



Request for Proposal – RFP

Safeguarding Palestinians living in East Jerusalem lives and their livelihoods

SPLJ-SER-001

1. MA'AN Development Center

MA'AN Development Center is an independent Palestinian development and training institution established in January 1989 and registered as a non-profit organization. The main office is located in Ramallah with branch offices in Gaza, and Jenin. MA'AN's work is informed by the necessity of creating independent, self-reliant initiatives that lead to the development of human resources for sustainable development, which incorporate values of self-sufficiency and self-empowerment.

For more information about MA'AN, please refer to our homepage: www.maan-ctr.org

2. Project profile

Project name	Safeguarding Palestinians Living in East Jerusalem lives and their livelihoods. The project known as Tadafor.
Project strategic objective	Enhance economic empowerment and increase prosperity for Businesses and projects affected by COVID-19 in East Jerusalem.
Target Areas	East Jerusalem, Beit Hanina, Essawiyeh, Ras Al Amod, Old city, Shu'fat, Refugee camp, Anata, Shu'fat, Sur Baher, Wadi Al Joz, Silwan, Al-Thury, Jabal Al Mukaber, Sur Baher, AL Ram, Abu Dies, Izzarieh, Sawahreh, Shiekh Sa'd, Al Tor, Hizma, Jaba', Qalandia, Kufur Aqab, Biet Safafa.
Target beneficiaries	Micro Businesses, Entrepreneurs (startups), Freelancers
Trainings Implementation time frame:	April 25, 2021 – March 31, 2022

3. Project background

Tadafor Project: funded by the European Union and implemented by the Palestinian Vision Organization, in cooperation with MA'AN Development Center, the Palestinian Medical Relief Society, and the Treatment and Rehabilitation center of Victims of Torture.

The project aims to contribute to contain pandemic and mitigate its impact on East Jerusalem community members to withstand shocks and mitigate protection threats while preserving character of the city. The project aims to support businesses affected by COVID-19 in East Jerusalem by offering suitable businesses training plus small financial grants for a limited number of projects to ensure their continuous work, which will help them to overcome the pandemic.

The project support three main segments: Micro businesses, Entrepreneurs (startups) and freelancers.



Micro Business: The project is aiming to support the micro business segment by offering trainings in Business development and Digital marketing.

Entrepreneurs (startups): The project is aiming to support the entrepreneur segment by offering trainings in idea design thinking, Business development and Digital marketing.

Freelancers: The project is aiming to support the freelancer segment by offering trainings in Marketing yourself and Digital marketing.

The program design is framed around the promotion of gender equality – where all components are designed to be gender transformative to achieve sustainable economic empowerment for all society members; males, females and youth.

Training demonstration schedule:

Beneficiary Segments	Training Type	Number of trainings during implementation	Total Estimated Number of audience
Entrepreneurs (startups)	Idea Design Thinking workshop	4	
Freelancer	Marketing your self-workshop	6	120
Entrepreneurs (Startups) + Micro Business	Business development three days Bootcamp	7	280
Entrepreneurs (Startups) + Micro Business + Freelancer	Digital marketing three days Bootcamp	4	130

4. Scope of work

Individuals and legal consulting entities/businesses can apply for this quotation.

The contractor is expected to deliver **Technical Assistance and Active Support, Mentoring, and Coaching** in **ONE or MORE** of the following topics to **ONE or MORE** female entrepreneurs:

1. Ideation and design thinking.
2. Business plan development.
3. Business development.
4. Financial management and feasibility.
5. Communications skills.
6. Business etiquette.
7. Online freelancing.



8. Market development.
9. Marketing and promotion.
10. Social media sales and marketing,
11. Product development and packaging.
12. Procurement documents and BOQ's preparation.
13. Photography for marketing.
14. Basic web design and web tools.
15. Basic graphic design skills, web tools.
16. Event management.

Workshops & bootcamps will be held in Jerusalem, so the contractor needs to have the ability to reach Jerusalem areas.

The delivery of the technical assistance, mentoring, and coaching either take place virtually over Zoom platform, or in-person (Face-to-Face) sessions that will be arranged, jointly with all the groups, or one-on-one with each group at a time.

