Call for Proposals

(For Budget less than $250,000) for NGOs, Academic Institutions and Registered Community Based Organisations

Under the Programme “Promoting Women’s Equal Access to Economic Opportunities and Decent Work in Palestine”

implemented by UNWOMEN and International Labour Organization (ILO)

**CFP No. UNW-WEE-2/2018**

Section 1 – CFP letter

UNWOMEN plans to engage Responsible Parties as defined in accordance with these documents. UNWOMEN now invites sealed proposals from qualified proponents for providing the requirements as defined in the UNWOMEN Terms of Reference. Proposals must be received by UNWOMEN at the address specified not later than **mid night** **27th May 2018**.

This UNWOMEN Call for Proposals consists of four sections and a series of annexes that will be completed by proponents and returned with their proposal:

CFP section 1: CFP letter (this document)

CFP section 2: Proposal data sheet

CFP section 3: Instructions to proponents

CFP section 4: UNWOMEN Terms of Reference

**CFP forms to be returned (mandatory):**

Annex B2-1 Proposal/no proposal confirmation form

Annex B2-2 Mandatory requirements/pre-qualification criteria

Annex B2-3 Template for proposal submission

Annex B2-4 Format of resume for proposed staff

Annex B2-5 Capacity Assessment Document Checklist

Interested proponents may obtain further information by contacting this email address:

palestine.registry@unwomen.org

Call for Proposal (CFP)

**CFP No. UNW-WEE-2/2018**

Section 2: Proposal data sheet

**Programme:** Promoting Women’s Equal Access to Economic Opportunities and Decent Work in Palestine

**Programme official’s name:** Promoting Women’s Equal Access to Economic Opportunities and Decent Work in Palestine

**Email:** palestine.registry@unwomen.org

**Telephone number:** 02-628-7602

**Issue date:** 9th May 2018

**Requests for clarifications due *via e-mail***

**Date:** 22nd May 2018

**Time:** Midnight

**Email:** palestine.registry@unwomen.org

**UNWOMEN clarifications to proponents due**

**Date:** 22nd May 2018

**Time:** Midnight

**Proposal due**

**Date:** 27th May 2018

**Time:** Midnight

**Planned award date:** 28th June 2018

**Planned contract start date:** 3rd July 2018

Call for Proposal (CFP)

**CFP No. UNW-WEE-2/2018**

Section 3: Instructions to proponents

1. Introduction
	1. UNWOMEN invites qualified parties to submit Technical and Financial Proposals to provide services associated with the UNWOMEN requirement for Responsible Party (Non-Governmental Organization, Community Based Organizations(CBOs) and Academic Organizations).
	2. A description of the services required is described in CFP Section 4 -Terms of Reference.
	3. UNWOMEN may, at its discretion, cancel the services in part or in whole.
	4. Proponents may withdraw the proposal after submission, provided that written notice of withdrawal is received by UNWOMEN prior to the deadline prescribed for submission of proposals. No proposal may be modified subsequent to the deadline for submission of proposal. No proposal may be withdrawn in the interval between the deadline for submission of proposals and the expiration of the period of proposal validity.
	5. All proposals shall remain valid and open for acceptance for a period of 90 calendar days after the date specified for receipt of proposals. A proposal valid for a shorter period may be rejected.In exceptional circumstances, UNWOMEN may solicit the proponent’s consent to an extension of the period of validity. The request and the responses thereto shall be made in writing.
	6. Effective with the release of this CFP, ALL communications must be directed only to UNWOMEN Palestine Procurement, by email at palestine.registry@unwomen.org. Proponents must not communicate with any other personnel of UNWOMEN regarding this CFP.
2. Cost of proposal

The cost of preparing a proposal, attendance at any pre-proposal conference, meetings or oral presentations shall be borne by the proponents, regardless of the conduct or outcome of the CFP process. Proposals must offer the services for the total requirement; proposals offering only part of the services will be rejected.

1. Eligibility

Proponents must meet all mandatory requirements/pre-qualification criteria as set out in Annex B2-2. See paragraph 10 below for further explanation. Proponents will receive a pass/fail rating on this section. To be considered, proponents must meet all the mandatory criteria described in Annex B2-2. UNWOMEN reserves the right to verify any information contained in proponent’s response or to request additional information after the proposal is received. Incomplete or inadequate responses, lack of response or misrepresentation in responding to any questions will result in disqualification.

1. Clarification of CFP documents

4.1. A prospective proponent requiring any clarification of the CFP documents may notify UNWOMEN in writing at UNWOMEN email address indicated in the CFP by the specified date and time. UNWOMEN will respond in writing to any request for clarification of the CFP documents that it receives by the due date outlined on section 2. Written copies of UNWOMEN response (including an explanation of the query but without identifying the source of inquiry) will be posted using the same method as the original posting of this (CFP) document.

4.2. If the CFP has been advertised publicly, the results of any clarification exercise (including an explanation of the query but without identifying the source of inquiry) will be posted on the advertised source.

1. Amendments to CFP documents

5.1. At any time prior to the deadline for submission of proposals, UNWOMEN may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective proponent, modify the CFP documents by amendment. All prospective proponents that have received the CFP documents will be notified in writing of all amendments to the CFP documents. For open competitions, all amendments will also be posted on the advertised source.

5.2. In order to afford prospective proponents reasonable time in which to take the amendment into account in preparing their proposals, UNWOMEN may, at its discretion, extend the deadline for the submission of proposal.

