladium to pay any cost incurred in the preparation and submission of a proposal. Palladium bears no responsibility for data errors resulting from transmission or conversion processes.

Yours sincerely,

Ethiopia MS4G - Procurement Team

## Terms and conditions

### 1. Proposal Conditions

By submitting a proposal, potential suppliers are bound by these terms and conditions. Potential suppliers must submit offers with all details provided in English and with prices quoted in a single currency.

### 2. Proposal Lodgement

The Company may grant extensions to the Closing Time at its discretion. The Company will not consider any quotes received after the Closing Time specified in the RFP unless the Company determines to do so otherwise at its sole discretion.

### 3. Evaluation

The Company may review all proposal to confirm compliance with this RFP and to determine the best proposal in the circumstances.

### 4. Alterations

The Company may decline to consider a proposal in which there are alterations, erasures, illegibility, ambiguity or incomplete details.

### 5. The Company's Rights

The Company may, at its discretion, discontinue the RFP; decline to accept any proposal; terminate, extend or vary its selection process; decline to issue any contract; seek information or negotiate with any potential supplier that has not been invited to submit a proposal; satisfy its requirement separately from the RFP process; terminate negotiations at any time and commence negotiations with any other potential supplier; evaluate proposals as the Company sees appropriate (including with reference to information provided by the prospective supplier or from a third party); and negotiate with any one or more potential suppliers.

### 6. Amendments and Queries

The Company may amend or clarify any aspect of the RFP prior to the RFP Closing Time by issuing an amendment to the RFP in the same manner as the original RFP was distributed. Such amendments or clarifications will, as far as is practicable be issued simultaneously to all parties.

Any queries regarding this RFP should be directed to the Contact Person identified on the cover page of this RFP.

### 7. Clarification

The Company may, at any time prior to execution of a contract, seek clarification or additional information from, and enter into discussions and negotiations with, any or all potential suppliers in relation to their proposals. In doing so, the Company will not allow any potential supplier to substantially tailor or amend their proposal.

### 8. Confidentiality

In their proposal, potential suppliers must identify any aspects of their proposal that they consider should be kept confidential, with reasons. Potential suppliers should note that the Company will only agree to treat information as confidential in cases that it considers appropriate. In the absence of such an agreement, potential suppliers acknowledge that the Company has the right to disclose the information contained in their proposal.

The potential supplier acknowledges that in the course of this RFP, it may become acquainted with or have access to the Company's Confidential Information (including the existence and terms of this RFP and the TOR). It agrees to maintain the confidence of the Confidential Information and to prevent its unauthorised disclosure to any other person. If the potential supplier is required to disclose Confidential Information due to a relevant law or legal proceedings, it will provide reasonable notice of such disclosure to the Company. The parties agree that this obligation applies during the RFP and after the completion of the process.

### 9. Alternatives

Potential suppliers may submit proposals for alternative methods of addressing the Company's requirement described in the RFP where the option to do so was stated in the RFP or agreed in writing with the Company prior to the RFP Closing Time. Potential suppliers are responsible for providing a sufficient level of detail about the alternative solution to enable its evaluation.

### 10. Reference Material

If the RFP references any other materials including, but not limited to, reports, plans, drawings, samples or other reference material, the potential supplier is responsible for obtaining the referenced material and considering it in framing their proposal. And provide it to the Company upon request.

### 11. Price/Cost Basis

Prices or costs quoted must show the tax exclusive price, the tax component and the tax inclusive price.

The contract price, which must include any and all taxes, supplier charges and costs, will be the maximum price payable by the Company for the Goods and/or Services.

### 12. Financial information

If requested by the Company, potential suppliers must be able to demonstrate their financial stability and ability to remain viable as a provider of the Goods and/or Services over the term of any agreement. If requested by the Company, the potential supplier must promptly provide the Company with such information or documentation as the Company reasonably requires in order to evaluate the potential supplier's financial stability.

### 13. Referees

The Company reserves the right to contact the potential supplier's referees, or any other person, directly and without notifying the potential supplier.

### 14. Conflict of interest

Potential suppliers must notify the Company immediately if any actual, potential or perceived conflict of interest arises (a perceived conflict of interest is one in which a reasonable person would think that the person's judgement and/or actions are likely to be compromised, whether due to a financial or personal interest (including those of family members) in the procurement or the Company).

