



**USAID**  
NGA POPULLI AMERIKAN  
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## ADVANCING KOSOVO TOGETHER – LOCAL SOLUTION PROGRAM

### REQUEST FOR PROPOSALS AKT-LS-RFP- 003

Issuance Date: **April 28, 2016**

Submission Closing Date & Time: **May 27, 2016 at 16:00pm**

Dear Applicants,

USAID Advancing Kosovo Together-Local Solution (USAID AKT-LS) is inviting eligible organizations in Kosovo to submit proposals for the Business Aid Package tailor and direct assistance to our currently awarded business Grantees. The direct and tailor business assistance is aimed to increase and enhance the capacities of our awarded business Grantees.

The awarded bidder shall conceptualize the Business Aid package assistance to our Business Grantees, through the needs assessment per each Business Grantee, and designing the specific activities, which will reinforce the Business to create more Market Linkages and gain more Market Penetration, and developing for our Business Grantees the Brand and Integrated marketing communication tools such as: Brand book, logo, website and any other required assistance in creating communication plan Identifying, Creating and applying the right Message in media to achieve marketing and sales objective (Social media direct marketing, PR, TV Radio AD, newspapers etc).

The Business aid package campaign shall include:

- 1) Needs Assessment Methodology for our Business Grantees.
- 2) Analysis of data and Report on Findings & Recommendations- Identifying the right needs for Micro, Small and Medium Enterprises (MSME's)
- 3) As a result of the data analysis ONE should propose Marketing Oriented Activities which will increase the chances of the Business Grantees to create new Market Linkages and create new Market Penetration  
Example:  
Workshops in Subjects of Marketing from Analysis to Execution  
(Internal and external analysis, Positioning, Segmenting, Targeting, Creating Integrated Marketing Communication Plan, in order to gain market Penetration and Market Linkage)
- 4) Identifying and Developing of the concrete action tools for and with organizations with approach "Learning by doing" - which will enable Business Grantees to create not just short run effects but upgrade their capabilities in this filed in order for them to achieve middle and long term objectives of being a sustainable business.  
Key area of expertise asked: Marketing and Sales (Analysis, Decision and Planning, Executing, controlling) - Communication tools.

Subject to the availability of funds, we anticipate awarding up to **1** grant throughout the program or by the end of **October 2016**. The size of a single grant awarded under this RFP will not exceed **\$80,000**.



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### **Award Information**

For all inquiries concerning the contents of this RFP you can contact the Grants Manager, on tel: 038 249 677/678 or email ([grants@kcdf.org](mailto:grants@kcdf.org)) no later than **May 13, 2016**. AKT - LS will respond to any question(s) received by **May 20, 2016**.

Please submit your proposal in a sealed envelope no later than **May 27, 2016, 16:00 PM** to: the Grants Department, CDF Project Office Advancing Kosovo Together - Local Solution, st. Sejdi Kryeziu no. 16, Peyton, Prishtina. If the submitted proposals are not packaged and marked as required by Preparation and Submission of bids or they are received after the date and time set for admission, then such Proposals may be disqualified. **It is essential that you visit our website [www.kcdf.org/AKT-LS](http://www.kcdf.org/AKT-LS) for the full Request for Proposal.**



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## 1.0 RFP PURPOSE

AKT Program (also AKT – LS) is implemented in 16 municipalities<sup>1</sup> with considerable presence of Serbian community. In essence, all three interventions are designed to contribute to expedited inclusion of Serbian community in the institutional and political life in Kosovo and increasing the exchanges between majority and minority communities across all spheres of life. Improvement of small-scale infrastructure and service delivery systems, coupled by increased ability to deliver quality services on the part of local governments and the efficient advocating of community needs and priorities, are encompassed in the project as different dimensions of intervention. These dimensions are expected to lead to improvement of both horizontal linkages across municipalities and vertical linkages with line ministries, through which lives of communities will be improved.

Employment and economic development are also envisaged by the project as key intervention measures aimed at contributing to the overall inclusion of the economies in the 16 beneficiary municipalities. Provision of opportunities for savvy entrepreneurially predisposed individuals and labor force development measures are the two main tools to be used for promoting employment and self-employment in the targeted communities.