1. Language of proposal
	1. The proposal prepared by the proponent and all correspondence and documents relating to the proposal exchanged between the proponent and UNWOMEN, shall be written in English Only.
	2. Supporting documents and printed literature furnished by the proponent may be in another language provided they are accompanied by an appropriate translation of all relevant passages in English. In any such case, for interpretation of the proposal, the translation shall prevail. The sole responsibility for translation and the accuracy thereof shall rest with the proponent.
2. Submission of proposal

7.1. Technical and financial proposals should be submitted as part of the template for proposal submission (Annex B2) in one email. with the CFP reference and the clear description of the proposal by the date and time stipulated in this document. If the emails and email attachments are not marked as instructed, UNWOMEN will assume no responsibility for the misplacement or premature opening of the proposals submitted. The email text body should indicate the name and address of the proponent.

All proposals should be sent by email to the following secure email address: palestine.registry@unwomen.org

7.2 Proposals should be received by the date, time and means of submission stipulated in this CFP. Proponents are responsible for ensuring that UNWOMEN receives their proposal by the due date and time. Proposals received by UNWOMEN after the due date and time may be rejected.

7.3 When receiving proposals by email (as is required for the CFP), the receipt time stamp shall be the date and time when the submission has been received in the dedicated UNWOMEN inbox. UNWOMEN shall not be responsible for any delays caused by network problems, etc. It is the sole responsibility of proponents to ensure that their proposal is received by UNWOMEN in the dedicated inbox on or before the prescribed CFP deadline.

7.4 The “Certificate of Proponent’s Eligibility and Authority to Sign Proposal” contained in this CFP must be executed by a representative of the proponent who is duly authorized to execute contracts and bind the proponent. Signature on the certificate represents that the proponent has read this CFP, understands it and agrees to be bound by its terms and conditions. The proponent’s proposal with any subsequent modifications and counter-proposals, if applicable, shall become an integral part of any resulting contract.

7.5 **Late proposals:** Any proposals received by UNWOMEN after the deadline for submission of proposals prescribed in this document, will be rejected.

8. Clarification of proposals

To assist in the examination, evaluation and comparison of proposals, UNWOMEN may, at its discretion, ask the proponent for a clarification of its proposal. The request for clarification and the response shall be in writing and no change in the price or substance of the proposal shall be sought, offered or permitted. UNWOMEN will review minor informalities, errors, clerical mistakes, apparent errors in price and missing documents in accordance with the UNWOMEN Policy and Procedures.

1. Proposal currencies

**All prices shall be quoted in New Israeli Shekel (NIS) (THE FINANCIAL PROPOSAL)**

UNWOMEN reserves the right to reject any proposals submitted in another currency than the mandatory currency for the proposal stated above. UNWOMEN may accept proposals submitted in another currency than stated above if the proponent confirms during clarification of proposals, see item (8) above in writing, that it will accept a contract issued in the mandatory proposal currency and that for conversion the official United Nations operational rate of exchange of the day of CFP deadline as stated in the CFP letter shall apply.

Regardless of the currency of proposals received, the contract will always be issued and subsequent payments will be made in the mandatory currency for the proposal above.

1. Mandatory/pre-qualification criteria

 10.1 The mandatory requirements/pre-qualification criteria have been designed to assure that, to the degree possible in the initial phase of the CFP procurement process, only those proponents with sufficient experience, the financial strength and stability, the demonstrable technical knowledge, the evident capacity to satisfy UNWOMEN requirements and superior customer references for supplying the services envisioned in this CFP will qualify for further consideration. UNWOMEN reserves the right to verify any information contained in proponent’s response or to request additional information after the proposal is received. Incomplete or inadequate responses, lack of response or misrepresentation in responding to any questions will affect your evaluation.

 10.2 Proponents will receive a pass/fail rating in the mandatory requirements/pre-qualification criteria section. In order to be considered for Phase I, proponents must meet all the mandatory requirements/pre-qualification criteria described in this CFP.

1. Evaluation of technical and financial proposal
	1. **PHASE I – TECHNICAL PROPOSAL** (**70 points**)
		1. Only proponents meeting the mandatory criteria will advance to the technical evaluation in which a maximum 70 points may be obtained. Technical evaluators who are members of a Committee for Partners’ Assessment (CPA) appointed by UNWOMEN will carry out the technical evaluation applying the evaluation criteria and point ratings as listed below. In order to advance beyond Phase I of the detailed evaluation process to Phase II (financial evaluation) a proposal must have achieved a minimum cumulative technical score of 50 points.

|  |  |  |
| --- | --- | --- |
| **1** | Technical description and appropriateness/adequacy of approach | **40 points** |
| **2** | Relevance and technical capacity: (See Capacity Assessment Checklist)* proposed staffing (number and expertise) for the services to be delivered;
* organizational experience and proven track record/credibility on gender and development, RBM and its application to key processes (e.g., planning, programming, monitoring, reporting and evaluation), and other areas of expertise relevant to the services required
* relevant experience in partnerships with UNWOMEN, other UN agencies, governments, NGOs, and other development actors
 | **10 points** |
| **3** | Governance and management capacity: (See Capacity Assessment Checklist)* Management arrangement for the required services, including for monitoring and reporting, and if needed, evaluation
* Overall governance/management structure of the proponent organization
 | **10 points** |
| **4** | Financial and administrative management capacity: (See Capacity Assessment Checklist) | **10 points** |
|  | **TOTAL** | **70 points** |

* 1. **PHASE II - FINANCIAL PROPOSAL** (**30 points**)

Financial proposals will be evaluated following completion of the technical evaluation. The proponent with the lowest evaluated cost will be awarded 30 points. Other financial proposals will receive pro-rated points based on the relationship of the proponents’ prices to that of the lowest evaluated cost.

