

REQUEST FOR PROPOSAL

(External Consultant - Capacity Building)
(2024-01)

Under
(Basatine)
Funded By
[AFD - Agence Française de Développement]

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Question/ Inquiry Submission Deadline:	10 April 2024



TABLE OF CONTENTS

I.	Introduction	3
	A. Company Background	3
	B. Program Background.....	3
II.	Purpose	3
	A. Scope of Work	3
	B. Deliverables	7
III.	CONTRACT MECHANISM & TERMS OF PAYMENT	7
IV.	PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS	9
	A. Instructions for Proposal Preparation	9
	1. Capability and Technical Experience Statement.....	9
	2. Project Staffing.....	10
	3. Cost Proposal	12
	4. References.....	12
	B. Instructions for Submission of Proposal	12
V.	CRITERIA FOR EVALUATION.....	13
VI.	TERMS AND CONDITIONS	13
	A. Late Submissions.....	13
	B. Modification of RFP Requirements	14
	C. Withdrawals of Proposals	14
	D. Right of Negotiation and Acceptance of Proposal	14
	E. Validity of Proposal.....	14
	F. Minimum Offeror Qualifications	14
	G. Intellectual Property Rights.....	14



I. INTRODUCTION

A. COMPANY BACKGROUND

Berytech is a leading organization in the Entrepreneurial Eco-system in Lebanon, that aims to provide a conducive environment for the creation and development of startups, through incubation, business support, counselling, funding, networking, and the company hosting, hence taking part in the economic revival of the country, participating in wealth and job creation, and retaining graduates and high-level skills in Lebanon.

B. PROGRAM BACKGROUND

Bolstering Agriculture Systems' Ability to Invest, Nourish, and Employ (BASATINE) is a four-year project that aims to support farmers and other value chain and associated sector actors in areas of Beqaa and Akkar focused on the production of cereals, legumes and vegetables, seeking a territorial approach, and promoting linkages with other value chains. Through complementary interventions designed in alignment with the humanitarian-development-peace nexus, the project addresses food insecurity and provides needed income and technical support to farmers to survive this tumultuous time, as well improve the capacity of food systems to maintain employment and growth in the longer term via stronger domestic production and system linkages. The BASATINE project ultimately contributes to greater economic stability – particularly for women, improved rural development, and more positive social cohesion between host/refugee communities at a local level.

In that scope, Berytech is seeking to hire service providers to perform research work within the agrifood value chain, to analyse the enabling environment and opportunities for a local and export-oriented production related to fresh and/or processed products in the value chain selected under the BASATINE Program (vegetables, legumes, and cereals).

II. PURPOSE

The purpose is to conduct comprehensive research and analysis on segments of the food value chain in Lebanon to understand market trends, demand, and export potential. Ultimately, the objective of this study is to provide a comprehensive market study to assess potential market opportunities for Micro, Small, and Medium Enterprises (MSMEs) in the processing of vegetables, legumes, and vegetables. The study recommendations will provide practical steps for both MSMEs regarding viable market prospects and policymakers/regulatory authorities about areas necessitating enhancements in Economic Efficiency (EE). This study should provide additional information to the existing market studies and assessments, and cover knowledge gaps.

A. SCOPE OF WORK

- 1- Market Demand and Trends are analysed, and potential pathways recommended for BASATINE VC actors (food processors and SMEs)

In this segment, the service provider should delve into the current state of demand for vegetables, legumes, and cereals by SME food processors for their production. On a local level, the service provider should identify the market trends and dynamics and present the analysis behind them. The service provider shall provide expert advice on identifying and prioritizing crops or products deemed worthy of research be it via available public or private information (to be referenced in the work plan) and/or data collection.