### 15. Inconsistencies

If there is inconsistency between any of the parts of the RFP, the following order of precedence shall apply:

- (a) these Terms and Conditions.
- (b) the first page of this RFP; and
- (c) the Schedule

so that the provision in the higher ranked document will prevail to the extent of the inconsistency.

### 16. Collusion and Unlawful Inducements

Potential suppliers and their officers, employees, agents and advisors must not engage in any collusive, anti-competitive conduct or any other similar conduct with any other potential supplier or person or quote any unlawful inducements in relation to their proposal or the RFP process.

Potential suppliers must disclose where proposals have been compiled with the assistance of current or former the Company employees (within the previous 9 months and who was substantially involved in the design, preparation, appraisal, review, and or daily management of this activity) and should note that this may exclude their proposal from consideration.

Potential suppliers warrant that they have not provided or offered any payment, gift, item, hospitality or any other benefit to the Company, its employees, consultants, agents, subcontractors (or any other person involved in the decision-making process relating to this RFP) which could give rise to a perception of bribery or corruption in relation to the RFP or any other dealings between the parties.

### 17. Jurisdiction

This RFP shall be subject to the laws of the District of Columbia, United States of America. The language of the arbitration will be English.

The Potential Supplier and the Company will use their best efforts to settle amicably any dispute, controversy, or claim arising out of, or relating to this RFP or the breach, termination, or invalidity thereof.

If no agreeable settlement can be found, any dispute, controversy, or claim arising out of or relating to this RFP or the breach, termination, or invalidity thereof, shall be settled by mediation through the American Arbitration Association by filing a request for mediation with the AAA and the other party. The Parties will be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such dispute.

## Company Information

Palladium is a global leader in the design, development and delivery of Positive Impact — the intentional creation of enduring social and economic value. We work with corporations, governments, foundations, investors, communities and civil society to formulate strategies and implement solutions that generate lasting social, environmental and financial benefits.

## Project Background

The CATALYZE Blended Finance Mechanism is a \$250 Million, 8-year contract (5-year base period, with a single 3-year option period) which uses a facilitated partnership model to craft solutions to crowd in \$2 Billion in blended finance (i.e. blended concessional and commercial finance) to USAID partner countries and initiatives. CATALYZE allows USAID Bureaus and Missions to efficiently deploy investment facilitation solutions that respond to the needs of specific sectors, issues, and geographies. Initial programs focus on education finance to implement sustainable education business models serving low-income communities, and achievement of the W-GDP objectives, but the mechanism can be applied to any development challenge or region.

USAID CATALYZE Ethiopia: MS4G is designed to benefit the Ethiopian people, build community resilience, and strengthen rural-urban linkages in the areas of food security, and Water, Sanitation, and Hygiene (WASH). MS4G invests in developing relationships with private sector players, co-investing in inclusive business models, advisory services, digital solutions, and market-based initiatives that increase the resilience and sustainability of Ethiopian enterprises and employment for women and youth. The project supports activities in Addis Ababa and the secondary cities of Ethiopia. MS4G invests in developing relationships with private sector players, co-investing in inclusive business models, advisory services, digital solutions, and market-based initiatives that increase the resilience and sustainability of Ethiopian enterprises and employment for women and youth.

## Purpose

The purpose of this RFP is to engage technical experts in the agriculture sector in Ethiopia to identify multiple stakeholders (such as farmers, unions, cooperatives, and other stakeholders), to develop a market report on the availability of input materials (sesame, black cumin, and niger seeds) for the processing and manufacturing of edible oil.

To unlock the potential of private capital to strengthen the resilience of Ethiopian Small and Medium Sized Enterprises (SMEs), MS4G engages foreign investors, domestic financial institutions, and financial advisory service providers to mobilize private capital to finance high growth potential SMEs in the food security and WASH sectors to enable them to become resilient, create sustainable jobs, and improve Ethiopian people's livelihoods through the stabilizing impact of income and job security.

MS4G seeks to engage an agriculture value chain expert to meet the needs of a private sector investor in the food security sector by assessing the sesame, black cumin, and niger seeds value chain.

