

TERMS OF REFERENCE FOR SERVICE CONTRACTING

1. BACKGROUND

UNICEF Syria Country Office is the agency of the United Nations mandated to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. UNICEF procures essential supplies and services locally from Syria market for the implementation of its programmes in various parts of the country. Over the last five years, there has been significant increase of programmes needs for the local procurement of various supplies and services.

For UNICEF to effectively expand its procurement activities, a more substantial supplier base must be established to ensure fair competition. UNICEF is therefore interested to engage the services of a firm, an Institution for conducting Market Survey for Expansion of Vendor base and development of vendors' Database. UNICEF evaluates and registers suppliers with which it does business following evaluation and vetting exercise as well as outcome of the risk assessment. The evaluation assesses the financial strength of the company, its capacity and quality systems, the legal registration and formation of the company as well as assessment of potential risk exposure engaging with the company.

A country-wide market survey including specific focus per governorate is strongly recommended to pre-qualify potential suppliers from whom to source strategic supplies and services. UNICEF uses competitive bidding as the sourcing approach for supplies and services to meet specific programme requirements while trying to obtain the best value for money and does not respond to unsolicited offers for goods and services from suppliers.

UNICEF within Syria is expected to procure annually US\$70 - 80 million worth of supplies, equipment and services locally from Syria market each year for the implementation of its programmes in various sectors.

UNICEF's preference is to procure directly from manufacturers and authorized representatives. UNICEF does not procure or do business with:

- Manufacturers employing child labour
- Manufacturers of anti-personnel mines (or their affiliates)
- Vendors affiliated with terror organisations or groups

To the greatest extent possible, UNICEF shall endeavour to obtain competitive bids from suppliers as follows:

- (a) As first preference, from manufacturers of goods required or in the case of services, the service provider;
- (b) As 2nd preference, and in recognition of the fact that manufacturers may not always be at liberty to deal directly with UNICEF due to the existence of legally binding geographic distribution agreements with 3rd parties, from authorised distributors of a manufacturers goods/services.
- (c) As a 3rd preference, wholesalers or traders, in case of:
 - Neither the manufacturer nor authorized distributors are interested in selling directly to UNICEF;
 - The requirement involves a wide range of products/service, which no manufacturer can provide; or
 - Requirement includes set packing of a wide range of products.

UNICEF deals with qualified suppliers that must meet financial, technical and in some cases specific sector-wise certification criteria, e.g. ISO 9001 certification, Good Manufacturing Practices (GMP), certification for pharmaceutical products, etc.

2. OBJECTIVE AND PURPOSE

A comprehensive market survey, development of vendors' database and a thorough evaluation of suppliers and risk assessment will form the basis of the strategic engagement with the Syria market. The

market survey will support the strategic shift to development of Long-Term Arrangements (LTAs) for goods and services for use in programming and emergency response. Identifying the range of available goods and services will also allow UNICEF to better define the needs and develop appropriate supply chain strategies for delivery of goods to beneficiaries.

The objective of the consultancy, therefore, is to assess availability of locally sourced supplies, equipment and services, thorough evaluation of suppliers, risk assessment and identification of mitigation measures in order to pre-qualify vendors for local procurement initiatives and develop vendors'/suppliers' database that can be maintained by UNICEF Supply and Logistic team. It worth highlighting that the consultancy will also require assessments of suppliers' capacity and should include targeted physical visits to supplier premises, manufacturing plant, facilities...etc.

The purpose of this evaluation mainly covers:

- a) Expand the local vendor base for goods and services identified below that UNICEF procures for regular programming as well as for emergency response in Syria. This will be accorded the highest priority among the others:
- b) Develop the protocol for vendor evaluation and carry out evaluation and inspection of suppliers and contractors including physical visits of premises and facilities.
- c) Determine risk criteria and conduct risk assessment to categorize vendors by the level of risk exposure.
- d) Develop vendors'/suppliers' Data base that could be accessible by other stakeholders (UNICEF Internal and UN agencies operating in Syria).