Activities:



- The service provider should scan existing studies which have tackled market demand for processed products that fall under the value chain emphasized under BASATINE program.
- The service provider should assess current market demand for vegetables, legumes, and cereals, encompassing market size, predominant crop types, consumption patterns, and the key drivers behind this demand.
- Analyse whether these crops are integrated into processing value chains, how they are managed within these chains, and recommend potential avenues to increase their value through enhanced processing techniques.
- Analyze the recent market trends, focusing on shifts in consumer preferences driven by dietary habits or market dynamics such as price fluctuations. Evaluate emerging export markets for both fresh and processed products (vegetables, legumes, cereals), outlining their growth potential and the factors driving demand. In presenting these trends, provide clear recommendations supported by analysis and assumptions. Additionally, explore how these trends intersect with the processing value chain, and what value addition could impact export opportunities.
- Assess the impact of economic downturns on domestic consumption of vegetables, legumes, and cereals. Investigate the potential for leveraging export markets as a strategic means to mitigate the effects of the economic downturn. While evaluating this aspect, consider the role of processing value chains in facilitating or hindering adaptation to changing economic conditions. Recommend opportunities within these chains to enhance value, potentially creating resilience against economic fluctuations.

2- Practical actions are recommended on Market Supply, and Export Potential for BASATINE VC actors (food processors and SMEs)

Under this component, the service provider should assess the main supply sources of the food group items, with emphasis on the actual local production by farmers, and untapped potential. This component should also explore opportunities for exporting vegetables, legumes, and cereals, and product coming from the processing of the specified VC, the mapping of the top promising countries in terms of market demand, and the viability of tapping into those markets. This also requires an analysis of the said countries regulatory landscape, trade regulations and strategies as well as the local food producers and processors required activities/actions to access those markets. The recommendations should highlight steps and actions required by local farmers and food processors to facilitate the process of selling to aggregators for export which could range from clustering efforts to establishing certification bodies or programs, among other suggested strategies.

Activities



- Analyze current and future local production volume by food group (cereals, vegetables, and legumes). Period of 5 years.
- Identify potential export opportunities for processed vegetables, legumes, and cereals while considering the top-importing countries and untapped markets. Assess the demand for these products and make practical recommendations on market entry requirements, such as quality and regulatory standards.
- Analyze trade regulations, tariffs, and non-tariff barriers that may affect market entry into foreign markets.
- Develop recommendations that can promote additional local production to meet local demand and potentially increase export, while making sure that incremental food production and additional farmlands exploitation consider adverse environmental impacts including water usage and availability. Recommendations could include but will not be limited to a shift towards more climate resilient seeds, and/or less water intensive crops, that fall under the same food groups. Recommendations that would help the targeted actors (farmers and SMEs) source locally produced inputs rather than imported input.
- Develop recommendations that support local SMEs, aggregators and food processors in their export readiness and potential access to international markets.

3- Value Chain Analysis and Recommendations

This part focuses on establishing a comprehensive examination of the agricultural value chain and identify paths these products follow. This section will also highlight the challenges and opportunities at each stage of the value chain. Also, it centres on the role of food industry SMEs in increasing the value of agricultural products, considering the challenges they face when accessing markets and scaling up their operations. Additionally, this section of the study shall provide well-informed policy recommendations such as financial or capacity-building initiatives to foster the growth of the agricultural sector. In this regard, Berytech team will link the service provider to the supported SMEs for the sake of identifying cross cutting challenges across the value chain.

Activities

- Conduct a thorough dissection of the entire agri-food value chain for vegetables, legumes, and cereals to understand the flow of products from farm to market. The value chain mapping should include the stakeholders, processing, infrastructure, transportation, and logistics among others
- Investigate disruptions in the value chain due to the financial crisis and economic downturn and their impact on farmers, SMEs in the food industry, and other stakeholders, and present potential actionable solutions.



- Identify obstacles faced by food processing and trading SMEs in accessing markets and expanding their operations locally and internationally, including their capacity to withstand the financial crisis.
- Highlight potential areas of support and collaboration between SMEs and farmers to continue their operations and contribute to the growth of the value chain: evaluate partnerships and contract farming, that can lead to greater market access, expanded distribution networks, and improved product quality.
- Provide contextualized policy recommendations at the national level to support the growth of the agri-food sector and promote the interests of farmers and SMEs.
- The service provider should suggest measures for strengthening contract farming ensuring fair terms for all parties involved, including farmers and agri-food SMEs, etc.

