



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: **13 September 2013**

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**Country:** Republic of Moldova

**Description of the assignment:** International Consultant to Develop the Feasibility Study on Sustainable Organic Fresh Fruit Growing and Exports

**Project name:** Regional Aid for Trade Project

**Period of assignment/services:** 40 working days during October-December, 2013

**Application instructions:** Proposals should be submitted **on-line** by pressing the “Apply on-line” link, no later than 27 September, 2013.

Requests for **clarification only** must be sent by standard electronic communication to the following e-mail: [dumitru.vasilescu@undp.org](mailto:dumitru.vasilescu@undp.org). UNDP will respond by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

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### 1. BACKGROUND

Overall, the vast majority of the Moldovan producers and, in some cases, also exporters of fresh fruits are small or medium sized enterprises, many of which are members of two active professional associations. For the last two years, UNDP Moldova, via the regional Aid for Trade Project, is implementing a series of specific activities to consolidate the capacities of such associations and their members. The target is enabling primarily fresh fruit producers to further consolidate their collaboration within the existing associations and cooperate for improving their competitiveness both at home and abroad. This is one of the key challenges faced by many producers, which otherwise would not be able to produce sufficiently large and qualitative lots of fresh produce. Besides cooperation for production or sales, producers need to diversify their produce and their target markets. Most probable, focusing more attention on niche markets, including the organic fresh fruit growing, is one way to stay competitive and profitable. Indeed, orientation towards organic production comports certain risks, including, but not limited to: a) expensive productive inputs for many small sized companies, b) high uncertainties related to identifying export opportunities and competitive advantages on potential markets, c) lack of supportive national regulatory framework to promote organic production, d) lack of trust of producers in needed partners along the value chain, particularly because organic fresh fruits require short lead time to market and storage requires sophisticated facilities.

Given the risks described, at present, on the local market there are very few companies, which

decided to invest in organic fresh fruits production and invested into Global GAP. Their key constraints are lack of needed infrastructure in terms of sorting, pelleting and labelling technologies, lack of access to some technologies and finance, including at the very end stages of the value chain, lack of tools to promote exports and limited knowledge of foreign market opportunities. Trust between producers and the lax contract enforcement mechanisms are also important variables that sometimes result in unachieved profits and missed opportunities.

In this context, UNDP, in collaboration with the Ministry of Agriculture and Food Industry, and being supported by the associations of fresh fruit producers, is seeking to conduct a feasibility study to spot those priority areas and commodities that could or should benefit from more support from State and donors community, so that to encourage substantial cooperation of producers around the idea of organic sustainable fresh fruit production and further consolidate the capacities of the existing associations to support such producers. The organic fresh fruits export promotion is one area in which all key relevant stakeholders shall join efforts to ensure that by the time new investments for organic fresh fruits production are eventually made, needed regulatory and infrastructure frames are already in place. Other important areas and associated benefits and costs shall be identified and analyzed in a participatory and consultative manner.

## **2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK**

The specific objectives of the consultancy are, as per below.

- Develop a draft paper on the current status of organic fresh fruits production and exports in Moldova and share the draft report with all relevant stakeholders, including local companies, associations of producers, LPAs and CPAs alike; early sharing of the draft paper will ensure that key stakeholders could provide timely inputs and ideas on how to promote or upscale existing best practices;
- Conduct a detailed SWOT analysis and identify key opportunities and areas for further intervention from the private and public sectors; conduct impact assessment on the prospective impacts of organic fresh fruits production and exports on net job creation, net trade balance, income generation, overall sustainability of agricultural production, food security and other; share the intermediary draft with all relevant stakeholders;
- Develop a comprehensive and relevant set of policy, regulatory and specific sector recommendations to pave the way for increasing sustainable organic fresh fruit growing and adherence to organic quality standards and GlobalG.A.P. certification; conduct an in-depth analysis of the existing and prospective synergies that might emerge between sustainable organic fresh fruit growing and bio-energy production; conduct in-depth interviews with existing pool of organic producers and holders of Global G.A.P. (existing professional associations will share the lists of such producers)
- Analyzed how the current support framework can be conducive to the development of sustainable organic agriculture and develop a specific set of policy recommendations based on international/regional best practices aimed at improving the framework if needed;
- Develop three (3) specific case studies which could serve as a basis for designing a pilot project to be further up-scaled;
- Develop the complete final Feasibility Study to incorporate all of the above.

