



Contracting Authority: Eurochambres

EU4BCC: CONNECTING COMPANIES

REFERENCE: ENI/2019/411-865

Call for Tenders

Terms of References

Selection of service provider to organise an online export academy for
SMEs and a BSOs¹ tour

Brussels, Belgium

Deadline for submission² of applications:

02.03.2023 at 17:00 (Brussels time)

¹ BSO: Business Support Organisation

² Submission should be done by email to eu4bcc@eurochambres.eu inserting "Proposal Academy/Tour ENI/2019/411-865" in the subject of the email.



CALL FOR TENDERS - TERMS OF REFERENCES

1. CONTRACT SPECIFICATION

Nature of contract: Global price

Number of titles of lots: One lot only

Maximum budget: 152,800³ euro (VAT and taxes excluded)

2. BACKGROUND INFORMATION

2.1. Contracting organisation

Eurochambres – the Association of European Chambers of Commerce and Industry – is representing the interests of 1,700 Chambers and their 20 million member companies from all economic sectors across 43 countries (www.eurochambres.eu). Eurochambres' vision is an integrated, globally competitive Europe, where businesses can prosper and drive socio-economic progress. Eurochambres is a non for profit international organisation having its headquarters at Avenue des Arts 19AD -1000 Brussels, Belgium.

2.2. Information about the EU4Business: Connecting Companies (EU4BCC) Project

In the past years, the Eastern Partnership (EaP) countries have achieved significant progress in reforming their economies and integrating into the global marketplace. However, many small and medium-sized enterprises (SMEs) in the region remain tied to low value-added sectors and still do not contribute as they could to job creation and export. There is a need to support them to increase their share in value-added production and employment rates, aiming in particular at increasing the export potential of SMEs.

In this context, the European Commission launched the EU4Business initiative (www.eu4business.eu) that helps SMEs in the six countries of the EaP region to realise their full potential and boost economic growth.

Within the EU4Business initiative Eurochambres signed a grant contract n° ENI/2019/411-865 in December 2019 to implement the project 'EU4Business: Connecting Companies' (EU4BCC) in cooperation with 5 sectorial consortia.

EU4BCC global objectives is to support sustainable economic development and job creation in the EaP countries by helping SMEs to grow - especially by promoting trade, encouraging inward investment and fostering business links with companies in the EU.

EU4BCC specific objectives is to strengthen the capacity of EaP SMEs and Business Support Organisations (BSOs) while promoting trade relations with the European Union (EU).

³ See section 7 for more details

The EU4BCC project is organised on a sectoral basis, which allows for a strategic approach, targeting the specific needs and opportunities of each sector, and allow for the creation of alliances between EU and EaP businesses on a more specific basis. *The targeted sectors* are:

- Bio-/Organic Food
- Creative Industries
- Textile
- Tourism
- Wine

The target groups of the project are SMEs and BSOs from the EaP and EU countries.

3. PURPOSE OF THIS CALL FOR TENDERS (ToR)

3.1. Objective of the ToR

The objective of this ToR is to subcontract an entity which will support Eurochambres to organise 2-types of activities within the EU4BCC projects: 1) an online export academy for the SMEs from the EaP countries, and 2) a BSOs' Tour for the BSOs from the EaP countries.

3.2. Information about the activities

Online export academy for SMEs:

The objective of the online export academy for SMEs is to help EaP-based SMEs grow their business internationally and increase export volume to the EU. The online export academy shall consist of a series of 5 online workshops as well as business meetings for at least 150 SMEs from the EaP countries wanting to export to the EU.

The workshops shall be held via an online platform (which could be provided by Eurochambres) and be led by experienced professionals.

The Academy should have a tailored programme, to allow participants to acquire knowledge about export to the EU and to develop a **customised export growth and development plan**, with the assistance of experts in the field of export.

This activity is planned to take place between April and/or May 2023, and it will be free of charge for participants.