Applicant's Profile:

The applicant profile to implement this research should ideally include individuals or teams with expertise and experience in the following areas:

- Market Research and Analysis: Professionals with a background in market research, particularly within the agricultural sector, who are adept at analysing market trends, consumer behaviour, and demand-supply dynamics.
- Agri-food Value Chain Expertise: deep understanding of agricultural value chains, including experience in mapping out value chain processes, identifying stakeholders, and assessing challenges and opportunities within the chain.
- Policy Analysis: Expertise to analyse regulatory frameworks, trade regulations, and policy landscapes related to agricultural production and export markets and can provide informed policy recommendations.
- Data Collection and Analysis: Proficient in quantitative and qualitative research methodologies, data collection techniques, and analysis tools to ensure accurate and comprehensive data analysis.
- Project Management: Expertise to develop detailed project proposals, manage timelines and resources effectively, and ensure the smooth execution of research activities.
- Communication and Dissemination: to effectively disseminate research findings through reports, presentations, and roundtable discussions, and engage with stakeholders including consortium partners and policymakers.
- Environmental Sustainability: knowledge of sustainable agriculture practices, environmental impact assessment, and strategies for mitigating adverse environmental impacts while promoting agricultural growth.
- Export Market Analysis: expertise in assessing export potential, identifying target markets, understanding trade regulations, and recommending strategies for market entry and expansion.



- Cross-sectoral Collaboration: Ability to facilitate collaboration and partnerships between different stakeholders including farmers, SMEs, government agencies, NGOs, and international organizations to foster growth and resilience within the agricultural value chain.

B. DELIVERABLES

(Insert deliverables here)

III. CONTRACT MECHANISM & TERMS OF PAYMENT

The consultancy services will extend over a period of 26 weeks, commencing from the contract signing date.

Each deliverable will have to be presented to Berytech and the Program's other consortium partners in person or remotely; the service provider will be responsible for preparing the presentation and to accommodate suggested changes (if any) before approving the relevant Deliverable.

Deliverable #1

This component should be completed in 10 working days.

It encompasses the submission of a detailed work plan with all references/ sources to be used as well as the methodology of data collection.

Payment: 10% of the contract value upon approving the submitted detailed work plan with all required references.

Deliverable #2

This component should be completed in 45 working days.

1- Comprehensive Market Analysis Report encompassing:

- a. Market Demand Assessment: A thorough evaluation of the current market demand for vegetables, legumes, and cereals used by SME food processors. This would include data on market size, consumption patterns, predominant crop types, and drivers influencing demand.
- b. Value Chain Integration and Processing Techniques: Analysis of how these crops are currently integrated into processing value chains.
- c. Market Trends and Dynamics considering consumer preferences, dietary shifts, and market dynamics (such as price fluctuations).

2- Recommendations:

- a. How to improve the value of these crops through improved processing techniques.
- b. Recommendations on emerging export markets and factors driving demand growth.

3- Prioritized Crop/Product Research List:



the service provider should compile a prioritized list of crops or products deemed worthy of further research and investment. This list would be backed by expert advice and data obtained from the market analysis report outlining the rationale behind selecting specific crops or products for further exploration and potential development within the VC emphasized under BASATINE program.

4- Delivering the market analysis completed to the consortium partners with a PowerPoint presentation.

Payment: 25% of the contract value upon approving the submitted Report by Berytech

Deliverable #3 - This component should be completed in 45 working days.

1- Supply and Export Potential Assessment Report encompassing:

- a. Local Production Analysis: Evaluation of current and forecasted production volumes for vegetables, legumes, and cereals, emphasizing untapped potential in local farming communities.
- b. Export Opportunities Identification: Mapping potential export markets, assessing demand, and providing market entry recommendations for processed agricultural products.
- c. Analysis of Trade Regulations and Barriers: In-depth examination of trade regulations, tariffs, and barriers affecting foreign market entry, with suggestions for effective navigation.
- d. Export Readiness Assessment: Evaluation of SMEs and food processors' readiness for exports, gap identification, and improvement suggestions.

2- Recommendations for Sustainable Production

- a. Recommendations to increase local production to meet local demands, and support exports while mitigating environmental impacts.
- b. Actionable guidance and recommendations on regulatory compliance, quality standards, and market entry strategies for local actors.
- c. Recommendations for enhancing SMEs' and processors' export readiness through training programs, knowledge-sharing, and partnerships.

3- Delivering the Supply and Export potential assessment report to the consortium partners with a PowerPoint presentation

Payment: 25% of the contract value upon approving the submitted Report by Berytech

Deliverable #4 - This component should be completed in 45 working days.

