

**SUMMARY REQUEST FOR PROPOSALS
DOCUMENTING LESSONS LEARNT CONSULTANT – RURAL CAPACITY
BUILDING PROJECT (RCBP)
RFP NO. A-032712-002**

1 GENERAL INFORMATION AND INSTRUCTIONS FOR APPLICANTS

Purpose of Request for Proposal (RFP): To select a consultant for a service contract to provide the services described in the Terms of Reference - Appendix A. The service contract will be with the Canadian Embassy in Addis Ababa for the Canadian International Development Agency (CIDA).

Type of Services: Documenting Lessons Learnt Consultant – RCBP
Closing Date: April 25, 2011 at 17:00 hours
Estimated Contract Value: Not to exceed C\$67,162
Duration of the Contract: Maximum ten (10) months

Proposals, in three copies, must be received by delivery to the Ethiopia-Canada Cooperation Office or by e-mail at or before 12:30 pm on April 15, 2011.

Proposals received after the stated bid closing date and time will be disqualified and returned to the Consultant unopened.

1.1 Application Deadline

April 25, 2011 at 17:00 pm.

Please note that only candidates screened into the interview stage will be notified.

Proposals (Documentation as per Technical and Financial Requirements, Section 2 and 3 below) should be sent to Ethiopia-Canada Cooperation Office, Attention: RCBP Lessons Learnt Selection, P.O. Box 1009, Addis Ababa or via e-mail:- info@cida-ecco.org

1.2 Proposal Presentation Required for Submission

The proposal will consist of two (2) separate components to be submitted in advance of the application deadline above. These include:

- 1) Technical Component comprising a Cover Letter and Curriculum Vitae (described in section 2).
- 2) Financial Component listing daily rate (described in section 3)

Short-listed consultants will be interviewed following an assessment of the proposal documents. Samples of the consultants' work will be requested and assessed. A reference check will be conducted for the successful candidate.

1.3 Rights of the Canadian Embassy

The Canadian Embassy reserves the right to: reject any or all applications received in response to this RFP; enter into negotiations with one or more bidders on any or all aspects of his/her proposal; accept any proposal in whole or in part; cancel this RFP; re-issue this RFP at any time; and, award one or more contracts. The costs, including travel, incurred by the Consultant in the preparation of the proposal and for the negotiation of the resulting contract will not be reimbursed by the Canadian Embassy.

1.4 Mandatory Requirements

1.4.1 Consultants selected for an interview **must** meet the mandatory requirements set out in Appendix B. Consultants will be required to provide the signed certification prior to their interview. Failure to comply with all the mandatory requirements will result in rejection of the proposal.

1.5 Verification of Information

The Consultant is aware that the Canadian Embassy reserves the right to verify that the Consultant meets the mandatory requirements and any information provided in this proposal. Untrue statements may result in the proposal being declared non-compliant, or in any action which the Canadian Embassy may consider appropriate.

1.6 Contract Negotiation

A time limit may be imposed by the Canadian Embassy to ensure that negotiations are concluded effectively and in a timely manner. In instances where negotiations cannot be satisfactorily concluded between the selected Consultant and the Canadian Embassy, the Canadian Embassy reserves the right to initiate negotiations with the second highest ranking Consultant.

2. TECHNICAL COMPONENT

The Technical Component consists of a submitted Cover Letter and Curriculum Vitae (CV) which will be used to assess the Mandatory Requirements and the Rated Requirements. Interviews for short-listed candidates and a reference check for the selected candidate will also be used to assess the Rated Requirements. The Terms of Reference in Appendix A outlines the requirements of the consultancy. The Consultant will be required to demonstrate how (s)he meets the evaluation criteria through the following process:

Mandatory Requirements

2.1 The Consultant CV and Cover Letter will be screened to confirm that the Consultant meets the minimum mandatory requirements, as presented in Appendix B Section A.6 and identified below. Failure to meeting the minimum mandatory requirements will result in a non-compliant proposal and will be rejected. **If selected for interview, a signed copy of Appendix B of this Request For Proposal must be provided by the applicant.**

Mandatory Criteria	All of the following:
Education and Work Experience	Minimum of M.A./M.Sc. degree and 5 years experience, or B.A./B.Sc. degree and 10 years experience in agriculture, communications, or a related field.
Design and Development of Communications Materials	Expertise in designing and developing communications materials, for example manuals, case studies, brochures, fact sheets etc.
Experience in Participatory Research	Experience in conducting participatory research, analysis and formulating recommendations.