USAID Advancing Kosovo Together-Local Solution (USAID AKT-LS) through the Business Development Component, aims to improve and enhance opportunities our already awarded Business Grantees through the direct and tailor assistance mechanism named “Business Aid Package”.

Currently the AKT-LS Program awarded 32 Business Grantees, coming from different industries among our 16 Partner Municipalities.

## 2.0 BACKGROUND

USAID Advancing Kosovo Together-Local Solution (USAID AKT-LS) is a three year project dedicated to assisting 16 Kosovo municipalities, their leaders and citizens to promote good governance USAID Advancing Kosovo Together-Local Solution (USAID AKT-LS) works closely with local officials to identify and achieve key outcomes: more effective governance, increased citizen trust in government, improved local services, more robust local economic development, and greater involvement of youth in civic affairs.

Specifically, USAID AKT-LS has three (3) Objectives:

1. **Objective 1:** Improve autonomous, horizontal communication between: (a) Kosovo Albanian and non-majority communities; and (b) the GoK and non-majority communities;
2. **Objective 2:** Improve economic opportunities in target municipalities;
3. **Objective 3:** Increase the efficiency and capacity of target municipal administrations to respond to the needs of all their citizens.

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<sup>1</sup> Municipalities include: Gjilan/Gnjilane, Graçanicë/Gračanica, Istog/Istok, Klinë/Klina, Kllokot/Kllokot, Leposaviq/Leposavić, Mitrovicë e Veriut/ North Mitrovica, Novobërdë/Novo Brdo, Obiliq/Obilić, Partesh/Parteš, Pejë/Peć, Ranilluk/Ranilug, Shtërpçë/Štrpce, Vushtrri/Vučitrn, Zubin Potok/Zubin Potok and Zvečan/Zvečan.



### **3.0 INSTRUCTIONS TO OFFERORS**

#### **3.1 Quotation Deadline**

Quotations must be delivered to AKT - LS no later than on **May 27, 2016** at 16:00PM local time.

#### **3.2 Inquiries**

All inquiries concerning the contents of this RFP must be addressed in writing to the following address no later than **May 13, 2016**. AKT - LS will respond to any question(s) received by **May 20, 2016**.

Grants Department

Advancing Kosovo Together – Local Solution Office

Sejdi Kryeziu, no.16, Peyton, Pristina, 10000, Kosovo

E-mail: **grants@kcdf.org**

If using email, please put Subject Line: AKT-LS-RFP- 003

#### **3.3 Language**

The proposal, as well as all correspondence and documents relating to the offer, shall be only in English.

#### **3.4 Validity**

Proposals shall remain valid for 120 days (One Hundred and twenty Days) from the due date for receipt of proposals as indicated on page 1 of this RFP. In exceptional circumstances, prior to expiry of the original offer validity period, AKT - LS may request that the Offeror extend the period of validity for a specified additional period. The Offeror agreeing to the request will not be required to modify its proposal.

#### **3.5 Delivery and Completion of Statement of Work**

The awarded offeror must complete all work and handover all required deliverables within **period June 10, 2016 to October 31, 2016**.

#### **3.6 Currency, Taxes, Duties and Prices**

Prices for products and services offered shall be quoted in local currency excluded from any Sales Tax, Value Added Tax, Government Taxes, custom tax or any other levy taxes. AKT - LS will work with winning Offeror to secure tax exemption letter or establish VAT reporting procedures, as appropriate.

Offeror shall be entirely responsible for all duties, license fees, etc., incurred until delivery of the Products and Services to AKT - LS.

#### **3.7 Preparation and Submission of Proposals**

The Offeror's Proposal must be identified with RFP number RFP -003 and submitted in a packaged and labelled envelope to:



The Grants Department checking

Advancing Kosovo Together – Local Solution Office

Sejdi Kryeziu, no.16, Peyton, Pristina, 10000, Kosovo

Offeror should submit one (1) **original** and two (2) **copies** and one electronic version in CD clearly marking each as “Original Bid” or “Copy of Bid, Copy Number x” as appropriate. In the event of any discrepancy between them, the original shall govern. Copies numbers shall be in sequence (i.e. 1, 2,). One electronic copy on CD-ROM must be submitted along with hardcopies.