Formula for computing points:
Points = (A/B) Financial Points

Example: Proponent A’s price is the lowest at $10.00. Proponent A receives 30 points. Proponent B’s price is $20.00. Proponent B receives ($10.00/$20.00) x 30 points = 15 points

1. **Preparation of proposal**
	1. You are expected to examine all terms and instructions included in the CFP documents. Failure to provide all requested information will be at proponent’s own risk and may result in rejection of proponent’s proposal.
	2. Proponent’s proposal must be organized to follow the format of this CFP. Each proponent must respond to every stated request or requirement and indicate that proponent understands and confirms acceptance of UNWOMEN stated requirements. The proponent should identify any substantive assumption made in preparing its proposal. The deferral of a response to a question or issue to the contract negotiation stage is not acceptable. Any item not specifically addressed in the proponent’s proposal will be deemed as accepted by the proponent. The terms “proponent” and “contractor” refer to those organizations that submit a proposal pursuant to this CFP.
	3. Where the proponent is presented with a requirement or asked to use a specific approach, the proponent must not only state its acceptance, but also describe, where appropriate, how it intends to comply. Failure to provide an answer to an item will be considered an acceptance of the item. Where a descriptive response is requested, failure to provide the same will be viewed as non-responsive.
	4. The terms of reference in this document provides a general overview of the current operation. If the proponent wishes to propose alternatives or equivalents, the proponent must demonstrate that any such proposed change is equivalent or superior to UNWOMEN established requirements. Acceptance of such changes is at the sole discretion of UNWOMEN.
	5. Proponent’s proposals may offer services for the total requirement or part of it in line with the “Description of Required Services” in section 4, of the CFP document.
	6. Proponent’s proposal shall include all of the following labelled annexes:

**CFP submission** (on or before proposal due date):

As a minimum, proponents shall complete and return the below listed documents (Annexes to this CFP) as an integral part of their proposal. Proponents may add additional documentation to their proposals as they deem appropriate.

Failure to complete and return the below listed documents as part of the proposal may result in proposal rejection.

|  |  |
| --- | --- |
| Part of proposal | Mandatory Requirements/pre-qualification criteria (**Annex B2-2** hereto) |
| Part of proposal | **Template for proposal submission (Annex B2-3)** |
| Part of proposal | **Resumes of proposed team members with prescribed information (Annex B2-4)** |
| Part of proposal | **Capacity Assessment Document Checklist (Annex B2-5)** |

If after assessing this opportunity you have made the determination not to submit your proposal, we would appreciate it if you could return this form indicating your reasons for non-participation.

**Pre-submission:**

Proponents shall complete and return the Proposal/no proposal confirmation form prior to the submission deadline indicating whether they do or do not intend to submit a proposal.

|  |  |
| --- | --- |
| Stand-alone document |  Proposal/no proposal confirmation form (**Annex B2-1** hereto)  |

1. Format and signing of proposal

13.1 The proposal shall be typed or written in indelible ink and shall be signed by the proponent or a person or persons duly authorized to bind the proponent to the contract. The latter authorization shall be indicated by written power-of-attorney accompanying the proposal.

13.2. A proposal shall contain no interlineations, erasures, or overwriting except as necessary to correct errors made by the proponent, in which case such corrections shall be initialled by the person or persons signing the proposal.

1. Award

 14.1 Award will be made to the responsible and responsive proponent with the highest evaluated proposal following negotiation of an acceptable contract. UNWOMEN reserves the right to conduct negotiations with the proponent regarding the contents of their proposal. The award will be in effect only after acceptance by the selected proponent of the terms and conditions and the terms of reference. **The agreement will reflect the name of the proponent whose financials were provided in response to this CFP**. Upon execution of agreement UNWOMEN will promptly notify the unsuccessful proponents.

 14.2 The selected proponent is expected to commence providing services as of the date and time stipulated in this CFP.

14.3 The award will be for an agreement with an original term ending on **15th January 2019**, any option to review the agreement under the same terms and conditions will be indicated by UNWOMEN.

Section 4: UNWOMEN Terms of Reference

 “Promoting Women’s Equal Access to Economic Opportunities and Decent Work in Palestine”

1. **Introduction**

UNWOMEN, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security. Placing women’s rights at the center of all its efforts, UNWOMEN leads and coordinates the United Nations system efforts to ensure that commitments on gender equality and gender mainstreaming translate into action throughout the world. It provides strong and coherent leadership in support of Member States’ priorities and efforts builds effective partnerships with civil society and other relevant actors.

UNWOMEN strategic plan Impact Area 2 “Women have income security, decent work and economic autonomy” focuses on empowering women in the economy and closing gender gaps at the work place, which is central to the 2030 Agenda for Sustainable Development (leaving no one behind) particularly goals 5 (Gender Equality) and 8 (Decent Work and Economic Growth). It is a key priority to promote women’s empowerment as embedded in the Convention on the Elimination of all Forms of Discriminations against Women (CEDAW), and the United Nations Security Council Resolution (UNSCR) 1325. In addition, enhancing women’s economic empowerment is in line with the Palestinian National Policy Agenda 2017-2022 and various sector strategies, mainly the Ministry of National Economy (MoNE) and Ministry of Labour (MoL) sector strategies; the Cross Sectoral National Gender Strategy 2017-2022 - specifically the Fourth Strategic Objective “Enhancing participation of women in the Economic Sector”, and the Strategic Priority 3 of the Palestine United Nations Development Assistance Framework (UNDAF) - “Supporting sustainable and inclusive economic development”.

In the framework of the above agendas and plans, UNWOMEN and ILO joined forces to implement the Women Decent Work programme, through which UNWOMEN plans to implement an intervention in cooperation with civil society partners to enhance women’s economic empowerment through promoting their equal access to decent work opportunities.