Rated Requirements

2.2 **The consultant will submit a CV of no more than five (5) pages and a Cover Letter of no more than two (2) pages.** These documents must demonstrate that the Consultant can fulfill the Terms of Reference (Appendix A). All pages over these limits will be disregarded. Note, the CV should be explicit on start and end dates of current and past

employment. The Consultant's cover letter and CV will be assessed against the following criteria:

<u>Criteria</u>	<u>Maximum Marks</u>
Criteria #1-Educational qualifications and years of experience	/10
Criteria #2-Experience in English writing and preparation of Communications materials	/15
Criteria #3- Experience with capacity building, gender, HIV/AIDS and environmental issues	/10
Criteria #4-Experience working with multiple stakeholders (in research, extension and education sectors)	/5
Sub-total	/40

Candidates achieving a passing score on the first part of the Technical Component, section 2.2 (minimum of 60% or 24 out of 40) will become eligible for an interview. CIDA reserves the right to limit the number of candidates invited for an interview to the three (3) candidates receiving the highest marks.

If selected for an interview, a signed copy of Appendix B of this Request for Proposal must be provided by the Consultant prior to the event.

The Consultant must bring sample materials (s)he has prepared in the past 3 years to the interview for assessment.

If the assessment of the Consultant Cover Letter and CV meets the minimum rating and (s)he is invited for interview, the Consultant will make herself/himself available for an interview at the time, date and place named by the Canadian Embassy.

2.3 Interview and Reference Check – If screened for an interview, the Consultant will be asked at the interview to demonstrate how (s)he meets the criteria and to provide names of two references that can, if required, also provide an assessment of the Consultant's ability to meet the same criteria.

<u>Criteria</u>	<u>Maximum Marks</u>
Criteria #1-Experience in English writing and preparation of Communications materials (including assessment of sample Materials)	/20
Criteria #2-Understanding of Government of Ethiopia agriculture system, in particular Extension, Research and ATVET	/7
Criteria #3 – Knowledge of Ethiopian Commodity Exchange and Sanitary and Phyto-sanitary issues	/3
Criteria #4-Experience in communicating, planning, coordinating And teamwork	/10

Criteria #5-Computer skills	/5
Criteria #6- References	/5
Sub-total	/50

Note, attainment of a minimum of 30 points out of 50 (60%) from the interview process will be required to be further considered for selection.

2.4. Level of Effort

The Canadian Embassy has allotted up to two hundred and two (202) person-days over ten (10) months, based on a work day of 7.5 hours a day, to carry out this assignment.

Maximum points for the Technical Component are ninety (90) points.

3 FINANCIAL COMPONENT

3.1 Fees / Remuneration:

The Financial Component will comprise the daily rate proposed by the Consultant. The daily rate will be submitted as a **separate and sealed** document in addition to the Technical Component.

Note that a range for an **all-inclusive daily fee rate** for this assignment has been pre-established by the Canadian Embassy according to the local market rates for an intermediate international consultant, and is as follows: CAD \$ 200 - \$300, payable in the equivalent Ethiopian Birr based on date of invoices. This all-inclusive daily fee rate will cover the following cost elements: direct salary, fringe benefits, overhead and profit. **The Consultant must provide documentation indicating that at least 100 days of billing in the last 2 years were charged at the suggested rate.**

The Canadian Embassy will only pay for actual days worked including approved travel time and will not pay when the individual does not work due to statutory holidays, sickness, vacations, or other leave benefits.

The Consultant is responsible for determining his/her requirements to comply with Ethiopian laws regarding remission of any taxes on income earned from this contract.