2.2 BSOs' Tour

The BSOs' Tour has been designed as *an eco-system discovery mission* for EaP-based BSOs. The main focus of this activity should be on **innovation and digital technologies** in order to allow EaP-based BSOs to offer "new" services in a digital format. It should be organised as a face-to-face activity.

Eurochambres foresees the participation of 35 BSOs from five EaP countries: 7 from Armenia, 7 from Azerbaijan, 7 from Georgia, 7 from Moldova, and 7 from Ukraine.

The duration of this activity shall be 5 days.

This activity should allow the BSOs from the EaP countries to:

- Create/expand the network of contacts with BSOs from the EU
- Learn from the experience of EU-based BSOs
- Exchange knowledge and best practices
- Develop “new” (meaning digital) services for their members
- Build their own capacity on the organization of such events for their own members

4. WHO COULD APPLY

Applicants should be legal entities:

- Registered in the EU or in the EaP country (e.g. consultancy, business support organisation, etc.)
- Established for at least 5 years
- Able to provide balance sheets for the last 2 financially closed years.

Applicants can be for non-profit or commercial companies having extensive experience in delivering online and face-to-face services similar to the ones object of the current ToR, as well as experience in delivering services to BSOs and SMEs.

5. LEGAL FRAMEWORK OF THE CALL FOR TENDERS

The present call for tenders is launched within the framework of the EU Grant contract **ENI/2019/411-865** (see [Annex 5](#) for more details).

6. REQUESTED SERVICES

The requested services to be provided are the following:

1. Organisation of the Online Export Academy, in particular:

- Design, implementation and organisation of the academy itself, including:
 - 5 online modules/workshops for at least 150 SMEs from the EaP countries led by the experienced professionals suggested by the candidate, who will cover both general modules as well as more advanced topics related to the export for the SMEs. The modules for the workshops should be designed by the service provider.
 - business meetings for at least 150 SMEs from the EaP countries.
- Ensuring that the programme covers the necessary topics to allow participants to develop an export growth and development plan with the assistance of experts in their fields.

The academy shall be designed to accommodate different levels of export experience among the participants.

A provisional programme of the workshops shall be provided including a draft agenda, methodology, objectives to be reached as well as the pedagogical tools that will be used and expected learning outcomes. The applicants are expected to alternate the presentations with other learning tools (such as groups discussions, case studies, videos, simulations, role playing, adult games, or quizzes).

The methodology of the Academy shall be based on adult learning techniques.

The chosen applicant shall prepare a participant's guidelines that should be distributed among the participants 1 week before the start date of the online SME Academy.

The workshops can be organised within the same week or distributed over various weeks. Candidates shall suggest a concrete agenda with specific dates.

Please note that an online platform to organise the academy and the partial list of potential participants could be provided by the contracting authority (Eurochambres).

2. Organisation of the BSOs' Tour, in particular:

- Select the EU country, where the BSOs tour will be delivered.
- Select the relevant EU representatives (EU BSOs) to be introduced to the incoming EaP BSOs.
- Propose detailed agenda for the 5-day BSOs' tour based on the needs of the target BSOs and the timeline.
- Organising an educational and promotional workshop presenting the methodology and strategy development.
- Organising the travel, accommodation, subsistence and local transportation for 41 persons: 35 staff members of the EaP BSOs, one Eurochambres representative (travelling from Brussels) and one employee of each national EaP-based Chamber of Commerce and Industries (CCIs).
- Delivering the BSOs' Tour including meetings/visits between EU and EaP BSOs. BSOs participation in a thematic event (such as a start-up day / innovation / tech event) happening around the BSOs' tour, would be an advantage.
- Organise a workshop for the participants to:
 - discuss which approaches and practices they find particularly useful for their BSO.
 - brainstorm on how to establish collaboration between them and how to implement new knowledge in their BSO.

Applicants offering direct travel and accommodation services, as well as subsistence, for the participants of the BSOs' tour will be preferred. However, applicants can also request the assistance of a travel agency for travel and visa issues, if any.