If the envelopes submitted by Offeror are not packaged and marked as required by Preparation and Submission of bids, then such Proposals may be disqualified.

### **3.8 Source and Origin**

- The authorized geographic code for procurement of goods and services under this award is 937. However, local procurement in the cooperating country is authorized provided the good or service does not originate in a policy restricted country (Cuba, Iraq, Iran, Laos, Libya, North Korea or Syria).
- Offerors are requested to comply with the enclosed RFP and USAID and FAR regulations, supply all necessary catalogs (i.e. software and hardware technical brochures), and any other additional information that may help in the evaluation process.

### **3.9 Marking and Branding**

The winning Offeror shall comply with the requirements of the USAID “Graphic Standard Manual” available at [www.usaid.gov/branding](http://www.usaid.gov/branding) , or any successor branding policy.

### **3.10 RFP Changes and Addenda**

3.10.1 AKT - LS reserves the right to amend, retract or cancel the RFP at any time. If the amendment occurs after the closing date for receipt of Proposals, AKT - LS may, at its sole discretion, allow Offerors to amend their proposals in response to the amendment if AKT - LS deems it necessary.

3.10.2 AKT - LS shall prepare a written addendum in response to all pertinent questions and requests for interpretation submitted by writing.

3.10.3 In the event it becomes necessary to revise any part of the RFP prior to or during the scheduled submittal date, an addendum shall be issued to all Offerors in relative stages.

### **3.11 Rejection**

AKT - LS reserves the right to accept or reject any part of any proposal, and to accept or reject any or all proposals without penalty.

### **3.12 Award Criteria**

AKT - LS is not obligated to make any award by virtue of having issued this solicitation. AKT - LS can only make an award if the product fully complies with the technical specifications mentioned in this RFP.



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The following criteria are applicable to applicants:

- Applicants should be legally registered as NGOs or Private sector firms in Kosovo;
- Applicants are acting on their own behalf or as part of consortium and are genuinely interested in promoting inter-ethnic cooperation and communication;
- Do not entail any activities that are illegal under the Kosovo laws and constitutional order;
- Proven track record of management of similar budgets and projects with that requested through the grant application;
- Be innovative and unique;
- Be independently originated and developed by the applicant;
- Be consistent with and supportive of USAID/AKT – LS strategy and objectives;
- Be able to improve interethnic relations in target areas of the AKT – LS Program.

The applications under this RFP should be designed as such that they contribute to the development of civil society, communities, empowerment of vulnerable and marginalized groups.

### **3.13 Evaluation of Quotations**

Best offer proposals are requested. Award will be made to a responsible Offeror submitting a proposal at the lowest cost and complying with the requirements and delivery schedule. Award will be made based on the criteria below. AKT - LS reserves the right to conduct negotiations and/or request clarifications prior to award.

#### **3.13.1 Technical offer will be allocated 50% of the total score.**

Technical qualification criteria will be distributed as follow

- Proposed methodology is clear and easy to follow
- Proposed methodology conforms with the requirements in the SOW
- Proposal addresses each of the deliverables
- Experience Staff skill set

#### **3.13.2 Financial offer will be allocated 30% of the total score.**

Financial Offer weighting criteria will be distributed as follow

- Level of effort is appropriate to SOW
- Costs are reasonable, allowable and allocable
- Price

#### **3.13.3 Past Performance will be allocated 20% of the total score**

Past Performance weighting criteria will distributed as follows:

- List of the proposed key experts must have minimum 3-5 years of relevant experience
- List of the completed projects, must be documented with the reference and contract.

Score will be equal to the sum of technical and financial score. The contract will be award to the highest bid score.





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### **3.14 Proposal Preparation Cost**

The Offeror shall bear all costs associated with the preparation and submission of its Proposal. In no case shall AKT - LS be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation process.

