



## **Fostering Agricultural Markets Activity II (FARMA II)**

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*This assistance is from the Swedish and American people*

**RFP No. AID-168-C-16-00001/Sub-014-2020**

# **Request for Proposals**

## **Small Business Promotional Campaign**

**Date of Issue: October 26, 2020**

**Closing Date for Proposal: November 9, 2020**

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**Submission Details****Submission Deadlines and Details**

All submissions for responding to this request must be submitted via e-mail to [grants@farmabih.ba](mailto:grants@farmabih.ba), or by mail or personally to the Sweden/USAID FARMA II office in Sarajevo no later than:

**November 9, 2020, at 16:00 local time**

**Questions and Clarifications**

All questions or clarifications must be submitted in writing via email to the contact person below, no later than

**November 2, 2020, at 16:00 local time**

No questions will be answered by phone. If any questions are submitted, a written response will be published on FARMA II website ([www.farmabih.ba](http://www.farmabih.ba)).

Contact Person: Nikola Gaon  
Email: [grants@farmabih.ba](mailto:grants@farmabih.ba)

**On November 4, 2020, at 11:00**, Sweden/USAID FARMA II will organize an online information session to discuss the Scope of Work and to provide instructions for submitting proposals to interested bidders. The session will take place via ZOOM platform and all organizations interested in submitting proposals are encouraged to participate. Please register via email [grants@farmabih.ba](mailto:grants@farmabih.ba) by **November 2, at 16:00** to get the details for online participation at this info session.

**Validity of the proposal:** Proposals must be valid for 30 days from the closing date of submission.

**Document standards:**

- Technical proposals must be in Microsoft Word or PDF
- Budget must be submitted in Microsoft Excel with formulas showing

**Introduction and Executive Summary**

Government of Sweden and USAID have awarded Cardno Emerging Markets USA a five and one half year contract for implementation of the Fostering Agricultural Markets Activity II (FARMA II) Project in Bosnia & Herzegovina (BiH).

The purpose of the Sweden/USAID FARMA II project is to create agricultural and agribusiness economic opportunities for BiH farmers and entrepreneurs. Sweden/USAID FARMA II will achieve this by assisting agricultural producer organizations to adopt European Union (EU) and international agricultural and food standards and new production techniques, produce new high value products and expand their access to foreign and domestic markets. The Sweden/USAID FARMA II project will also support the BiH government to implement new and revised laws and regulations that comply with EU and international requirements and strengthen institutional capacities.

This Request for Proposals (RFP) aims to support and contribute to the achievement of these objectives through a comprehensive PR campaign tailored to the specific needs for promotion of small agriculture and food businesses in the local market during the COVID-19 pandemic, as elaborated further in this proposal. With this activity, Sweden/USAID FARMA II plans to support the small businesses in the agriculture and food sector to promote their products and services and cope with the changes in consumer behavior to sustain their sales and employment and survive the economic crisis caused by COVID-19.

## **Project Background**

The economy in BiH has been suffering negative effects of the COVID-19 pandemic since mid-March 2020. Measures introduced to help prevent speeding of the infection have limited working hours of many businesses, or have for a period of time completely halted the operation of certain businesses, HoReCa sector in particular.

Limitations of movement and reduced operation of retail shops, green markets, and restaurants also affected the shopping habits, with many buyers initially switching to online and phone orders and deliveries, and now doing both, in person buying or visiting restaurants, and ordering.

When it comes to the agriculture and food sector, the demand was not negatively affected and even some increased demand for domestic products was observed at first. However, higher value (premium) products were affected the most in terms of reduced sales, caused by the pandemic induced job insecurity and rationing of spending. This trend is still observed by the premium food producers and specialized retail stores. Also, most buyers chose to limit their in person purchasing activities to the largest supermarkets, which offer more space and better selection of products, which has led to a loss of traffic in small retail outlets.