Material category Categories (Services and Goods) to be included in the market survey <i>(Please note that these are indicative and all potential vendors for goods and services are encouraged to apply.)</i>	
<i>Services</i>	<i>Goods/Commodities/equipment</i>
<i>Car services (General maintenance)</i>	<i>Artwork supplies</i>
<i>Catering services (food, beverages)</i>	<i>Camera Lens for portraits and camera body</i>
<i>Consultancy services for construction (design, preparation of bill of quantities, terms of reference and supervision)</i>	<i>Sodium Hypochlorite Chlorine</i>
<i>Data collection and analysis</i>	<i>Clothing: (Winter jackets, training suits, pyjamas, school uniforms) for boys and girls; uniforms for office staff</i>
<i>Digital Communication Services</i>	<i>Construction supplies and materials (prefabs, latrines, showers)</i>
<i>Events Management</i>	<i>Early childhood learning and play materials/ playing toys as well as educational games</i>
<i>Engineering services (design and design assurance, aarchitecture, electrical, mechanical, civil works ...etc)</i>	<i>Educational supplies: classroom supplies, educational kits and equipment (blackboards, chalk, stationery, exercise books, ball point pens, etc), other learning materials.</i>
<i>HACT activities services (Audit, micro assessment, Financial management)</i>	<i>Electrical Equipment/appliances</i>
<i>Human resources management services for camps and services in the campus such as makani centres, schools...etc.</i>	<i>Fuel supply</i>
<i>Logistics Services (transport, customs clearing, forwarding and warehousing/storage and management)</i>	<i>Furniture: (Offices, schools including school desks)</i>
<i>Maintenance and repairs service providers for office machines (photocopiers etc.)</i>	<i>Generators and spare parts</i>

<i>Operation and maintenance services of WASH facilities</i>	<i>Hospital equipment, supplies & consumables (excluding pharmaceuticals)</i>
<i>Pre-Printing services (Artwork/Design)</i>	<i>Household cleaning kits</i>
<i>Printing services (visibility, documents, reports, brochures, posters, banners etc.)</i>	<i>Hygiene kits and cleaning supplies (soap, hand wash and bath, hand sanitiser etc.)</i>
<i>Providers of Conferencing facilities</i>	<i>Jerry cans for water</i>
<i>Quality assurance including pre and post-delivery inspections, third party inspection</i>	<i>Kindergartens playground supplies and installation</i>
<i>Software Development services</i>	<i>Office Equipment (computers (pc, laptop accessories), printers, UPS, scanners, LCD projectors, fax, photocopiers, shredders, office safes)</i>
<i>Study and evaluation services</i>	<i>Personal Protective Items (googles, masks, face shield, gloves etc.)</i>
<i>Third-party Services and Ancillary Services for provision of HR services to UNICEF to provide specific services such as Third-party Facilitators/Monitors, Security guards, Maintenance Technicians, Ancillary staff...etc.</i>	<i>Recreation kits (sports and indoor recreation materials/equipment)</i>
<i>Translation, writing and editing, interpretation</i>	<i>School stationery and writing materials (students and classroom)</i>
<i>Travel Services (ticketing)</i>	<i>Stationery (office all inclusive)</i>
<i>Videography & photography</i>	<i>Tools and maintenance equipment</i>
<i>Wastewater management services</i>	<i>Vehicle spare parts</i>
<i>Water trucking services</i>	<i>Water Pumps, Pipes and fittings</i>
<i>Inspection & Quality Assurance</i>	<i>Water storage tanks</i>
<i>...any other services required.</i>	<i>...any other goods/supplies required.</i>

3. SCOPE OF THE WORK (WORK ASSIGNMENT)

The Institutional Consultancy will proceed as follows:

(Please note that UNICEF will issue an expression of interest in English and Arabic languages to be published in local newspapers as well as relevant local websites to invite potential vendors in the local market to express their interest to register with UNICEF through a standard supplier profile form)