1- Comprehensive Agri-food Value Chain Analysis Report:

In-depth dissection of the agricultural value chain for vegetables, legumes, and cereals. The report must dissect the entire journey of these products from farm to market, identifying stakeholders, processing methods, transportation, logistical infrastructure, and associated challenges and opportunities at each stage.



2- Recommendations:

Actionable recommendations to enhance market access, expand operations, and foster collaborations between SMEs and farmers.

3- Policy Framework Proposal for Strengthening Contract Farming:

outlining measures to fortify contract farming within the agri-food sector, proposing a comprehensive policy framework aimed at ensuring fair and mutually beneficial terms for all parties involved, including farmers and agri-food SMEs.

4- Delivering the analysis report to the consortium partners with a PowerPoint presentation.

Payment: 25% of the contract value upon approving the submitted Report by Berytech

Deliverable #5 – This component should be completed in 25 working days estimated.

1- Organizing a roundtable to disseminate research results to the consortium partners:

This deliverable encompasses a presentation to be conducted, comprehensive meeting minutes, and a revised final report that integrates pertinent comments and insights gathered during the roundtable discussion.

Payment: 15% of the contract value upon approving the submitted the Final Report by Berytech

IV. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

A. INSTRUCTIONS FOR PROPOSAL PREPARATION

The selection committee will evaluate the Offerors based upon their written technical and cost proposals. Each section will be evaluated according to the criteria for evaluations in Section V. Offerors are expected to examine the specifications and all instructions in the RFP. Failure to do so is at the Offeror's risk. Interested Offerors must provide the following:

1. CAPABILITY AND TECHNICAL EXPERIENCE STATEMENT

Demonstrate capabilities and technical experience by providing the following: (*Illustrative only; insert detail and page numbers for any item selected [see instructions]*)

- a. Organization Overview
- b. Legal Corporate Documents
- c. Copy of ID (if individual)
- d. Copy of CVs
- e. Partner/Subcontractor (If applicable)
- f. Website (If applicable)
- g. Technical Proposal
- h. Financial Proposal



2. PROJECT STAFFING

Identify the project staffing and the percentage of the time each will spend on this activity. Include no more than a half-page bio sketch for each individual considered essential for the successful implementation of this contract.

Berytech Responsibilities:

- Clear Communication Channels: Berytech needs to establish and maintain clear lines of communication with the service provider. This includes designated contact persons, regular progress meetings, and an open channel for addressing any queries or concerns promptly.
- Resource Provision: Ensuring the service provider has access to necessary resources like data, relevant reports, contacts within the industry, and any other information crucial for conducting the research. Berytech will make available to the service providers the studies done by broader VC studies and build on it "if relevant only.
- Timely Feedback: Berytech should provide timely feedback on deliverables submitted by the service provider. This includes constructive criticism and acknowledgment of work well done.
- Support for Networking: Facilitating connections with relevant stakeholders, experts, or potential collaborators to enhance the quality and scope of the research.
- Clarity on Expectations: Clearly defining the expectations and objectives at the start of the project, ensuring alignment between both parties on the project's goals and outcomes.
- Financial and Administrative Support: Ensuring timely payments as per the agreed-upon milestones, as well as providing necessary administrative support regarding logistical arrangements, if required.
- Access to Targeted SMEs and Participants: Coordinating and facilitating access to relevant SMEs and participants within the agricultural value chain, as agreed upon for the research.
- Assistance with Dissemination: Collaborating in disseminating the research findings, whether through publications, events, or any other agreed-upon means, to ensure the results reach the intended audience.
- Flexibility and Adaptability: Being open to addressing unforeseen challenges or modifications in the project scope, timeline, or approach in a collaborative manner.

Service Provider Responsibilities:

The service provided should submit a detailed technical proposal and timeline, research methodology as well as the profile of the staff/consultants to work on this assignment and these are to be assessed and scored. The service provider is expected to explain in his technical proposal how they will approach the additionality requirement of this study as well as the knowledge gap reduction.