This contract is a level of effort, task-based contract. MA'AN, the contractor, and the beneficiary businesses will agree on the level of effort needed per task.

5. Contractor's qualifications

The contractor should possess, and is able to demonstrate at least five years of progressive prior experience in the technical areas above, **AND** in the targeted geographical areas.

6. Deliverables and work schedule

- A. Work plan for the implementation of the assignment for MA'AN's approval before commencement. To be delivered no later than **five days** after the kick-off meeting.
- B. Final report for each assignment with challenges and recommendations for future work that is beyond the scope of the current project.
- C. For each group assigned to the contractor, he/she is expected to work with the businesses for the allocated time to finish a specific task that will be agreed upon at the time. Below are some examples:
 - Work with one business to fully develop a business plan.



- Work with a group of businesses to finalize the BoQ for their needs and procurement details,
- Work with a group of businesses on delivering training on feasibility study basics, and/or financial management,
- Work with a business to fully develop their product.

7. Implementation timeframe

Implementation will be based on specific needs of the targeted beneficiaries, and will be between April 25, 2021 – March 31, 2022. As well, offered prices in **Euro** will be valid for the same period.

8. Selection criteria

Offers will be first assessed on their technical merits using the evaluation criteria below. Only offers with technical scores of at least 70 points will qualify for the financial review. The financial offer weight is 20% from the total weight of the evaluation while the technical offer is 80%.

Item	Weight in evaluation
Contractor's past experience in similar tasks in the specified field	%100

9. Application requirements

Applications **MUST** include:

1. Technical offer:
 - a. The contractor's legal name and official registration documents/if any.
 - b. The contractor's CV that includes technical work history in accordance with the requested areas of expertise.
 - c. Demonstration of previous examples of similar work.



2. Financial offer: Should be submitted in **Euro** using the form in annex 1.

Proposals should be submitted to the following address in a sealed and stamped envelope.

MA'AN Development Center:
Ramallah office
Al-Masyoun, Emil Habibi street
Al-Nahdah building, 5th Floor (above Bravo supermarket)
Tel: 00970 - 2 - 2954451- 0592070113
Email: mahmoud_taha@maan-ctr.org

Deadline for submission is 16:00, April 08, 2021.

10. Special terms

- A. The contractor should get MA'AN Development Center approval on all work plans, methodologies, and any other tool prior to commencement.
- B. The contractor shall not subcontract in whole or in part any of this assignment's tasks without the explicit, written approval of MA'AN Development Center.
- C. The contractor shall provide MA'AN Development Center with full names, positions, and dates of birth for its key staff and if applicable, for any subcontract related to this assignment.
- D. The contractor shall handle all logistics in terms of transportation, communication, coordination, and permits to Jerusalem if needed,
- E. The contractor should be able to provide official VAT invoices,
- F. The project is VAT exempted, financial offers must be in **Euro**, excluding VAT, and adhere to VAT exemption procedures applied by Ministry of Finance in the West Bank.
- G. The contractor should be able to provide deduction at source, otherwise, 10% will be deducted on behalf of the Ministry of Finance as income tax.

11. Payment schedule

Payment will be made according to the following schedule, subject to certification of satisfactory completion by MA'AN technical team:

Deliverables	Payment
The contractor may charge MA'AN at the end of every two months of deliverables based on the quoted prices. MA'AN, the Businesses, and the contractor shall agree on each task's requirements, and needed level of effort	Work done for every two months



ANNEX 1: Financial offer

No.	Item	Hourly rate in Euro (including transportation and any other expenses)
1	Business plan development	
2	Business development	
3	Financial management and feasibility	
4	Market development	
5	Marketing and promotion	
6	Product development and packaging	
7	Social media sales and marketing	
8	Business etiquette	
9	Procurement documents and BoQ's preparations	
10	Communications skills	
11	Ideation and design thinking	
12	Online freelancing	
13	Photography for marketing	
14	Basic web design, and web tools	
15	Basic graphic design skills, web tools	
16	Event management	

- All costs above must be in Euro excluding VAT.

Name and official stamp of the contractor

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