- Prepare, organise, invite, holds suppliers'/vendors'/services providers' virtual conference for suppliers, vendors, service providers, consulting firms, etc. operating in Syria.
- Desk review of the Supplier Profile Forms received following the responses to the Expression of Interest for initial vetting based on the information provided by the vendors.
- Identify any potential vendors through assessing the status of the local market by sourcing for suppliers via such institutions as the Ministry of Trade, the Chamber of Commerce, different associations and syndicates, UN Agencies and International Organizations etc. The Consultancy will forward the Supplier Profile Form to these identified vendors for inclusion in vendor categories underrepresented.
- Review UNICEF existing database to establish whether the registered companies are still in the market and in the same line of business registered for, and to update their profile forms for the existing companies, their contact address, telephone numbers and their contact person(s) and conduct physical verification of premises/warehouses
- The consultancy will also require assessments of supplier capacity and should include targeted visits to supplier premises.
- Prepare vendor evaluation protocol as a tool to conduct the evaluation covering:

- Knowledge and Experience, Financial Strength Quality of Work Support & Maintenance. Safety, vetting...etc.
- Organise physical inspection and evaluation of potential suppliers identified through the exercise which includes verify production and operational capacity, feasibility of doing business with UNICEF, financial capacity, potential risk exposures, compliance with UNICEF policy, international standards and quality control employed...etc.
- Highlighting of the actual profile of each supplier mentioning its authentic business license, respect of the rules in force in the country, the scope of activities and abilities, skills, reliability, post installation services, origin of stock and availability of commodities...etc.
- Based on the results of the supplier visits and inspection reports, the Institutional Consultancy will assess each supplier and service/works provider, document results and make recommendations of prequalified vendors by category of commodity.
- Understand the types of risk, determine risk criteria, conduct risk assessment, categorize vendors by the level of risk exposure, risk assessment covering:
 - Inherent Risk Assessment and Overall Inherent Risk Rating
 - Identify Risk Likelihood Descriptors and Risk Impact Descriptors
 - Determine the respective total Risk score (Risk score = Likelihood score X Impact score)
 - Identify mitigation measures and create a risk management plan
- Present the results of the survey to UNICEF.
- Submit a final report including the methodology and the main conclusions and recommendations of the evaluation.
- Make recommendations as to the systematic updating of the list of suppliers as well as a set of criteria for progressive performance monitoring.
- Develop an easily searchable database to list the recommended suppliers by type of items and classified by reliability/acceptability and capacity in acceptable software platform with complete information about the suppliers (e.g. name, address, contact person, contact no, supply/service category, major items dealing with, previous UNICEF order reference, ranking... etc.).
- Develop a simple how to use guide and provide necessary hands-on training to UNICEF Supply and Procurement team on the use of the database.
- Submit to UNICEF all documents obtained as well as proof of visits to suppliers' premises.

4. EXPECTED DELIVERABLES

The below are expected deliverables. The follow and content of the assignment should be in line with the scope of the assignment reflected under section 3.

- Suppliers'/vendors' virtual conference conducted successfully
- Submission of an inception report for the assignment
- Result of desk review (list of vendors shortlisted and not short-listed vendors with comments and remarks, additionally sourced vendors...etc.)
- Identify any potential vendors through assessing the status of the local market as well as review UNICEF existing vendors
- Submission of completed Supplier Profile Forms
- Protocol for vendor evaluation developed and agreed with UNICEF
- Conduct evaluation and physical inspection and submission of completed Supplier Inspection Reports.
- Risk assessment, identify mitigation measures and create a risk management plan
- Presentation of the outcome
- Expanded vendor base for goods and services

- Easily searchable Supplier database in acceptable software platform with the complete information
- A final report containing the methodology and principal conclusions and recommendation of the market survey

5. REALISTIC DELIVERY DATES AND PAYMENT SCHEDULE

The assignment is expected to take 12 weeks in total. The below are indicative timeframe of the key deliverables. The consultant is expected to propose reasonable timeframe as part of the implementation workplan.

Key deliverable	Duration	Payment
<ul style="list-style-type: none"> • An inception report • Minutes of suppliers’/vendors’ conference • Result of desk review conducted • Identify any potential vendors in the local market and review UNICEF existing vendors • Submission of completed Supplier Profile Forms 	3weeks	20%
<ul style="list-style-type: none"> • Protocol for vendor evaluation developed and agreed with UNICEF • Conduct evaluation and physical inspection; and submission of completed Supplier Inspection Reports. • Risk assessment, identify mitigation measures and create a risk management plan • Presentation of the outcome 	8 weeks	30%
<ul style="list-style-type: none"> • Expanded vendor base for goods and services • Easily searchable Supplier database in acceptable software platform with the complete information • A final report containing the methodology and principal conclusions and recommendation of the market survey 	2 weeks	50%

Payment is contingent on approval by the contract manager and will be made as indicated in the following table. No Advance payment to be made. Payments will be made against each milestones/deliverables and only upon UNICEF’s acceptance of the work performed. The terms of payment are Net 30 days, after receipt of invoice and acceptance of work. Payment will be effected by bank transfer in the currency of billing.