## Bidders are advised to be aware of the definition of Food Security and WASH as listed below.

- **Food Security** - Enterprises supported by certification advisory service providers under this category must be conducting business in the food security value chains (VC). A VC is the process or activities by which a company adds value to an article, including production, marketing, and distribution. Examples of value chain actors eligible for support include, but are not limited to, input dealers, farmers/producers, processors, aggregators, traders, retailers, exporters, agriculture logistics firms, and agriculture technology providers. At least 50% of the approved enterprises must be active in secondary cities across Ethiopia<sup>1</sup>.

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<sup>1</sup> Secondary cities mean *cities with a population of 300,000 or more*.

- **Water, Sanitation, and Hygiene (WASH)** – Certification advisory service providers may provide support for enterprises in the Water, Sanitation, and Hygiene sector to improve services, innovations, and/or access to safe drinking water, sanitation solutions, and hygiene in Ethiopia.

To be eligible under this Tender, bidders must demonstrate a track record of successfully developing similar studies.

A complete Scope of Work (SoW) is attached as Annex A.

### **Type of Contract**

Palladium intends to issue a Fixed Price subcontract to the selected offeror.

### **Anticipated Contract Period of Performance**

The period of performance will be for 60 days.

### **Place of Performance**

The activities to be performed under this contract will take place in Ethiopia.

### **Key Deliverables and Timeline**

| <b>Del.</b> | <b>Deliverable</b>          | <b>Acceptable Criteria</b>  | <b>Timeline</b> | <b>Payment Amount</b> |
|-------------|-----------------------------|---|-----------------|-----------------------|
| 1           | Inception Report            | A professionally developed report (in PDF) highlighting the overall structure, approach, content, and framework for assignment                                      | 5 days          | 10%                   |
| 2           | Preliminary Findings Report | A draft and preliminary report found in primary and secondary research via desk top research or industry interviews or data collection, and potential surveys       | 20 days         | 15%                   |
| 3           | First Draft Report          | Prepare a professional report (in PDF) an initial draft, including key findings with tables and data of desired value chain analysis                                | 30 days         | 20%                   |
| 4           | Second Draft Report         | Prepare a professional report (in PDF) an enhanced document of the first draft with details of new findings and incorporating comments/feedback from reviewers      | 45 days         | 20%                   |
| 5           | Final Report                | Final professional report (in PDF) including all the final information and details outlined in the second draft and any additional feedback received from reviewers | 60 days         | 35%                   |

### **Instructions to Offerors**

A separate technical and financial proposal must be submitted by email no later than the time and date specified on the cover page.

#### **1. Technical Proposal**

For the technical proposal, the offeror must submit:

- (a) Cover letter with the following information:
  1. Applicants' contact info and address
  2. Type of company or organization (if applicable)
  3. Signed by the applicant or an authorized representative of the company
- (b) Background on the applicant and relevant expertise (max 2 pages)
- (c) Past Experience Information/Capability Statement
- (d) Technical Proposal & Management Approach

- (e) Proposed work plan showing how the applicant would execute this project including a timeline (max 2 pages)
- (f) Description of relevant projects previously performed by the applicant, demonstrating expertise in detail (max 4 pages)
- (g) Contact details for three referees (max 1 page)
- (h) Executive summary of project reports for investment facilitation and capital mobilization (max 3 report submissions, max 2 pages each)
- (i) All supporting documentation specified below in the pass/fail evaluation criteria.

The selected offeror will be required to complete the Due Diligence Questionnaire (**Attachment 1**) within 5 days of being notified of selection.

## 2. Financial Proposal

Offers must submit a financial proposal. The financial proposal consists of:

- (a) Budget in Microsoft Excel with all formulas visible (unlocked) **Attachment 3**
- (b) Accompanying Word Document with all cost assumptions and explanations

### Key Assumptions

- Budget in Ethiopian Birr
- All prices are to be inclusive of relevant taxes
- Separate unit cost and number of units
- Break down activity costs into as much detail as possible
- Offerors should budget for: Labor, Travel and Other costs
- Offeror should budget for:
  - Defense Base Act (DBA) insurance in accordance with FAR 52.228-3, as applicable.

### **Submission of Offers**

Electronic proposals must be submitted by email with the RFP number in the subject lines. The RFP number can be found on the cover page.

Electronic proposals must be submitted by sending two separate emails, one for technical proposal and one for financial proposal with the RFP number: RFP-CATALYZE-217772-Ethiopia-2022-0638 in the subject lines.