The below suggests a non-exhaustive list of Activities:

- The service provider should provide a detailed project proposal outlining methodology and timeline for the research project.
- The service provider should conduct a comprehensive literature review and map all available information and material related to the research project to identify existing knowledge and gaps.
- The service provider engaged in this project can propose to use existing public and private value chain-related studies, such as the examples annexed to this TOR (Annex III) and can incorporate any relevant public data or studies pertinent to the subject matter research. This integration aims to fortify the outcomes of a market study with main



emphasis on the exportation potential of fresh and processed vegetables, legumes, and cereals, enabling a comprehensive analysis that builds upon previous efforts and identifies essential gaps, challenges, and best practices. However, it is important to note, that this is solely a recommendation to the potential service provider, and that any public or private studies to be utilized shall be at their discretion and will be assessed during the selection process from a technical perspective. Moreover, all studies to be used shall be proposed and reference upon submission of the Work Plan and will be subject to the Berytech's assessment.

- The service provider should present a report including the research design, data collection methods adopted, sampling strategy, and data analysis techniques. The data should be collected as per the research design, ensuring data accuracy and integrity.
- The service provider should organize a roundtable to disseminate research results to the consortium partners, with the facilitation of the Contractor.
- The service provider should perform data analysis using quantitative and qualitative analysis tools, to provide clear and concise results.
- The service provider should ensure throughout the research process and progress, to adhere to ethical standards and quality assurance protocols. It is also important to maintain data security and confidentiality throughout the duration of the research.

Technical Proposal Structure

The service provider proposal should include their:

1. Understanding of the project
2. Key success factors of the implementation
3. Detailed list of tasks to be executed, included a description of each task, list of key activities, and key success factors of each task.
4. Timeline of implementation including duration of each task
5. Risks and mitigation measures.

Supporting document

1. Describe in 1-2 pages, your capabilities specifically relevant to this scope of work. Please provide evidence of your relevant past work. When documenting your evidence of past work, present each example in in the following format:
 - a. The business need presented in the call order for which your past work is evidence. (1-2 paragraphs)
 - b. The challenge / issue your work addressed. (1-2 paragraphs)
 - c. Past work / activities to address that challenge. (2-3 paragraphs)
 - d. The outcome / result of your work. (1-2 paragraphs)
2. Describe how you will mobilize resources to be able to deliver the work in the engagement delivery time frame indicated in the Assumptions section. In your response, please include information such as who from your team will be involved in the project,



their specific role, and their availability and also provide a high-level description of the project phases that you see necessary to complete the assignment, their purpose, and duration in days or weeks. We understand that this may change once, if selected, you have your requirements gathering calls with the innovator and learn in more detail the expectations and objectives.

3. the CV(s) for the staff that would likely work on this engagement explaining the roles and responsibilities of each and provide an organogram. The proposed staff should be proficient in formulating brand strategies and executing marketing campaigns with experience in food retail market as a plus.

3. COST PROPOSAL

The service provider must submit the proposed offer “**Technical and Financial Proposals**” in separate sealed envelopes mentioning “**Technical Proposal**” and “**Financial Proposal**” with the subject of email “**BASATINE – Consultant – Market Research Study**” and deliver them in person to the procurement department at Berytech Premises in Mar Roukouz – Dekwaneh.

4. REFERENCES

Please include three client references and contact information. References should have worked with your organization within the past two years in connection with the countries or regions (and if possible, subject matter) applicable to this RFP.

B. INSTRUCTIONS FOR SUBMISSION OF PROPOSAL

The service provider must submit the proposed offer “**Technical and Financial Proposals**” in separate sealed envelopes mentioning “**Technical Proposal**” and “**Financial Proposal**” with the subject of email “**BASATINE – Consultant – Market Research Study**” and deliver them in person to the procurement department at Berytech Premises in Mar Roukouz – Dekwaneh.

- Questions from potential bidders on any section of this TOR are welcome. Please send relevant questions to Mr. Slayman Fawaz – Manager of the BASATINE program via Slayman.fawaz@berytch.org
- Both financial and technical proposals should be valid for 90 days.
- The deadline for submission of technical and financial proposals is **April 20, 2024 at 5:00 pm, and to be scored as per the above selection criteria table.**
- Due to the high volume of applications received, only selected consultants/companies will be contacted.
- Incomplete applications will be disqualified.
- **Important:** The header of the technical and financial offers must clearly note the candidate data (Name, address, country, telephone, email and fiscal identity number or other official number).