The Financial Component will be awarded a maximum of ten (10) points.

3.2 Reimbursable expenses:

Certain reimbursable expenses will be included in the awarded contract. These expenses are normally incurred during, and directly related to, the performance of the services by the Consultant. Reimbursable expenses **shall not** be part of the Financial Component, as these costs, if applicable, will be negotiated with the Canadian Embassy prior to the signature of the contract.

4. EVALUATION PROCESS AND CONTRACT AWARD

The Technical Component will be evaluated against the evaluation criteria indicated in section 2 Technical Component, and will be awarded a maximum of ninety (90) points. The

Consultant must receive a minimum of fifty four (54) points (60%) for the Technical Component, or (s)he will be disqualified. The Financial Component will then be rated based on 10 points and added for a total score of one hundred (100) points. Lowest proposed fees will receive the maximum score, other candidates will receive pro-rated scores down to 0 for the candidate highest proposed fees.

The Consultant receiving the highest score represents the best value to the Canadian Embassy and, following a reference check, the Consultant will be invited to negotiate a service contract for the duration of the assignment. The Consultant will perform the services under the contract as an independent contractor. The Consultant will not be an employee, partner or agent of the Government of Canada.

4.1 Security Requirement

There is no Security Requirement associated with this contract.

Appendix A

TERMS OF REFERENCE

Rural Capacity Building Project (RCBP) Project Management Unit

Position: Documenting Lessons Learnt Consultant

I Background

The Ministry of Agriculture (MoA) is implementing a Rural Capacity Building Project (RCBP) financed by the World Bank and the Canadian International Development Agency (CIDA). The overall objective of the project is to strengthen Ethiopia's agricultural services and systems for improved agricultural productivity. More specifically, the project intends to make such systems and services more responsive to farmers' needs and to enhance the capacity of producers to become aware of and to adopt economically viable and environmentally sustainable technologies and agricultural practices.

The Project has six components, namely: agriculture technical vocational education and training (ATVET); agricultural extension; agricultural research; information and communications systems (ICS); agricultural market institutions; and project management. These components are implemented by various project stakeholders, including the MoA, regional Bureaus of Agriculture (BoAs,) ATVET colleges, federal and regional research institutes and centres, and the Ethiopian Commodity Exchange. The project is implemented in 127 woredas in all regions of the country. The project closing date is 31 October 2011.

RCBP is managed by a Project Management Unit (PMU) at MoA, consisting of eight professional positions and support staff. The Consultant will work closely with the various PMU staff to document the lessons learnt of the Project in a user-friendly manner.

II General Objective

To document the lessons learnt from the various components of RCBP in a user-friendly manner and targeted to various stakeholder target groups.

III Functions and Responsibilities

The Consultant will receive information from the PMU staff (PMU Coordinator, M&E Specialist, Communications and Training Specialist, Extension Coordinator, Research Coordinator, and Gender Specialist) on the results from each component of the project. (S)he will agree with the PMU, World Bank and CIDA on the target audiences and the documentation media for the various lessons. (S)he will travel to the regions, as required, in order to consolidate information. The Consultant will develop various tools to document these lessons.

Specific tasks include:

- Preparing a work plan outlining activities and timelines for completion of work over the term of this service contract;
- Working with the aforementioned PMU staff to ensure information and data is received in a timely manner;
- Reviewing past reports and documents to identify the lessons learnt from the project;
- Traveling to regions, research institutes and ATVETs, as required, to ensure data collected is complete;
- Consulting with PMU staff, World Bank and CIDA regarding the target groups for various lessons learnt e.g. federal, regional, woreda government, DAs, research institutes, donors, NGOs etc;
- Gathering pictures from PMU staff, World Bank and CIDA staff and consultants that can be incorporated into communications materials;