If submitting in hard copy, the technical proposal and financial proposal must be in **separate sealed envelopes**. Mark envelopes with the RFP number: RFP-CATALYZE-217772-Ethiopia-2022-0638 and offeror's name. Ensure all required documents are attached.

Offers received past the deadline stated on the cover page will be deemed non-responsive and will not be considered for award.

### **Evaluation and Award Process**

Proposals will be evaluated using the best value trade-off methodology. This is a three-stage process.

- (1) The first set of criteria is graded on a pass/fail basis. Offerors must meet the following minimum eligibility qualification criteria and provide supporting documentation:

|     | <b>Requirement</b>   | <b>Supporting Documentation</b>  |
|-----|--|--|
| (a) | Must be a registered legal entity in Ethiopia or have a TIN number, if an individual is providing Consultancy Services.              | Business registration certificate or copy of certificate or articles and memorandum of association, or TIN certificate and or a certificate of Consulting License from the relevant authorities. |
| (b) | Must not have any active exclusions from the working with the US government ( <a href="http://www.sam.gov">www.sam.gov</a> ), the UN | NA   |

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|---|--|
| (Sanctions List), or the US Department of the Treasury<br>Office of Foreign Asset Control |  |
|---|--|

(2) If these minimum criteria are met, the offer's technical proposal will be evaluated as follows:

| Evaluation Criteria  | Documents Evaluated  | Points     |
|--|--|------------|
| Proposed key personnel (team or individual)<br>Experience in mobilizing capital and providing similar studies in Ethiopia  | List of personnel with proposed CV(s) demonstrating suitability and experience<br><br>CV(s) demonstrating suitability and experience in raising debt financing                                   | 20         |
| Past performance with demonstrated experience conducting agriculture value chain assessments   | References and list of past market assessments<br><br>Demonstrated experience and success in developing similar studies in the agriculture value chain and out-grower business model development | 40         |
| Technical Approach with an overall evaluation of identifying key stakeholders and actors in the agriculture value chain. Business model approach demonstrating strong knowledge of the oilseeds sub-sector and ability in leveraging network | Technical proposal<br>Provide a comprehensive list of productive areas/regions for the value chain with a list of potential suppliers for partnership  | 40         |
| <b>TOTAL</b>   |  | <b>100</b> |

(3) The offeror's financial proposal will be evaluated for:

- Proposed total price, relative to other offers received
- Realism and reasonableness of the work to be performed
- Price reflects a clear understanding of the requirements
- Price is consistent with various elements of the technical proposal
- Compliance with USAID cost principles (select one: Non-profit entities – Cost Principles in 2 CFR 200 Subpart E or for-profit entities – Cost Principles in FAR Part 31)

Palladium reserves the right to award under this solicitation without further negotiations. The offerors are encouraged to offer their best terms and prices with the original submission.

**PROCUREMENT INTEGRITY AND ETHICS**

It is Palladium's Policy that no gifts of any kind and of any value be exchanged between vendors/contractors and Palladium personnel. Discovery of the same will be grounds for disqualification of the vendor/contractor from participation in any Palladium's procurements and may result in disciplinary actions against Palladium personnel involved in such discovered transactions.

**Resulting Award**

This RFP in no way obligates Palladium to award a contract. Palladium may opt to select multiple offers in response to this RFP.

Any contract/purchase order resulting from this solicitation must be signed by both parties in order to be considered valid and in force. All costs associated with, but not limited to, production, preparation and/or delivery of goods or services, including deliveries, accepted by Palladium staff, without a fully executed (signed by both parties) contract/purchase order, are at the vendor's risk only. Palladium shall not pay for any costs, without limitation, associated with the production, preparation, or delivery of goods and/or services under this or any other contract/purchase order, which has not been signed by both parties.

If your proposal is successful, you will be required to enter into the Company's standard contract for the types of goods or services being provided. In the provision of the Goods and Services, you will be required to comply with

the Company's policies, including (without limitation) its Business Partner Code of Conduct and any relevant client terms and conditions. Potential suppliers must also comply with the Company's Business Partner Code of Conduct in the submission of any proposals pursuant to this RFP.

If you are bidding as part of a joint venture, partnership or similar, please make this clear in your submission. Likewise, if you propose to subcontract any part of the goods or services provision, then disclose this fact within your submission. The Company may require additional information from you and approval for subcontracting will not be automatic as subcontractors will be subject to Palladium's Due Diligence process.