6. OFFICIAL TRAVEL INVOLVED

The assignment may require local travel within Syria. The travel arrangement, permits as well as the logistics and cost of travel is the responsibility of the contractor.

7. MANDATORY REQUIREMENT:

- The company should be officially registered for the provision of accounting and/or audit firm with experience in market survey, vendor evaluation and inspection including thorough risk assessment and data collection or similar services provider. In case of international joint venture, the local / national company should be registered (in Syria) for the provision of the aforementioned sort of service or similar services otherwise the joint venture applicant will be disqualified.

- Minimum 5 years professional experience in the relevant field of work (preferably in market survey, risk assessment, and evaluation of vendors).

8. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE, OR EXPERIENCE

- Accounting and/or audit firm with experience in market survey, vendor evaluation and inspection including thorough risk assessment.
- Experience with the Syria local market.
- The lead team members should have Advanced university degree in business administration, Supply Chain Management, Procurement, Marketing, Accounting or a related technical field.
- In depth knowledge of market surveys, supplier evaluation, procurement and good concept of analysing financial documents.
- Proven ability to conceptualize, develop, plan and manage market research and similar projects.
- Proven experience in similar assignments
- An experience with UNICEF or UN Agencies market surveys would be an asset.
- Excellent computer skills, including database applications
- Fluency in English and Arabic

9. CONTRACT MANAGEMENT

The consultancy will work under the general supervision of the Supply and Logistics Manager. The result of the of the survey to be presented to Head of Operations and UNICEF Contract Review Committee (if required). The final debriefing will be held with the concerned Supply, Operations and programme Management team members.

10. PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

Proposed timelines for completion of activities are met and deliverables submitted on time with good and acceptable quality as well as per the standards described in the TORs. Overall performance at the end of the contract will be evaluated against the following criteria: timeliness, responsibility, initiative, innovation, communication, and quality of the products delivered.

11. FREQUENCY OF PERFORMANCE REVIEWS

The contractor will submit regular reports/documents/work-in progress as per identified deliverables. Performance reviews will be undertaken upon submission of each deliverable. All reports and deliverables should be submitted electronically in Word, Excel and most relevant statistical software as applicable.

12. CALL FOR PROPOSALS

A two-stage procedure shall be utilized in assessing the proposals, with assessment of the technical proposal being completed prior to any price proposal being compared. Applications shall therefore contain the following required documentation:

A. Technical proposal

Applicants shall prepare a proposal as an overall response to ToR ensuring that the purpose, objectives, and deliverables of the assignments are addressed. All proposals to include (**but not limited to**):

- A technical proposal that includes a brief cover letter and understanding of the assignment is required. addressing the purpose, objectives, scope, criteria and deliverables of the project.
- Company profile (Company structure, team composition, organogram...etc)
- Based on the proposed timetable laid down in the TOR, a proposal of the detailed methodology, implementation plan, tentative work plan and time schedule is required.

- Updated profiles/ CVs of the team members listing similar experiences/assignments and highlighting those focused-on adolescents/youth budgeting, youth engagement and participation.
- Past Experience / Survey / Study – similar work with References / Recommendations Letters from customers (at least three) and a sample of past survey
- Quality assurance mechanism
- Proposed risk assessment and evaluation protocol of vendors
- Example of similar projects done
- At least two references from a previous employer
- Company's certificate of legal registration

No financial information should be contained in the Technical Proposal.

B. Financial Offer

A financial proposal with a breakdown of all costs that are to be charged to UNICEF and based on deliverables. This includes estimated number of working days, consultancy fees, all office administrative costs, international and local travel costs, as well as any additional requirements needed to complete project or that might have an impact on cost or delivery of products. Travel expenses should be based on the most direct route and economy fare. Quotations for business class fare will not be considered.