- Proposing various media to capture and share the lessons learnt in a user friendly manner and targeted to the identified audience;
- Working with the PMU to organize a workshop of all RCBP stakeholders where they present their lessons learnt and best practices;
- Preparing lessons learnt materials (brochures, pamphlets, case studies etc) that clearly document the successes and lessons learnt from the project;
- Working with the PMU M&E, and Communications and Training Specialists to ensure translations of materials into Amharic, as required;
- Engaging with ECX and SPS components of the project to ensure lessons learnt from these components are incorporated;
- Working with the PMU to ensure timely contracting of tasks, such as video making, to suitable consultants, as required;
- Working with aforementioned consultants to ensure the results captured in video or other media is appropriate and user friendly, as required;
- Preparing a Lessons Learnt Package of materials, both electronic and in hard copy, that contain all the lessons learnt for each component of the project;
- Working with PMU to ensure duplication of materials, as appropriate;
- Providing regular progress updates to CIDA, PMU and World Bank, and sharing draft materials for review;
- Presentation of Lessons Learnt to MoA, World Bank, CIDA and other stakeholders, as identified;
- Liaison with RED&FS Database Coordinator and/or ECCO IT Advisor to attach Lessons Learnt to RCBP project on RED&FS Database and/or ECCO website.

IV Accountabilities and Responsibilities

CIDA in Ethiopia and the Ethiopia Canada Cooperation Office (ECCO)

A CIDA officer based at the Canadian Embassy and an advisor based at ECCO will oversee the assignment and will be responsible for:

- entering into a contract with the Consultant for the assignment, and processing Consultant invoices for fees and expenses;
- accountability and guidance throughout the assignment;
- approval of all deliverables;
- being available to the Consultant to provide information related to completing the assignment;
- endorsement of any modifications from the approved workplan;
- sharing Consultant deliverables with the RCPB PMU, World Bank Task Team Leader, and CIDA HQ.

RCBP PMU

The Project Coordinator, Extension Coordinator, Research Coordinator, M&E Expert, Gender Expert, and Training and Communications Expert of the RCBP PMU staff based at the Ministry of Agriculture (MoA) will be responsible for:

- providing a package of documents related to the assignment upon signature of the contract in order to facilitate development of the workplan;
- sharing information on lessons learnt gathered by the PMU;
- facilitating the Consultant's interaction with the various implementing agencies, as needed;
- providing comments to CIDA on the deliverables of the Consultant;
- being available to the Consultant to provide information related to completing the assignment.

RCBP Implementing Agencies

The RCBP Implementing Agencies – MoA, Agarfa, Ardaita and Alage ATVETs, the Regional BoAs, Federal and Regional Research Institutes, ECX, and the Animal and Plant Health Regulation Directorate– will facilitate the work of the Consultant and will be responsible for:

- designating an official to work with the Consultant to support the objectives of the assignment;
- facilitating arrangements, if necessary, for transportation and accommodation of the Consultant during site visits;
- providing background documentation meeting space for consultations;
- ensuring stakeholders are made available for consultations.

Consultant

The Consultant will report to the CIDA officer designated with responsibility for overseeing this assignment. In general, the Consultant will have overall responsibility for:

- preparing and presenting the assignment Work Plan;
- conducting the assignment according to the approved workplan;
- day-to-day management of operations;
- regular progress reporting to the designated CIDA officer and the PMU;
- production of deliverables in accordance with contractual requirements.

V Deliverables

The Consultant will be responsible for the following deliverables, which are to be prepared in English. Written documentation is to be submitted in electronic format (Office Word 2007 or earlier).

- A draft workplan
- A final workplan incorporating comments from CIDA, the RCBP PMU and World Bank
- Draft package of materials documenting lessons learnt for each component of the project. These may include case studies, brochures, DVDs, Fact Sheets, PowerPoint slide shows, pamphlets etc. A minimum of four lessons learnt should be produced for the ATVET component; eight for the Extension component; five for the Research component; two for the Marketing component, one for the ICT component and one

for the Project Management component. Note that lessons learnt may be documented using different media to reflect the target audiences.

- Final package of materials documenting lessons learnt for each component of the project. These may include case studies, brochures, DVDs, Fact Sheets, PowerPoint slide shows, pamphlets etc. A minimum of four lessons learnt should be produced for the ATVET component; eight for the Extension component; five for the Research component; two for the Marketing component, two for the ICT component and four for the Project Management component. Note that lessons learnt may be documented using different media to reflect the target audiences.