As a deliverable of this activity, the participant BSOs will have to create and submit **an action plan to offer/create digital services or to digitalise some of the services they are already offering**.

Please note that the (partial) list of the EaP BSOs could be provided by the contracting authority.

The tenderer should report of the implementation of the activities highlighting the results, benefits and challenges of the project.

Annex 1: Tender submission form should include a reference to all requested services.

7. MAXIMUM BUDGET AND PAYMENT MODALITIES

The total available amount (VAT and taxes excluded) for the Online Export Academy is **61.900,00 euros**.

The total available amount (VAT and taxes excluded) for the BSOs tour is **90.900,00 euros**.

Modalities of payment will be the following:

- 50% after signature of the service contract and receipt of the invoice
- 50% after the approval of the final report following the implementation of the activities (outputs should be fully reached)

8. TIMING OF THE SERVICE

Both activities – Online Export Academy and BSOs Tour – should take place in **April and/or May 2023**. The detailed timeline should be proposed by the candidate. Ideally these two activities should not overlap. The candidate also needs to take account any possible holidays in the EaP or the EU countries.

9. NUMBER OF APPLICATIONS

No more than one tender can be submitted by the entity whatever the form of participation. In the event that an entity submits more than one tender, all applications in which that entity has participated will be excluded.

If, having consulted the tenderers, the contracting authority receives only one tender that is administratively and technically valid, the contract may be awarded provided that the award criteria are met.

10. ELIGIBILITY, SELECTION AND AWARD CRITERIA

Eligibility criteria:

The candidates shall be:

- Commercial or non-commercial legal entity; and
- Registered in one of the Member States of the EU, or the one of the five countries of the EaP (Armenia, Azerbaijan, Georgia, Moldova or Ukraine)

Selection Criteria

Legal entity must fulfil the conditions indicated in section 3 of the present Call for Tender.

The legal entity submitting the offer shall possess following technical and financial capacities:

Technical and professional capacity:

- The tenderers should be able to provide evidence of similar previous experiences, in particular, in organising events (e.g. conferences, workshops, academies and peer-to-peer learning events), including in an online format, and facilitating highly interactive events (e.g. by using Participatory Leadership or other similar methods, co-active participation, use of collective intelligence to make decisions, set purpose-oriented and collectively agreed agenda, priorities and outcomes, engaging all participants, collectively defining and reaching out needs, etc.).
- The tenderer should have a solid team to implement the activities and be able to involve experts with at least 3 years of experience in the field of suggested modules. The selected tenderers may be requested to send the proof of the expertise of the proposed team.

Note! The tenderer shall not use previous experience which caused breach of contract and termination by a contracting authority as a reference for selection criteria.

Economic and financial capacity of the tenderer:

As the present Terms of Reference is implemented under the EU contract, the tenderer should have the necessary financial capacity to finance part of the activities taking into account that the balance will be paid after acceptance of the final report.

The applicant is requested to provide balance sheets for the last 2 financially closed years.

Award decision

- Best price-quality ratio.

Tenders will be evaluated on the basis of the following award criteria and their weighting:

1. Quality - 60%
2. Price - 40% (The price considered for evaluation will be the total price of the tender).

11. EXCLUSION GROUNDS

To avoid the conflict of interest, the candidate applying to the call for tenders should not be involved whatsoever in the EU4BCC project. This means that the organisation cannot be member of:

- Sectorial Consortia
- BSOs Partnerships implementing actions
- Board of the Sectorial Experts, etc.

12. VISIBILITY RULES

The service provider will have to comply with the visibility rules relevant to the EU4BCC project. See [Annex 4](#): visibility rules.

13. GENERAL DATA PROTECTION REGULATION

The selected subcontractor undertakes to process the candidate data in line with the provisions of the GDPR⁴ and the national data protection law in the EaP countries.