### **3.15 Quotation Negotiations**

3.16.1 During the final offer evaluation and before awarding the contract, AKT - LS may -at its option- negotiate financial Proposals with Offerors whose Proposal(s) have the highest bid scores.

### **3.16 Payment Terms**

3.16.1 Payment will be tied to defined deliverables (milestones) to be negotiated at the time of the award.

3.16.2 Request(s) for payment shall be made to CDF, AKT - LS at Sejdi Kryeziu, no.16, Peyton, Pristina, 10000, Kosovo, accompanied by an invoice describing the payment deliverable and amount along with the project name and subcontract number. Invoices may not be submitted until the deliverable being invoiced is approved by the AKT - LS Technical Officer.

3.16.3 Payments shall be made promptly by AKT - LS within Thirty (30) days of the acceptance of an invoice.

### **3.17 Contract Award Type**

Firm Fixed Price subcontract.

### **3.18 RFP Requirements**

- Offeror should own an established NGO or Private sector firms for **at least three (3)** years.
- The Offeror shall submit at **least three (3)** relevant references during the last three years.
- Consultants should have individual and relevant references.





#### 4.0 THE EXPECTED OUTPUTS and DELIVERABLES

In addition to the deliverables outlined below, the subcontractor shall provide a brief one page – bi-weekly progress update to the USAID AKT-LS Head of Component 2.

No.	Deliverables	Description
1	Needs assessment to the actual Business Grant Beneficiaries.	<p>The Subcontractor shall conduct a needs assessment to the actual Business Grant beneficiaries by assessing as follows:</p> <ul style="list-style-type: none"> <li>- Internal analysis :               <ul style="list-style-type: none"> <li>(a)of the capacities and capabilities of the operant and operand resources</li> <li>(b)External Information about the market they operate</li> <li>© Identifying Business Needs and Goals in proportion to their capabilities</li> <li>(d) Performance Needs and Goals in proportion to internal capabilities and market possibilities</li> <li>(e) Identifying possibilities for Upgrading of their Capacities and capabilities in Learning Needs in order to perform the actions needed to achieve the goals</li> </ul> </li> </ul> <p>At the end of the assessment contractor shall provide an assessment report that will be subject of approval by AKT LS Program.</p>
2	Activities proposed :  Workshops/Trainings	<p>The Subcontractor shall be able to provide a list of Activities which will clearly define a road map, how (this activities) will help the Businesses to achieve their Objectives in relation to the Market Linkages and Market penetration.</p> <p>Workshop(s)/training(s) based on the assessment report. Workshops, Trainings and Seminar should be oriented towards upgrading the organizations capacities and capabilities for performing activities in short, middle and long run. The methodology should be demonstrated in advance and been subject to approval to:</p> <p>The CV of instructor(s)/trainer(s) shall be included in the Proposal, and required replacement of the instructors will be subject of the approval by the AKT LS Program.</p> <p>Development of the workshops/trainings must be presented in the technical offer including the unit price per the presented workshop.</p>
3	Development of the Marketing and Sales Activities for achieving Market goals, based on the method “ <b>learning by doing</b> ” through the co creation actions, between the Contractor and the Businesses.	<p>The Subcontractor shall be able to present a clear technical plan for developing the Marketing and Sales activities and tools which will directly have impact on upgrading the Organizational capacities and capabilities in order to achieve a Organizational Goals ( Revenue increase, Market Penetration, new Market development, better Brand awareness, Higher Margins, etc) which will enable actors to perform the key activities learned by this process not just in short run but also in the middle and long run.</p>



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		<p>Development of the communication tools such as company logos or websites must be presented in the technical offer including the price list per each subject.</p> <p>Development of Market linkages activities, through fairs and B2Bs (2 B2Bs maximum should be organized), as technical assistance to private sector and business/sector association, aimed at improving MSME's market penetration in Kosovo.</p>
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## **5.0 SCHEDULE**

**The assignment will begin on June 10, 2016 and be completed by October 31, 2016**

## **6.0 SUPERVISION**

AKT-LS Head of Component 2 will supervise the work of the Ngo or Private sector firms.