(ORGANIZATION NAME)



(Insert address here)	
Attention:	(Procurement Team / Slayman Fawaz)
Email:	Procurement@berytch.org / Slayman.fawaz@berytch.org

1. Berytech Foundation will not compensate Offerors for their preparation of responses to this RFP.

V. CRITERIA FOR EVALUATION

Berytech Foundation will evaluate proposals based on a best-value determination; Offerors should submit their most competitive price proposal. Proposals will be evaluated using the following criteria:

Criterion	Weight
Technical Proposal including the following: <ul style="list-style-type: none"> • Methodology (24%) <ul style="list-style-type: none"> a. Features of implementation (or winning points that makes the proposed approach unique) b. Success factors c. Key tasks and activities d. Key deliverables e. Risks and mitigation measures • Timeline (15%) • Project references (3 maximum) (16%) • Projects reference in country of focus (5%) • CVs of key experts (20%) 	80%
<ul style="list-style-type: none"> • Financial scoring: <ul style="list-style-type: none"> a. Financial proposal Sent showing LOE and daily rates. 	20%
TOTAL	100%

The evaluation committee will review the technical proposal based upon the technical criteria listed above. The cost proposals will be reviewed to ensure they are complete and free of computational errors. The committee will also assess the reasonableness of costs and the cost-effectiveness of the budget and will determine whether the costs reflect a clear understanding of project requirements. A contract/Purchase Order will be offered to the responsible Offeror whose proposal follows the RFP instructions and is judged to be the most advantageous to Berytech Foundation.

VI. TERMS AND CONDITIONS

A. LATE SUBMISSIONS

Proposals received after the submission deadline stated in the cover page of this RFP may not be considered. Offerors will be held responsible for ensuring their quotations are received according to the instructions stated herein. A late offer will be considered if the cause was attributable to Berytech Foundation or its employees/agents, or if it is in the best interest of Berytech Foundation.



B. MODIFICATION OF RFP REQUIREMENTS

Berytech Foundation retains the right to terminate the RFP or modify the requirements upon notification to Offerors.

C. WITHDRAWALS OF PROPOSALS

Proposals may be withdrawn by written notice via email at any time before award. Proposals may be withdrawn in person by an Offeror or authorized representative, if the representative's identity is made known and the representative signs a receipt for the proposal before award.

D. RIGHT OF NEGOTIATION AND ACCEPTANCE OF PROPOSAL

This RFP represents a definition of requirements and is an invitation for submission of proposals. Berytech Foundation reserves the right to fund/award any or none of the submitted proposals. No commitment is made, either expressed or implied, to compensate Offerors for costs incurred in the preparation and submission of their proposal.

Berytech Foundation may reject any proposal that is nonresponsive. A responsive proposal is one that complies with all terms and conditions of the RFP. A proposal must be complete, signed by an authorized signatory, and delivered no later than the submission time and date indicated on the cover sheet of this RFP. Berytech Foundation may reserve the right to waive any minor discrepancies in a proposal.

(ORGANIZATION NAME) reserves the right to issue an award based on the initial evaluation of proposals without discussion. Berytech Foundation also reserves the right to enter into best and final negotiations with any responsive Offerors for all or part of the proposed scope.

E. VALIDITY OF PROPOSAL

Proposals submitted shall remain open for acceptance for *60 Days* from the last date specified for receipt of proposals. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is awarded the contract, all information in the RFP and negotiation process is contractually binding.

F. MINIMUM OFFEROR QUALIFICATIONS

Offerors submitting proposals must (1) be officially licensed to do such business in (*insert country*), (2) be able to receive funds and (3) not have been identified as a terrorist. In addition, Offeror may be required to provide the following information:

- Documentation to verify licensure (e.g., tax id, registration certificate, etc.)
- Demonstration of adequate management and financial resources to perform the contract
- Satisfactory records of performance history, integrity and business ethics

G. INTELLECTUAL PROPERTY RIGHTS

All tangible or intangible property created or acquired under this contract shall be the exclusive property of Berytech Foundation and the donor. The term "property" includes all data and reports



associated with this engagement. Reference is made to Sections 12 and 13 in the business terms and conditions attached in Appendix A.