**Note: The international consultant will be supported by a national consultant, who will work as a team on respective assignment.**

**For detailed information, including the list of responsibilities of the national consultant, please refer to Annex 1 – Terms of Reference.**

### **3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

#### **I. Academic Qualifications:**

- Advanced university degree in Economics, Agriculture or other relevant fields.

#### **II. Experience:**

- At least 7 years of proven analytical skills and previous experience in policy analysis, development of comprehensive analytical reports in economic and agricultural fields;
- Familiarity with the situation in the organic fresh fruits segment in Moldova and in the region and in-depth knowledge on principles of organic production, and overview of European organic market, its marketing channels, and main EU market stakeholders;
- Knowledge of the EU organic certification requirements and procedures, regulations, including institutional, legal and policy frameworks, in the area of organic fresh produce.

#### **III. Competencies and Skills:**

- Excellent analytical and writing skills,
- Strong communication and teamwork skills;
- Fluency in English is mandatory. Knowledge of Romanian and/or Russian is an advantage.

### **4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS**

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

1. Cover letter, explaining why he/she is the most suitable for the work;
2. A brief methodology on how he/she will approach and conduct the work;
3. Financial proposal;
4. Personal CV including past experience in similar projects and at least 3 references, or duly filled Personal History Form (P11).

### **5. FINANCIAL PROPOSAL**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including daily fee, travel, per diems, and number of anticipated working days).

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel (the Consultant is expected to undertake 3 working visits to Moldova). In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class, he/she should do so using their own resources.

In case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

## 6. EVALUATION

Initially, individual consultants will be short-listed based on the following minimum qualification criteria:

- Advanced university degree in Economics, Agriculture or other relevant fields;
- 7 years of proven analytical skills and previous experience in policy analysis, development of comprehensive analytical reports in economic and agricultural fields.

The short-listed individual consultants will be further evaluated based on the following methodology:

### Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

\* Technical Criteria weight – 60% (300 pts);

\* Financial Criteria weight – 40% (200 pts).

Only candidates obtaining a minimum of 210 points would be considered for the Financial Evaluation.

Criteria	Scoring	Maximum Points Obtainable
<b><u>Technical</u></b>		
Advanced university degree in Economics, Agriculture or other relevant fields	(Master's – max 35 pts, PhD's – max 40 pts)	40
7 years of proven analytical skills and previous experience in policy analysis, development of comprehensive analytical reports in economic and agricultural fields	(7 years – max 55 pts, >7 years – max 60 pts)	60
Familiarity with the situation in the organic fresh fruits segment in Moldova and in the region and in-depth knowledge on principles of organic production, and overview of European organic market, its marketing channels, and main EU market stakeholders	(max 60 pts)	60
Knowledge of the EU organic certification requirements and procedures, regulations, including institutional, legal and policy frameworks, in the area of organic fresh produce	(max 45 pts.)	45
Excellent analytical and writing skills	(max 40 pts.)	40
Strong communication and teamwork skills	(max 30 pts.)	30
Fluency in English is mandatory. Knowledge of Romanian and/or Russian is an advantage	(English– max 20 pts., Romanian and Russian – additional max 5 pts)	25

<b>Maximum Total Technical Scoring</b>	<b>300</b>
Evaluation of submitted financial offers will be done based on the following formula: <b><math>S = F_{min} / F * 200</math></b> S – score received on financial evaluation; Fmin – the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F – financial offer under consideration.	<b>200</b>

#### Winning candidate

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

#### **ANNEXES:**

**ANNEX 1 – TERMS OF REFERENCES (TOR)**

**ANNEX 2 – INDIVIDUAL CONSULTANT GENERAL TERMS AND CONDITIONS**