UNWOMEN has been operating in Palestine since 1994 (as UNIFEM), and has achieved significant successes in producing successful intervention models to enhance women’s economic empowerment at the grassroots and national levels by means of empowering women and developing a variety of tools and resources that aim to enhance women’s decent work and economic security and rights. Whereas ILO offers specialized technical knowledge and policy assistance on decent work through its tripartite structure which aims to contribute to the promotion of gender equality in the work place to improve the social security and policy environment, standards of employment and creation of employment opportunities.

**Background**

The lack of economic growth combined with the Israeli closure policy and restrictions of movement, heavy reliance on the Israeli labour market and lack of viable alternatives have weakened the Palestinian labour market. The labour force participation rate of 45.5%, which is considered low (PCBS, 2017). A major factor influencing poverty in Palestine is unemployment. In 2017, unemployment affected 27.4% of the labour force in Palestine. Participation in the labour force was 19% for females in 2017, compared to 71.2% for males.

Palestinian women’s limited access to decent work opportunities is a manifestation of the discrimination they face in labour markets. Research has also shown that deficiencies in labour market related skills training of educated and uneducated women hinder their access to decent jobs; where there is a mismatch between the skills needed and labour market requirements. Palestinian women continue to experience lower rates of employment and labour force participation compared to men at the national level. This gap widens with the absence of effective law reinforcement mechanisms by the government particularly through inspection of workplace conditions, policies against violence and sexual harassments in the work place and having in place mechanisms for holding employers accountable towards ensuring safe and decent working conditions for women in all economic sectors.

Building on UNWOMEN One Stop Shop (OSS) tested approach[[1]](#footnote-1) and based on nation wide consultations with national partners, UNWOMEN and ILO developed the programme “Promoting Women’s Equal Access to Economic Opportunities and Decent Work in Palestine” that will work jointly towards enhancing the protection of women’s labour rights through reinforcement of equitable laws, legislations, policies and active labour market programmes, while engaging public, private and community actors. The programme strategy to enhance decent work opportunities in Palestine was designed to contribute to the following:

* Addressing the capacity constraints to women’s entry to the labor market and decent work;
* Reforming discriminatory laws and fostering more gender responsive policies and legislative environment;
* Advocacy and lobbying for equitable legislation and policies that are family friendly and gender responsive;
* Promoting the role of the private sector on women economic empowerment as crucial in fostering growth and creating jobs.
* Promoting adequate employment conditions for women is a win-win situation for employers and employees alike; bringing benefits to businesses, women, families and communities;
* Engaging at the community, governmental and corporate levels in order to create a better understanding of the importance of women’s economic empowerment at home and at work;
* Combining financial and business education, skills development and provision of financial resources as an approach to achieve a greater uptake of loans and grants, and higher business revenues

**The programme’s overall goal** is “to promote women equal access to economic opportunities and decent work in Palestine, and protection of their labour rights through reinforcement of equitable laws, legislations, policies and active labour market programmes, while engaging public, private and community actors.” The programme design is articulated around two **outcomes**:

1. **Increased employment of women and access to decent and productive jobs through market-oriented skills trainings; and**
2. **Promoting an environment that enables women’s labour market participation on the basis of equal opportunity and non-discrimination.**

The programme will be implemented at an individual, institutional and policy levels through targeting marginalized women (25 women who are self employed entrepreneurs and/or owners of Micro, Small and Medium Enterprises through capacity building and/or through the Grants Scheme), members of labor unions, governments, policy makers, private sector including employers, women’s machinery, and women workers in Palestine, while also bringing in boys and men as key stakeholders and drivers for efforts towards achieving gender equality.

1. **Description of Required Services**

**In line with the programme results framework, and building on the previously tested holistic One Stop Shop Approach[[2]](#footnote-2), UNWOMEN Palestine Country Office welcomes project proposals for partnerships to** implement activities and deliver business development services under outcome 1 above targeting marginalized women (25 women who are self employed entrepreneurs or owners of MSME’s) in West Bank, including area C and Jerusalem, and Gaza Strip who have limited access to economic opportunities and capacities and decent work conditions, through the following groups:

**Group A**

**Outcome 1: Increased employment of women workers and access to decent and productive jobs through market-oriented skills trainings.**

* Output 1.1 Increased capacities of women through training, peer to peer learning, and skills development opportunities for women

**Activity 1.1.2 Based on the results of UNWOMEN field assessment[[3]](#footnote-3), design and deliver a tailored training program utilizing UNWOMEN One Stop Shop Approach.**

* Develop criteria for selecting 25 women MSMEs, from the West Bank and Gaza, to benefit from the capacity building program. The final criteria need to be developed based on the field assessment and discussions between UNWOMEN and the selected organization/s. Among the desired minimum criteria that the selected organization needs to consider are the following:
1. The enterprise must be woman-led micro, small or medium sized;
2. The enterprise is fully committed to provide the inputs and achieve the outputs of the project, including making available its own resources (human and financial) to upgrade its competencies and skills to meet market requirements;
3. The enterprise will collaborate and provide all information required by the project’s technical experts and consultants.
4. This information will be treated in full confidentiality; the organization is committed to adhere to the Global Compact principles in particular the UN core values in the areas of human rights, decent work and labor standards, the environment and anti-corruption where applicable;
* Develop the training needs assessments of Palestinian women MSMEs in the West Bank and Gaza. This will be done through, but not limited to, filling in questionnaires, conducting desk reviews, and, or short indicative surveys/structured interviews/ focus group discussions, etc. This activity will be executed under the guidance and direct supervision of UNWOMEN.
* Provide business development and peer-to-peer trainings by professional trainers and women champions and role model entrepreneurs[[4]](#footnote-4). This activity will target 25 women entrepreneurs who intend to formalise their cultural businesses, expand their businesses and enhance production capacities and competitiveness opportunities that will be selected based on pre-identified criteria.