The Financial Proposal shall be submitted in a separate file, clearly named Financial Proposal.

No financial information should be contained in the Technical Proposal.

13. UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE

UNICEF reserves the right to withhold payment and consolidated output until the contractor provide satisfactory quality output as reviewed by the project manager / supervisor. In case of unsatisfactory performance, the payment will be withheld until quality deliverables are submitted and subsequently, the contract will be terminated in accordance with the General terms and conditions stated in the tender document if the contractor fails to deliver.

14. REQUEST FOR PROPOSAL EVALUATION AND WEIGHTING CRITERIA

Submitted proposals will be assessed using Cumulative Analysis Method. All request for proposal will be weighed according to the technical (60 points) and financial considerations (40 points). Financial proposals will be opened only for those applications that attained 75% (45 out of 60) or above on the technical part. Below are the criteria and points for technical and financial proposals.

A. Technical Proposal

Technical proposal (Total of 60 points)

- 1) Overall Response (**5 points**)
 - General adherence to Terms of Reference and tender requirements, (**3 points**).
 - Elaborate and articulate understanding of scope, objectives and overall assignment and requirement for this consultancy, demonstrated knowledge and experience in similar consultancies, and completeness and coherence of response (**2 points**).
- 2) Proposed methodology and approach (**30 points**)
 - Deliverables are addressed as per TOR (**5 points**).

- Proposed approach/methodology and management system respond to the scope of the consultancy **(5 points)**.
- Proposed Implementation Plan, i.e. how the bidder will undertake each task, and maintenance of project schedules demonstrates timelines will be met **(5 points)**.
- Proposed risk assessment and evaluation protocol of vendors **(5 points)**.
- Alternative proposals are made on methodology, implementation plan and timeframe as per the sound understanding of the scope of the assignment and with reasonable justifications **(5 points)**.
- Critical factors and constraints from the Contractor's perspective, which may impact the success and timely completion of the assignment/project **(5 points)**.

3) Technical capacity (Company profile and Key Personnel) **(20 points)**

- Contractor meets the defined qualifications such as minimum years of proven and relevant experience. **(5 points)**.
- Contracts evidence of local presence or local representation **(5 points)**
- Contractor has previously conducted similar work with evidenced range and depth of experience with similar work. **(5 points)**.
- Quality assurance mechanism. **(2.5 points)**
- Two references from a previous employer for the relevant experience **(2.5 points)**

Bidder has to meet this minimum passing point (42 out of 55) at this stage to be considered further for Technical Presentation Evaluation

4) Technical Presentation **(5 points)**

Shortlisted bidders will be asked to provide a short technical presentation to a panel. The structure of this presentation should highlight the main components specified in the Technical proposal focusing on the methodology.**(5 points)**

Minimum technical score: 75% of 60 points = 45 points

B. Financial Offer

A separate Financial Offer detailing all activity expenses and logistics should be submitted under this section. The financial offer (this section) should be submitted on a separate page from the Technical Capability and Schedule information. Only those financial proposals which have been technically accepted according to the above criteria will be opened. Financial proposal will be weighted based on the clarity and appropriateness.

Total Financial 40 points

The Contract shall be awarded to a bidder obtaining the highest combined technical and financial scores. Proposals not complying with the terms and conditions contained in this ToR, including the provision of all required information, may result in the Proposal being deemed non-responsive and therefore not considered further.

15. CONDITIONS

- The contractor will work on its own computer(s) and use its own office resources and materials in the execution of this assignment. The contractor's fee shall be inclusive of all logistical, office administrative costs including local travel and other expenses.
- The contractor uses its own resources for the physical visits and inspection of vendors.

- The selection process for the consultancy firm will strictly follow UNICEF's internal procurement process and procedures.
- UNICEF will not provide office space to the team.
- All requirements including venues for workshops, transportation, visa, health insurance, secretariat services, interpreter, translator, etc., will not be covered by UNICEF.
- UNICEF office may provide (if required) any documentation, letters of authorization / delegation , etc., to make sure that the work is conducted successfully. However, this will not relieve the contractors from its responsibility.