14. Tenderer(s) offer

The tenderer(s) offer MUST be written in English which is the working language of the grant contract. The tender must include a technical offer and a financial offer.

The budget should be proposed in EUR.

The offer should include the following documents:

- **Tender submission form (See Annex 1)**
- **Filled in Organisation and Methodology (See Annex 2)**
- **Proposed budget (See Annex 3)**
- **CVs of the proposed team**
- **Balance sheets for the last 2 financially closed years**

Both activities – the online export academy and the BSOs’ tour – should be implemented between April-May 2023. The dates for each activity should be proposed by the applicant. The bidders shall propose a detailed timetable based on their expectations of process duration and consequence required to implement proposed approach and methodology.

If any services mentioned above are not directly available from/to the candidate, it must be indicated in the methodology and the alternative should be proposed (i.e., to organise travel).

15. SELECTION PROCESS AND TIMELINE

The received offers will go through the checks based on the following steps:

1. The Selection Committee will first check the eligibility and the administrative compliance of the received offers. Only eligible candidates will go to the next step of the evaluation.
2. The evaluation committee will then examine the capacity (Annex 1), technical offer (Annex 2) and financial offer (Annex 3).

The offers will be assessed with the score between 0 and 100 (0 – the worst; 100 – the best). Below you will see the breakdown of the scores:

Evaluation grid:

Organisation and methodology	Maximum - 100 points
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⁴ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) available at : [CL2016R0679EN0000020.0001.3bi cp 1.1 \(europa.eu\)](https://eur-lex.europa.eu/eli/reg/2016/679/oj)

Organisation and methodology (proposed strategy and scope of work, tentative agenda and topics, timeline, proposed outputs, etc.)	40
Quality control measure (quality of the deliverables, the language quality check, the continuity of the service in case of absence of the member of the team, etc.)	10
Previous experience/portfolio of the entity	10
Team	10
Budget	30

NB: Only tenders with average scores of at least 70 points qualify for the financial evaluation. Any tender falling short of the 70-points threshold is automatically rejected. If no tender achieves 70/100 points or more, the tender procedure is cancelled.

As a result, the technical and financial scores will be added together to determine a best cost/quality ratio.

The evaluation will be based on the information and evidence contained in the tenders and, if applicable, on additional information and evidence provided at the request of the Contracting organisation during the procedure.

The timeline for this Terms of Reference is as follows (indicative):

- Invitation to the tenders – 1 February 2023
- Deadline for requesting clarification from the contracting authority – 16 February 2023
- Last date for the contracting authority to issue clarification – 23 February 2023
- Deadline for submitting offers - 2 March 2023
- Evaluation offers by the selection committee – 3-9 March 2023
- Notifying selected and non-selected applicants – by 10 March
- Signature of the service contract – within 10 working days after the notification of the award at the latest
- Organising the Online Export Academy and the BSOs' Tour – April-May 2023

16. HOW TO APPLY AND DEADLINE

Applicants are invited to submit offers for the organization of the Online Export Academy and the BSOs' Tour **BY EMAIL** at the following email address eu4bcc@eurochambres.eu by the **2nd of March 2022 (17:00 CET) at the latest**.

Tenderers should use the following subject when sending the application email: ***Proposal Academy/Tour ENI/2019/411-865***.

Tenders must be submitted in English.

By submitting a tender, tenderers accept to receive notification of the outcome of the procedure by electronic means.

17. ALTERNATION OR WITHDRAWAL OF TENDERS

Tenderers may alter or withdraw their tenders by written notification prior to the deadline for submission of tenders. No tender may be altered after this deadline.

For more information regarding this Terms of Reference, please contact the project's team via email at eu4bcc@eurochambres.eu.

Annexes included in this Terms of References:

- Annex 1: Tender submission form template
- Annex 2: Organisation and Methodology template
- Annex 3: Proposed budget template
- Annex 4: EU4BCC Visual Identity Guide
- Annex 5: General conditions for the EU4BCC grant contract