Small agriculture and food businesses, especially those focusing on premium products and those serving the HoReCa channels, were largely affected by these changes. Some of them responded by increasing their online promotion and offering online sales and home delivery of their products, but most of them were not ready for this step. In addition, due to reduced sales they could not afford to run marketing campaigns that would compete with large producers.

To support the small businesses in the agriculture and food sector to promote their products and services; cope with the changes in consumer behavior; sustain their sales and employment; and survive the economic crisis caused by COVID-19 pandemic, the Sweden/USAID FARMA II Project implemented the first phase of the Hrana Gurmana campaign, which ran from July 1 to September 25, and included 109 agricultural producer organization, 20 retail shops, and 17 restaurants. This effort should now continue.

## **Detailed Scope of Work**

### **Wider Objectives of the Activity**

The focus of the Sweden/USAID FARMA II project is on increasing the sales of producer organizations (POs) in the agricultural sector, while also ensuring the growth of exports, and increase in investments and full-time jobs.

### **Specific objectives of the Activity**

With the second wave of the pandemic looming, it is expected that similar scenarios from the

beginning of the pandemic may repeat. The purpose of this activity is to provide continued support to the smaller POs to cope with the ongoing negative economic effects of the COVID-19 pandemic, in terms of limited market access and the resulting changes in consumer behavior. By this activity the Sweden/USAID FARMA II project intends to assist POs to be able to serve their existing buyers, open the new distribution channels and grow their consumer base in order to increase their sales in the local market.

There are two specific sets of objectives for this activity:

- 1) In addition to the already included 109 POs, a minimum of 50 additional POs should be included in this campaign, with their basic information, photos and a story featured on FARMA II website, the new Hrana Gurmana website (to be developed), and the already established Hrana Gurmana social media channels. Once the campaign is completed, the subcontractor should use the questionnaire to measure the impact of the campaign on these companies and at least a half of the interviewed companies should report positive impact on their sales. FARMA II will agree on the methodology for this survey with the selected contractor. In addition to relevant POs, the campaign will continue engaging with the 20 identified retail shops and will increase the number of the involved restaurants across the country that offer home delivery services and favor the local producers and ingredients in their recipes from current 17 to 30.
- 2) The campaign should be covered by at least 50 different media outlets, including TV, online and print, and the selected keywords should have minimum 500 appearances in press clipping over the period of four months. The videos produced during the campaign and featured online, minimum 8 clips, should get at least 10,000 video views. The campaign should attract at least 1,000 new unique visitors to the FARMA II website. Social media pages utilized by the campaign should gain at least 1,000 new followers/page likes.

### **Target beneficiaries:**

The beneficiaries of this activity will include the POs involved in the production and processing of dairy, MAP, beekeeping, poultry and F&V products, within the Sweden/USAID FARMA II target value chains. It is expected that at least 160 POs will be included in this campaign, with representation from all parts of BiH and all listed subsectors.

The advantage should be given to legally registered businesses with annual financial statements, especially the limited liability companies (doo's) and cooperatives over the associations and crafts, but the latter can be included as well.

### **Activities Planned under this Sub-Contract:**

The activities planned under this specific sub-contract assignment are expected to include, but not to be limited, to the following:

1. Compile the list of relevant small businesses focused on local and regional sales, either with the existing online sales channels and home delivery schemes, or distributing to small shops with the home delivery option; Identify and select potential PO's who are interested to participate in the campaign; Produce stories and inputs about the involved POs; continue developing a map of producers by region and type of products they offer using free platforms, like My Maps at Google Maps; Coordinate with FARMA II, the relevant ministries and other institutions, like chambers of commerce, when developing

the list of POs.

2. Develop new approaches to sales promotion through the Hrana Gurmana PR campaign aiming to encourage consumers from BiH to buy more local food products; Propose a creative and catchy messages and sound bites for the campaign and relevant hashtags for social media; Maintain communication with the press, promoting the stories of small POs from around the country, minimum 1 press release per two weeks; Produce minimum 8 short viral videos to be featured on the FARMA II and the Hrana Gurmana websites (please see information below) and on the Hrana Gurmana social media platforms; and manage social media platforms for this campaign including Facebook, Instagram, YouTube, LinkedIn and Twitter.
3. Extend the efforts targeting the FARMA II relevant POs to include small shops and restaurants that offer home delivery and favor the local ingredients; Work with interested chefs and shops to further promote the items from local POs and recipes and gift ideas including the local products, minimum four recipes and four gift ideas filmed; Include these shops and restaurants in the above mentioned online map.