The training programme is expected to significantly enhance women skills and capacities in the following area, specifically:

* + 1. Business management.
		2. Financial management.
		3. Decent work principals and approaches, labour laws, and rights of workers.
		4. Trade, marketing and export management;
		5. Communication for advocacy and policy dialogue.
		6. Public relations, utilizing the web, digital marketing and use social media.

The training programme should heavily rely on exposing women entrepreneurs to exiting financial services and resources.

**Activity 1.1.3 Business Development through Marketing and Networking: creating market linkages, networking with relevant stakeholders, participation in exhibitions, registration of businesses etc.**

Through providing technical support, advise, coaching and on the job training, the selected organization/s is expected to provide technical services to develop the cultural products of 25 women MSME’s (including textiles, embroidery, accessories, jewellery, olive wood, ceramics/pottery, natural soaps, etc.

* **Conduct a market assessment and develop a set of practical recommendations/approaches** on the selected businesses and product categories, in order to identify innovative and commercially successful cultural products locally and internationally. The recommendations should include how MSMEs may capitalize on their own strengths and market opportunities and sell their products successfully to the identified consumer segments.
* **Lead on creative processes for product development - Production Support Services through On the Job Training:**
1. Develop products’ baseline (design capability, capacity, strengths, weaknesses, market potential); provide ideas and guidelines for: e-design and/or co-design, create product ranges/collections and packaging improvements;
2. Create personalized ‘desirable collection/s’ including custom-made; categorize the products according to themes related to the needs of the Arab and Palestinian consumers and/or conscious consumers; recognize the importance of originality, sustainability, workmanship, style, creativity, quality of raw material, high quality finishing and attractive packaging;
3. Co-design with buying and/or design companies in target markets; finding new sources of inspiration (Palestinian culture, nature, history); translate these elements into product ideas or mood boards; identify recycled raw materials;
4. Provide individual product recommendations on the development of a product range that would appeal to the key segments: re-design of products; recommendations on package improvements; Brand name and logo; through peer coaching by women champions to shift from linear to innovative thinking of women entrepreneurs;
5. Develop, in a participatory and innovative way, a brand identity for each product reflecting quality, craft, authenticity, fair-made, beauty, etc.
6. Provide technical advice to women entrepreneurs on pricing details and standards for a number of selected products in consultation with UNWOMEN and review margins at different distribution levels;
* **Promotion and Distribution Services:**

As part of the overall marketing strategy, the selected organization/s is expected to develop a marketing plan for women products in close collaboration with women MSMEs, and through coordination with UNWOMEN. The marketing plan should have the following, among others:

• How to know their customers better;

• How to gather more information about the customers (via Internet, media) and;

• How to sell their products, drafting key marketing messages to promote selected products at the local, regional and international levels (conscious consumers).

This component needs to encompass the following activities:

1. Provide capacity development trainings on improving the pro-activeness of MSMEs and their planning skills, through coaching by other role model and champion women entrepreneurs.
2. Enhance products’ promotion through:
	* + Developing and adopting successful promotion tools; such as facilitating participation in expos/trade shows and fairs, nationally and internationally, for targeted women MSMEs.
		+ Developing specific concepts of promotion materials including brochures for different MSMEs, joint shop window site, social networking, visual story telling through the creation of 2 in-house short videos for women entrepreneurs to promote products and enhance marketing skills, digital book, postcards, etc.
		+ Creating a high-quality photo database for selected products that will be used as part of the targeted MSMEs marketing materials.
3. In close cooperation with UNWOMEN and by engaging the women MSMEs, draft a promotion strategy for each targeted women MSME, and provide on the job support to ensure the successful implementation of the strategies by women MSMEs.
4. Provide information on relevant potential clients and distribution channels for each MSME including:
	* + Importers;
		+ Agents;
		+ Direct to retailers (large vs. small, specialized vs. non-specialized);
		+ Designer brands;
		+ Online sellers, mail order;
		+ Direct sales (shops, bazaars, exhibitions);
		+ Marketing companies;
5. Develop tailored training and awareness raising programmes on trade facilitation, local trade, shipping processes and international regulations for women MSMEs, including, but not limited to the following topics:
* Managing MSMEs financial and commercial systems (including banking services, taxes, fees, etc.);
* Applying for loans or grants when needed and if applicable;
* Storage and internal/external transportation
* Guide women MSMEs in managing customs’ clearances.
* Obtaining insurance policies;
* Fulfilling women MSMEs business obligations as per signed deals.
1. Preparing and following up on the needed legal documentation and paperwork for establishing and sustaining the MSMEs business, including registration of women owned businesses in coordination with official institutions.