VI Qualifications

- The Documenting Lessons Learnt Consultant will have a minimum of a Masters degree in communications, rural development or a related field, and five (5) years experience in agriculture or communications; OR a Bachelors degree and ten (10) years experience in agriculture, communications, or a related field;
- (S)he should have at least three (3) years experience in writing and preparing communications materials, preferably in the field of agriculture;
- (S)he will have a good understanding of the Government of Ethiopia's agricultural system, including Extension, Research and ATVETs;
- Knowledge of the role and function of the Ethiopian Commodity Exchange and of Sanitary and Phyto-Sanitary (SPS) issues in Ethiopia would be an advantage;
- An understanding of gender, HIV/AIDS, capacity building and environmental issues would be a significant asset;
- A proven ability to communicate and coordinate with various stakeholders is essential;
- The Consultant should have proven experience and skills in communicating, planning, coordinating and teamwork;
- (S)he should have excellent computer skills, including MS Word, PowerPoint, Excel, and desktop publishing software;
- Excellent English writing skills are essential;
- Fluency in written and oral Amharic is an asset;
- An understanding of ICT hardware is an asset;
- (S)he must be legally entitled to work in Ethiopia.

VII Reporting

The Documenting Lessons Learnt Consultant will report to CIDA and the PMU Coordinator.

VIII Terms and Conditions of Work

The Documenting Lessons Learnt Consultant will be expected to travel to the regions and to work on weekends and evenings, as required. An estimate of one hundred and one (101) days of travel is anticipated. Under CIDA local contracting policy a maximum of six (6) days per week may be invoiced. When in travel status, CIDA will reimburse actual hotel and travel expenses and provide a flat per diem rate for meals and incidentals based on CIDA established guidelines for local contracts.

IX Terms of Payment

Payment is based on monthly invoices for fees and eligible expenses as supported by timesheets for days worked and receipts in formats approved by CIDA. The anticipated daily rate for this position is **CANADIAN DOLLARS \$200 - \$300/day**. The Canadian Embassy shall pay the Consultant in local currency (Birr) as per the published rate by the Commercial Bank of Ethiopia on the last day of the month being invoiced.

Appendix B
MANDATORY REQUIREMENTS CERTIFICATION
(Only to be provided prior to interview)

A.1 Conditions of Eligibility

The Consultant certifies that they are a legal entity established and operating in Ethiopia or in the region for the purpose of providing consulting services.

A.2 Anti-corruption Declaration

The Consultant certifies that it has not been convicted, in the last three years, by a court of law in Canada or in any other jurisdiction, for an offence involving bribery or corruption. The Consultant further certifies that it is not currently under sanction for an offence involving bribery or corruption imposed by a government, a governmental organization or a development organization providing development assistance.

If the Consultant was convicted or sanctioned for an offence involving bribery or corruption, the details of such convictions or sanctions must be attached to the proposal.

A.3 International Sanctions

The Consultant hereby certifies that it is not directly or indirectly subject to economic sanctions in accordance with Canadian government legislation.

A.4 Anti-Terrorism

The Consultant hereby certifies that it is not directly or indirectly linked to entities listed pursuant to the Government of Canada *Anti-Terrorism Act*.

A.5 Validity of Facts

The Consultant hereby certifies that each statement made with regard to the proposal is accurate and factual.

A.6 Mandatory Criteria Requirements for Position (from Technical Proposal-CV)

Mandatory Criteria	All of the following:
Education and Work	Minimum of M.A./M.Sc. degree and 5 years experience, or B.A./B.Sc. degree and 10 years experience in agriculture, communications, or a related field.
Design and Development of Communications Materials	Expertise in designing and developing communications materials, for example manuals, case studies, brochures, fact sheets etc.
Experience in Participatory Research	Experience in conducting participatory research, analysis and formulating recommendations.

Name (Print): _____

Signature: _____

Date: _____