### **Attachments**

Please review the additional documentation and proposed contracts terms and conditions which should be given consideration when preparing your proposal. By submitting your proposal, you will certify that that you are in agreement with the contract terms and conditions as included in this solicitation and that all prices include all aspects of the required compliance with the terms and conditions of the proposed contract.

#### **Attachment 1- Due diligence Questionnaire**

#### **Attachment 2 - FFP Sub-contract Template**

#### **Attachment 3 - Budget Template**

Palladium Business Partner Code of Conduct and Child Protection Guidelines can be downloaded in full at: <http://www.thepalladiumgroup.com/policies> or request through email from [Catalyze.procurement@thepalladiumgroup.com](mailto:Catalyze.procurement@thepalladiumgroup.com)

## **Annex A: Scope of Work**

### **1. Scope of Work**

#### **1.1. Objective**

The service provider is expected to provide a thorough and professional market assessment report on the sesame, black cumin, and Niger seed value chain. The objective of the study is to provide a reliable and dependable market report outlining the regions where these oilseeds are grown, identifying the major actors in the value chain, and recommending a strategy for the out-grower business model. The report will be used to make an investment decision and serve as a manual on how to engage market actors.

#### **1.2. Specific Tasks**

The consultant is expected to conduct the research study to:

Identify and provide a mapping of the most productive regions that produce referenced oilseeds, and assess the barriers, challenges, and capacity of key stakeholders to develop and implement an out-grower model for the referenced value chain crops and Identify pain points in the availability and reliability of referenced commodities.

Core activities under the research project will include:

1. Market research on the sesame, black cumin, and niger seed value chain to identify the high productivity areas, volume of each oilseed produced by region, the cost, and supply availability. This information should be historical, current, and future projections of volume and value by type referenced oilseeds.
2. Market research on key stakeholders in the sesame, black cumin, and niger seed value chain who are producers, collectors, distributors, and users of these commodities and how they are traded.
3. Market Research to understand potential obstacles to acceptance of developing and implementing an out-grower or contract farming mechanism with producers of the referenced oilseed crops, including limitations from a financial, legal and or commercial market perspective.
4. Analyze and recommend the most efficient way to develop and implement a sustainable sourcing model for referenced oilseeds from producers, unions, cooperatives, and or other market players that have the capacity to consistently supply the referenced oilseeds for the purposes of processing and value addition.

### **2. Deliverables**

- 2.1. Inception Report – A professionally developed report (in PDF) highlighting the overall structure, approach, content, and framework for assignment.
- 2.2. Preliminary Findings Report - A draft and preliminary report found in primary and secondary research via desk top research or industry interviews or data collection, and potential surveys
- 2.3. First Draft Report - Prepare a professional report (in PDF) an initial draft, including key findings with tables and data of desired value chain analysis
- 2.4. Second Report - Prepare a professional report (in PDF) an enhanced document of the first draft with details of new findings and incorporating comments/feedback from reviewers
- 2.5. Final Report - Final professional report (in PDF) including all the final information and details outlined in the second draft and any additional feedback received from reviewers

### **3. Minimum Qualifications of Consultant**

#### **Experience:**

The consultant should meet the following criteria:

- Demonstrate ample experience in conducting agricultural market research involving oilseeds and smallholder farmers (SHF) and understanding of the contract farming with SHFs in Ethiopia
- Have experience in conducting agricultural market research focused on designing and developing an out-grower business model that captures the requirements from a legal and financial perspectives
- Demonstrate good knowledge of the regional agricultural production areas, with emphasis on oilseeds
- Past experience in agricultural market analysis of similar context, scope and expected results
- Fluency in English and Amharic is mandatory

### **4. Timeline**



The assignment will run from approximately from July 2022 (the expected start date) to September 2022. This timeline may be modified slightly if required to complete all study activities.

## **5. Reporting**

The selected offeror will report to the relevant Directors at the CATALYZE Ethiopia – MS4G Office.

### **Additional Requirements**

The selected offeror will be expected to participate in networking, trainings, and lessons learned activities held or supported by MS4G. The selected offeror will also be required to provide information to the MS4G communications team to enable the creation of success and lessons learned stories. MS4G will obtain enterprise approval to release firm names in publicly reported success stories, lessons learned, and other reports. The selected offeror will also be required to participate in impact data collection activities, which will include an initial baseline/midline survey and subsequent annual surveys.