**Under this output, among others, the following indicators need to be measured:**

1. Number of women entrepreneurs, CBOs and MSME’s receiving business management support
2. Number of vulnerable women and young women receiving training to enhance their employability skills in targeted sectors
3. % of participants with increased technical and managerial skills
4. % of participants who report using the skills they gained

**Group B**

**Outcome 1: Increased employment of women workers and access to decent and productive jobs through market-oriented skills trainings.**

Output 1.2: Develop a grant mechanism[[5]](#footnote-5) for women to enhance their decent job opportunities and sustainable income generation through business development and entrepreneurship

**Activity 1.2.1 Identify the criteria for selection of women owned MSME’s for the grants scheme, based on a needs assessment pre-designed for this intervention.**

* Identification of marginalized women MSMEs based on an agreed upon criteria, among others, the following: women beneficiaries whose products have local marketing potential, and whose MSME’s would create decent jobs for other women, through referring to specific local, regional/international market needs, and who have been recommended by the selected organization/S based on pre-set assessments (related to their financial, managerial and other performance indicators) developed in consultation with UNWOMEN and national stakeholders

**Activity 1.2.2 Provision of a grants scheme for a selected group of women for small scale businesses.**

* Selection of the 15 women MSMEs from among the 25 trained MSMEs for the grants scheme through a competitive approach on the basis of the pre-identified selection criteria.The grants scheme aims to provide grants for MSMEs from diverse socio-economic backgrounds, that are owned, managed and run by women in the age group between 25 -65 years old from both rural and urban areas and from diverse locations in the West Bank and Gaza, who have been targeted in the capacity building component under this ToR. Based on specific criteria, the selected women MSMEs will be provided with grants (in-kind) through the developed Grants Scheme, which will build on UNWOMEN grants scheme and is intended to be managed and executed by the selected organization.
* Once the grants mechanism and rules and regulations are approved by UNWOMEN, the selected organization will demonstrate the proper and transparent disbursement mechanism/timeframe/amount of the grants to ensure the grants are used as per a signed agreement with each of the beneficiaries and within the agreed upon timeline, work plan, quality, etc.
* The selected organization/firm will be responsible for the daily monitoring and evaluation of the grants execution by the 15 awarded women MSMEs in the West Bank and Gaza Strip, and the specific activities undertaken as part of the grants with the selected beneficiaries on the field level, in addition to developing an exit strategy to ensure the sustainability of impact of the grants provided.

**Under this output, among others, the following indicators need to be measured:**

1. Number of women entrepreneurs/ MSMEs receiving small scale grants to enhance their skills, business capacity and productivity
2. Number of women benefiting from small-scale businesses

**Target group:**

Women owned MSME’s, women entrepreneurs who intend to formalise their businesses, women who aspire to expand their businesses and women who enhance production capacities and competitiveness opportunities.

**Geographical area:**

The proposed project should target women entrepreneurs in West Bank, including area C and Jerusalem, and Gaza Strip.

**Organizations applying to this Call for Proposals can submit proposals targeting one group OR two groups listed below in a single proposal. Each organization is eligible to submit only one proposal in response to this call. Organizations submitting one proposal targeting the two groups are encouraged to create a partnership consortium with other specialized NGOs/private sector to provide holistic services and complementing interventions and results.**

**Institutional Arrangement**

The selected organization(s) will sign a Project Cooperation Agreement (PCA) with UNWOMEN. A thorough selection process will take place to identify the potential partner/s. the selection process will be based on proven capacity to deliver the proposed outputs/activities by the selected organization/s. The organization’s capacity will be assessed by UNWOMEN as per UNWOMEN’s policy and procedures.

**Reporting**

The selected partner will work closely with UNWOMEN during project implementation and will provide quarterly and final narrative and financial reports in line with UNWOMEN guidelines and requirements.

1. **Timeframe**

The project will commence upon signature of partnership agreement with the selected organization/s and will end by 15th January 2019.

**Annex B2-1**

Call for Proposal

Description: Promoting Women’s Equal Access to Economic Opportunities and Decent Work in Palestine

CFP No. UNW-WEE-2/2018

Proposal/no proposal confirmation form

If after assessing this opportunity, you have made the determination not to submit your proposal we would appreciate if you could return this form indicating your reasons for non-participation.

|  |  |  |
| --- | --- | --- |
|  |  | Date:  |
| To: | UNWOMEN  | Email: |
| From: |  |  |
|  |  |  |
|  |  |  |
| Subject | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

YES, we intend to submit an offer.

NO, we are unable to submit a proposal in response to the above-mentioned Call for Proposal due to the reason(s) listed below:

( ) The requested products are not within our range of services

( ) We are unable to submit a competitive proposal for the requested services at the moment

( ) We cannot meet the requested terms of reference

( ) Your CFP is too complicated

( ) Insufficient time is allowed to prepare a proposal

( ) We cannot meet the delivery requirements

( ) We cannot adhere to your terms and conditions (please specify: payment terms, request for performance security, etc.)

( ) Other (please provide reasons)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

( ) We would like to receive future CFPs for this type of services

( ) We don’t want to receive CFPs for this type of services

If UNWOMEN has questions to the proponent concerning this NO PROPOSAL, UNWOMEN should contact Mr./Ms.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, phone/email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, who will be able to assist.

Annex B2-2

Description: Promoting Women’s Equal Access to Economic Opportunities and Decent Work in Palestine

CFP No. UNW-WEE-2/2018

Mandatory requirements/pre-qualification criteria

Proponents are requested to complete this form and return it as part of their submission. Proponents will receive a pass/fail rating on this section. To be considered, proponents must meet all the mandatory criteria described below. All questions should be answered on this form or an exact duplicate thereof. UNWOMEN reserves the right to verify any information contained in proponent’s response or to request additional information after the proposal is received. Incomplete or inadequate responses, lack of response or misrepresentation in responding to any questions will result in disqualification.