The Sweden/USAID FARMA II will use its own web domain to host the online presentation of all produced materials under this subcontract. In addition, a standalone web platform should be developed as part of the campaign, thus creating an additional communication channel that will be able to communicate Hrana Gurmana campaign messages in a sustainable and a long-term manner, also serving as a depository of all the campaign materials. The offerors should therefore include the web development costs in the proposed budgets.

**NOTE:** Upon the completion of this sub-contract, the Sweden/USAID FARMA II project plans to hand over the Hrana Gurmana campaign to a local entity capable of continuing the campaign independently over at least 12 months period following the completion of the sub-contract. The proposal is thus to include a legacy plan for an independent and sustainable continuation of the campaign under a local ownership.

### **Deliverables:**

In addition to the proposal submitted during this procedure, once the subcontractor is selected the following deliverables will be expected:

1. The subcontractor should submit weekly inputs on relevant POs, together with their stories, photos and details relevant for promotion purposes (information about their product range, delivery options, distribution channels, quality certificates and other relevant details).
2. The list of restaurants favoring local food and offering takeout or delivery services should also be submitted and updated regularly.
3. A minimum of 8 viral videos should be produced and once they are approved in terms of content and branding, should be posted online by the subcontractor.
4. Regular inputs for social media platforms managed by USAID and Sweden should be prepared minimum four times per week, as per instructions from FARMA II.
5. Online map should be maintained and shared with FARMA II, featuring the relevant POs and restaurants.
6. Weekly reports on project implementation should be submitted;
7. A final technical report regarding the implementation of all activities should be submitted upon completion of all proposed activities; and
8. Copies of questionnaire results, used to measure the impact of the campaign should be

submitted with the final report.

All project documents and reports should be prepared in English. All inputs related to companies to be featured in the promotional campaign should be provided in Bosnian-Serbian-Croatian and English.

**Environmental considerations:** For assistance to be provided under this RFP sub-contractor will comply with USAID environmental requirements in accordance with CFR 216, namely the FARMA II-approved Initial Environmental Examination and the Sweden/USAID FARMA II-approved Programmatic Environmental Assessment (PEA) and the Pesticide Evaluation Report and Safer Use Action Plan (PERSUAP), as directed by Sweden/USAID FARMA II.

**Gender Equality Considerations:** Special attention must be paid to gender equality issues and the inclusion of women-led and women-owned POs in this activity, and to featuring of women in the campaign materials (at least 50 percent). Sweden/USAID FARMA II places an emphasis on providing support to women-led and women-owned in this promotional activity to the largest extent possible, especially within the MAP sector. Women's participation will be tracked separately and evaluated. Narrative reports on project implementation and the final technical report should contain specific information on how sub-contractor(s)' activities influenced gender equality.

### Offeror Qualifications and Experience

#### Eligibility Requirements:

Sweden/USAID FARMA II Fixed Price Sub-contracts may be awarded to local not-for-profit, for-profit, and non-governmental organizations (NGO), and other local business development service providers, providing that they are legally registered in BiH and recognized under the laws of BiH. Government organizations and institutions are not eligible for funding under this subcontract.

This RFP is targeted towards experienced PR agencies or NGOs that can demonstrate running successful PR campaigns for private sector firms and/or donor organizations.