|  |  |
| --- | --- |
| Mandatory requirements/pre-qualification criteria | Proponent’s response |
| * 1. Confirm that the services being requested are part of the key services that the proponent has been performing as an organization. This must be supported by a list of at least two customer references for which similar service is currently or has been provided by the proponent.
 | Reference #1:Reference #2: |
| * 1. Confirm proponent is duly registered or has the legal basis/mandate as an organization
 | Yes/No |
| * 1. Confirm proponent as an organization has been in operation for at least five (5) years
 | Yes/No |
| * 1. Confirm proponent has a permanent office within the location area.
 | Yes/No |
| * 1. Proponent must agree to a site visit at a customer location in the location or area with a similar scope of work as the one described in this CFP.
 | Yes/No |
| 1.6 Confirm that proponent has not been the subject of a finding of fraud or any other relevant misconduct following an investigation conducted by UNWOMEN or another United Nations entity. The Proponent must indicate if it is currently under investigation for fraud or any other relevant misconduct by UNWOMEN or another United Nations entity and provide details of any such investigation | Yes/No |
| 1.7 Confirm that proponent has not been placed on any relevant sanctions list including as a minimum the Consolidated United Nations Security Council Sanctions List(s) | Yes/No |

Annex B2-3

Call for proposal

Description: Promoting Women’s Equal Access to Economic Opportunities and Decent Work in Palestine

CFP No. UNW-WEE-2/2018

Template for proposal submission

|  |
| --- |
| **Mandatory requirements/pre-qualification criteria**  |

Proponents are requested to complete form Annex B2-1 and return it as part of their submission. Proponents must meet all mandatory requirements/pre-qualification criteria as set out in Annex B. Proponents will receive a pass/fail rating on this section. To be considered, proponents must meet all the mandatory criteria described in Annex B. UNWOMEN reserves the right to verify any information contained in proponent’s response or to request additional information after the proposal is received. Incomplete or inadequate responses, lack of response or misrepresentation in responding to any questions will result in disqualification.

|  |
| --- |
| **Component 1: Organizational Background and Capacity to implement activities to achieve planned results** (max 1.5 pages)  |

This section should provide an overview with relevant annexes that clearly demonstrate that the proposing organization has the capacity and commitment to implement successfully the proposed activities and produce results. Key elements to be covered in this section include:

1. Nature of the proposing organization – Is it a community-based organization, national or sub-national NGO, research or training institution, etc.?
2. Overall mission, purpose, and core programmes/services of the organization
3. Target population groups (women, indigenous peoples, youth, etc.)
4. Organizational approach (philosophy) - how does the organization deliver its projects,  e.g., gender-sensitive, rights-based, etc.
5. Length of existence and relevant experience
6. Overview of organizational capacity relevant to the proposed engagement with UN  Women (e.g., technical, governance and management, and financial and administrative  management)

|  |
| --- |
| **Component 2: Expected Results and Indicators** (max 1.5 pages)  |

This section should articulate the proponent’s understanding of the UNWOMEN Terms of Reference (TOR). It should contain a clear and specific statement of what the proposal will accomplish in relation to the UNWOMEN TOR. This should include:

1. The **problem statement** or challenges to be addressed given the context described in the TOR.
2. The specific **results** expected (e.g., outputs) through engagement of the proponent. The expected results are the measurable changes which will have occurred by the end of the planned intervention. Propose specific and measurable indicators which will form the basis for monitoring and evaluation. These indicators will be refined, and will form an important  part of the agreement between the proposing organization and UNWOMEN.

|  |
| --- |
| **Component 3: Description of the Technical Approach and Activities** (max 2.5 pages)  |

This section should describe the technical approach and should be able to show the soundness and adequacy of the proposed approach, what will actually be done to produce the expected results in terms of activities. There should be a clear and direct linkage between the activities and the results at least at the output level. Specific strategies should also be described to support the achievement of results, such as building partnerships, etc.

Activity descriptions should be as specific as necessary, identifying **what** will be done, **who** will do it, **when** it will be done (beginning, duration, completion), and **where** it will be done. In describing the activities, an indication should be made regarding the organizations and individuals involved in or benefiting from the activity.

This narrative is to be complemented by a tabular presentation that will serve as Implementation Plan, as described in Component 4

|  |
| --- |
| **Component 4: Implementation Plan** (max 1.5 pages)  |

This section is presented in tabular form and can be attached as an Annex. It should indicate the **sequence of all major activities and timeframe (duration).** Provide as much detail as necessary. The Implementation Plan should show a logical flow of activities. Please include in the Implementation Plan all required milestone reports and monitoring reviews.

**Implementation Plan**

|  |  |
| --- | --- |
| Project No: | Project Name: |
|  | Name of Proponent Organization:  |
|  | Brief description of Project  |
|  | Project Start and End Dates: |
|  | Brief Description of Specific Results (e.g., Outputs) with corresponding indicators, baselines and targets. Repeat for each result  |
| List the activities necessary to produce the results Indicate who is responsible for each activity  | Duration of Activity in Months (or Quarters)  |
| Activity | Responsible  | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 1.1 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.2 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.3 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 1.4 |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Monitoring and Evaluation Plan** (max. 1 page)

This section should contain an explanation of the plan for monitoring and evaluating the activities, both during its implementation (formative) and at completion (summative). Key elements to be included are:

• How the performance of the activities will be tracked in terms of achievement of the steps and milestones set forth in the Implementation Plan

• How any mid-course correction and adjustment of the design and plans will be facilitated on the basis of feedback received

• How the participation of community members in the monitoring and evaluation processes will be achieved

|  |
| --- |
| **Component 5: Risks to Successful Implementation** (1 page)  |

Identify and list any major risk factors that could result in the activities not producing the expected results. These should include both internal factors (for example, the technology involved fails to work as projected) and external factors (for example, significant currency fluctuations resulting into changes in the economics of the activity). Describe how such risks are to be mitigated.

Include in this section also the key **assumptions** on which the activity plan is based on. In this case, the assumptions are mostly related to external factors (for example, government environmental policy remaining stable) which are anticipated in planning, and on which the feasibility of the activities depend

|  |
| --- |
| **Component 6: Results-Based Budget** (max. 1.5 pages)  |

The development and management of a realistic budget is an important part of developing and implementing successful activities. Careful attention to issues of financial management and integrity will enhance the effectiveness and impact. The following important principles should be kept in mind in preparing a project budget:

* Include only costs which directly relate to efficiently carrying out the activities and producing the results which are set forth in the proposal. Other associated costs should be funded from other sources.
* The budget should be realistic. Find out what planned activities will actually cost, and do not assume that you will be able to make do for less.
* The budget should include all costs associated with managing and administering the activity. Particularly include the cost of monitoring and evaluation.
* Indirect costs, or administrative overhead costs, such as staff salaries and office rent are not funded. These therefore should not be part of the funding request.
* The budget line items are general categories intended to assist in thinking through where money will be spent. If a planned expenditure does not appear to fit in any of the standard line item categories, list the item under other costs, and state what the money is to be used for.
* The figures contained in the Budget Sheet should agree with those on the proposal header and text.

|  |
| --- |
| **Result 1 (e.g. Output)** Repeat this table for each result. |
| **Expenditure Category**  | **Year 1, [Local currency]**  | **Total, [local currency**  | **US$**  | **% Total**  |
| 1. Personnel  |  |  |  |  |
| 2. Equipment / Materials  |  |  |  |  |
| 3. Training / Seminars / Travel Workshops  |  |  |  |  |
| 4. Contracts  |  |    |  |  |
| 5. Other costs [[6]](#footnote-6) |  |  |  |  |
| 6. Incidentals  |  |  |  |  |
| 7. Other support requested  |  |    |  |  |
| 8. Contingency (max. 5%)  |  |  |  |  |
| **Total Cost for Result 1**  |  |  |  |  |

Annex B2-4

Call for proposal

Description: Promoting Women’s Equal Access to Economic Opportunities and Decent Work in Palestine

CFP No. UNW-WEE-2/2018

**Format of resume for proposed staff**

Name of Staff: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Years with NGO: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Nationality: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Education/Qualifications: (Summarize college/university and other specialized education of staff member, giving names of schools, dates attended and degrees-professional qualifications obtained).

Employment Record/Experience

(Starting with present position, list in reverse order, every employment held. List all positions held by staff member since graduation, giving dates, names of employing organization, title of position held and location of employment. For experience in last five years, detail the type of activities performed, degree of responsibilities, location of assignments and any other information or professional experience considered pertinent for this assignment).

References

Provide names and addresses for two (2) references.

Annex B2-5

Call for proposal

Description: Promoting Women’s Equal Access to Economic Opportunities and Decent Work in Palestine

CFP No. UNW-WEE-2/2018

**Capacity Assessment Document Checklist**

**For Potential Implementing Partners/Responsible Parties**

**Governance, Management and Technical**

|  |  |  |
| --- | --- | --- |
| **Document** | **Mandatory / Optional** | **Yes / No** |
| Legal registration | Mandatory |  |
| Rules of Governance / Statues of the organization | Mandatory |  |
| Organigram of the organization | Mandatory |  |
| List of Key management | Mandatory |  |
| CVs of Key Staff proposed for the engagement with UNWOMEN | Mandatory |  |
| Anti-Fraud Policy Framework | Mandatory |  |

**Administration and Finance**

|  |  |  |
| --- | --- | --- |
| **Document** | **Mandatory / Optional** | **Yes / No** |
| Administrative and Financial Rules of the organization | Mandatory |  |
| Internal Control Framework  | Mandatory |  |
| Audited Statements of last 3 years | Mandatory |  |
| List of Banks |  |  |
| Name of External Auditors |  |  |

**Procurement**

|  |  |  |
| --- | --- | --- |
| **Document** | **Mandatory / Optional** | **Yes / No** |
| Procurement Manual | Mandatory |  |
| Procurement Code of Conduct | Mandatory |  |
| List of main suppliers / vendors |  |  |

**Client Relationship**

|  |  |  |
| --- | --- | --- |
| **Document** | **Mandatory / Optional** | **Yes / No** |
| List of main clients / donors | Mandatory |  |
| Two references | Mandatory |  |
| Past reports to clients / donors for last 3 years |  |  |

1. UNWOMEN has implemented a joint programme with ITC and FAO “Creating a One Stop for Sustainable Businesses”, to support Palestinian women run/owned MSME’s and cooperatives to enable them secure sustainable income and competitiveness at the local and regional levels through strengthening their managerial, business skills and competitiveness to promote their involvement in export value chains, to become self sustainable in the economic sector, while enhancing a business-enabling environment for more sustainable job opportunities for women in Palestine. in the framework of this programme, UNWOMEN created a consortium of local NGOs and private sector to provide a holistic business development approach, including capacity building, on the job coaching and a grants mechanism, and targeted 43 women MSME’s in WB and GS, which is an approach that will be built upon and developed under this Call for Proposals. [↑](#footnote-ref-1)
2. This approach was tested in the period between 2015-2017, and based on the results and lessons learned, the required services from this Call for proposals aims to build on and further develop this approach. [↑](#footnote-ref-2)
3. UNWOMEN will be conducting the field assessment (Activity 1.1.1) under the same output, and the findings/recommendations will be shared with the selected organization/s. [↑](#footnote-ref-3)
4. The submitted proposals need to demonstrate adopting an innovative approach by engaging women champions and role models within the overall intervention. [↑](#footnote-ref-4)
5. Based on UNWOMEN previously tested Grants mechanism and related tools. [↑](#footnote-ref-5)
6. “Other costs” refers to any other costs that is not listed in the Results-Based Budget. Please specify in the footnote what they are:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [↑](#footnote-ref-6)