#### Required Qualifications:

To be eligible for the award of a sub-contract, the Applicant must:

- A. Have a minimum of five years of experience in relevant business activities;
- B. Submit copies of financial records for at least the last two years of operations;
- C. Submit copy of registration and other relevant registration documents;
- D. Submit a reference list that includes the names of Producer Organizations assisted in the past to implement similar activities and/or the examples of PR campaigns implemented in the past;
- E. Submit a budget for each of proposed activity. The budget will also be reviewed for accuracy and congruity with the activities proposed in the technical application.
- F. Submit a training program/curriculum, a training agenda, power point presentation(s)

and key personnel for the implementation of this activity. Key personnel must have:

- Relevant university degree and experience in the related topics;
  - Proven skills and expertise in implementing the campaigns;
  - At least five years of professional experience in the related topics;
- G. Production of materials such as video clips, online posters, logos and similar will be included in the Proposal as applicable.
- H. Have the ability to engage experts with proven experience in specific campaign implementation;
- I. Have the ability and experience to organize and work with POs of all ethnic groups, including women all over BiH.
- J. Have experience implementing similar activities for USAID, the Government of Sweden or other donors active in BiH.

### **Contents and Structure of Proposal**

The structure of proposal should follow the structure as described below:

- **Technical Approach:** Present a narrative that demonstrates understanding of the request for proposal, relevant experience and expertise from implementing similar activities before, ability to meet the specific objectives as identified in the scope of work. This section should demonstrate the Offeror's approach, providing a detailed description of the activities, tools, methodologies, management, logistics, and external resources (if any), within the proposed timeframe of 6 months, and beyond.
- **Detailed Implementation Plan:** Present a narrative that demonstrates understanding, relevance and added value for the tasks identified in the scope of work.
- **List of Key Personnel and experts/partners to be used for the campaign preparation and implementation activities:** CVs for key personnel may be included in an annex to the technical proposal. The Offeror shall determine, define and propose a team that has the appropriate range of skills and personnel positions necessary to implement the scope of work. The roles and responsibilities of each team member should be described.
- **List of current and past clients, focusing on 3 most recent references relevant to this activity:** This section should provide a brief description of the Offeror's past and present activities. It should focus on services related to the proposal.
- **Names and contact information of 3 references.**
- **Declaration of financial stability and conflict of interest, including the financial statements for the last two years.**
- **Detailed price structure presented in the budget.**
- **Registration documents.**

### **Assumptions & Constraints**

This will be a fixed price subcontract with payments made against specific deliverables. The budget may show necessary and allowable costs expected to occur during a course of the activity and be linked to the execution of the deliverables such as organization' and consultants fees, per diem costs, travel expenses, logging, development of video materials and other direct costs.

**Sweden/USAID FARMA II expects that the maximum budget for this activity will not exceed **BAM 30,000.****

<b>Terms and Conditions</b>
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- A. The award of a subcontract to procure the services related to this RFP is subject to the availability of funds.
- B. The Sweden/USAID FARMA II project reserves the right to reject any and all proposals. No obligations either expressed or implied exist on the part of contractor (FARMA II) or the Government of Sweden / USAID to make an award for the work or for the cost incurred in the preparation of proposal in response to this RFP.
- C. The Proposal shall be submitted in accordance with the instructions set forth herein. Applicant shall submit its Proposal via email to grants@farmabih.ba AND/OR by mail in two (2) hard copies and an electronic copy in a sealed envelope marked as follows:

**RFP No. AID-168-C-16-00001/Sub-014-2020**

If sent by mail or delivered directly<sup>1</sup>, the Proposal shall be submitted to the following Sweden/USAID FARMA II address:

**Sweden/USAID FARMA II, 71000 Sarajevo,  
Fra Anđela Zvizdovića 1, Tower B, 18th floor**

- D. Applicants may submit Proposals for the work described in the Scope of Work. An Applicant may join with a partner organization(s) to perform the Work. However, the Proposal must be submitted in the name of one company only, and in the event the Proposal is accepted, Sweden/USAID FARMA II will subcontract with that company only.
- E. Ownership of Proposals: All Proposals received in response to the RFP will be the property of the Sweden/USAID FARMA II project and will not be returned.
- F. FARMA II expects that work will be implemented over a four months period, starting on/about December 1, 2020 and to be completed by the end of March 2021, with the campaign set to continue independently by a local stakeholder.
- G. All taxes of every nature and kind, including occupation, or property taxes, shall be the responsibility of the contractor. The contractor shall report and pay all taxes applicable to amounts received from FARMA II hereunder. However, FARMA II will exempt each invoice, submitted by the Vendor, from VAT (value added tax).
- H. USAID requires the purchase of Defense Base Act (DBA) insurance for work performed outside the United States. DBA insurance should be budgeted at a rate of 2% of employee salary. Employee salary does not include per diem, housing allowance, travel expenses, temporary quarters allowance, education allowance, and other miscellaneous post allowances.

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<sup>1</sup> Please note that due to the COVID-19 situation, FARMA II will accept the electronic version of the application even if the paper version is not sent. If the file size is the problem, we recommend that the applicants use wetransfer.com or other appropriate platforms to send their files and include the download link in their email.

The successful offeror must obtain DBA insurance from USAID's authorized vendor, Allied World Assurance Company. Contact Allied's agent, Aon Risk Insurance Services West, Inc. at:

AON Risk Insurance Services West, Inc  
2033 N. Main St., Suite 760  
Walnut Creek, CA 94596-3722  
Hours: 8:30 A.M. to 5:00 PM, Pacific Time  
Primary Contact: Fred Robinson  
Phone: +1 (925) 951-1856  
Fax: +1 (925) 951-1890  
Email: Fred.Robinson@aon.com

### **Type of Resulting Contract**

This will be fixed price subcontract with payments against specific deliverables.

### **Selection Criteria**

- A. The Applicant shall assume that there is only one opportunity to submit a Proposal in response to this RFP. Therefore, careful attention is required in order to ensure that all of the technical documentation and other information necessary to support the Proposal are included therein.

The level of responsiveness to the details of this proposal as well as the overall quality and clarity of the proposal will be considered by Sweden/USAID FARMA II as an indicator of the work quality that the Applicant is likely to provide during project implementation assuming award.

- B. The evaluation will result in a determination that the Applicant's Proposal is acceptable or unacceptable. When the Proposal is determined to be unacceptable, no further consideration will be given to the offer. If an Offeror's proposal fails to fulfill requirements of the RFP in any respect, contains an irregularity, or contains a deviation from the requirement, it will be considered non-responsive and may be rejected.
- C. Proposals will be evaluated according to following criteria:
- Clarity and logical coherence
  - Understanding of Scope of Work
  - How implementation and results of the proposed activities will support Sweden/USAID FARMA's II objectives
  - Documented past performance consistent with type and scope of proposed activities
  - Competency of proposed staff
  - Feasibility of proposed activities considering proposed budget

*Example of Criteria Evaluation Form*

	Criteria	Score (1 to 5)	Weight	Total
1	Technical Proposal that demonstrates the understanding of Scope of Work, and explains how the implementation and expected results of the proposed activities support project objectives	5.00	30%	1.50
2	Proposed organization and/or consortium of organizations, with details related to the experience, technical scope and range of expertise.	5.00	20%	1.00
3	Proposed staff, with details related to the experience implementing similar activities, competency of proposed staff and one-year or longer legacy related activities	5.00	30%	1.50
4	Cost, with specific attention that the cost proposal is realistic, and includes all necessary costs for implementation of this RFP	5.00	20%	1.00
	Score	20.00	100%	5.00

**Disclaimer**

Issuance of this RFP does not constitute an award commitment on the part of FARMA II, Government of Sweden, USAID, or Cardno, nor does it commit FARMA II, Government of Sweden, USAID or Cardno to pay cost incurred in the submission of proposals.

Nothing in this document shall be construed as an offer by FARMA II, Government of Sweden, USAID or Cardno and no terms, discussions or proposals shall be binding on either party prior to execution of a definitive agreement. FARMA II, and Cardno reserve the right to accept or reject any offer in part or full or to cancel the procurement without any obligation to any offeror.