
Request for Proposals (RFP)¹

“Addressing the Economic Drivers of Irregular Migration (AEDIM)”

Implemented by the National Council for Women (NCW)

In Partnership with the European Union (EU)

Request for a proposal	Request for Proposal (RFP) for a Consultancy Firm
General Service Type	Consultancy services
Proposal Validity Period	10 calendar days
Duration of assignment	12 months after contractual agreement signature (subject to changes depending on actual dates) The first three months will be a probationary period.

BACKGROUND

Addressing the Drivers of Irregular Migration (IM) is a priority for the Government of Egypt (GoE), as echoed by strong institutional and legislative frameworks that are in place to combat the phenomenon of IM, and developmental efforts to achieve high economic growth and generate work opportunities. Since 2016, such efforts and concrete steps taken by Egypt to combat IM, have already contributed to creating awareness.

The Overall Goal of the project entitled "**Addressing the Economic Drivers of Irregular Migration (AEDIM)**", which is led by the National Council for Women (NCW) in partnership with the

¹ This request is a ‘call for an expression of interest’, and no legal commitment from NCW’s side arises from it, until a contract is signed with the selected entity.



European Union (EU), is to provide an alternative to IM through enterprise development and work opportunities for women and youth in the regions and villages being exporting or sending governorates in Egypt.

The Regions/Governorates addressed are Beheira, Gharbiya in Delta, and Luxor, Minya, in Upper Egypt. The timeframe for the project is 48 months including an inception phase. Incubation and Production Units and Business Development Service (BDS) Units will be established in each governorate for sustainability. To target employment, the project will build linkages with the private sector and businesses to match private sector's needs with existing capacities, and support in enhancing the skills to match the required needs. Moreover, the project targets start-ups and owners of existing Micro Small & Medium Enterprises (MSMEs) through BDS units established at NCW branches along with incubation facilities. In addition, the project intends to build the capacities of business associations, trainers in the selected areas, youth community leaders and women rural leaders as a priority action to extend the project's services to other communities and build a network of related actors for inclusive development.

The project will develop a seal under the "Taa Marbouta" initiative. The seal will certify beneficiaries who abide by a set of quality standards and specific criteria to gain incentives and privileges. Moreover, exhibition halls and point of sale will be established at NCW premises in Cairo, and the selected governorates to display products certified by "Taa Marbouta" Seal.

To join efforts, closing the business gap between demand and supply and fulfilling the missing linkages, the project will establish a Women Entrepreneurs Network. The objective of the network is to connect entrepreneurs and start-ups among each other as well as with business actors and public institutions. The network will facilitate linkages, referrals and business matchmaking, as well as providing cross visits for experience sharing and knowledge transfer.

Awareness campaigns will be implemented and will utilize NCW existing successful outreach campaigns; "Taa Marbouta" and "Tarq El Abwab" (knocking on doors), which will be adapted for the purpose of the project together with other outreach developed tools.

Within the project's scope of work the main objectives of the requested service/assignment is to work support NCW in developing a manual and guidelines for "Taa Marbouta" Seal to provide non-financial contribution (indirect assistance, technical support and marketing

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channels) for Women Entrepreneurs Network, self-employed women and youth, MSMEs & businesses who will be certified by the Seal, and in developing a designed marketing and branding Strategy to position and promote services and products of the established BDS units and incubators/ production units (building on Taa Marbouta campaign for the development and implementation of guidelines for the Taa Marbouta Seal), as well as identifying needed communication approaches in terms of partnerships with specialized communication service providers.

PROJECT'S GENERAL DETAILS²

Project's title:	Addressing the Economic Drivers of Irregular Migration (AEDIM)
Location(s):	The Governorates addressed are (Beheira, Gharbiya) in Delta, and (Luxor, Minya) in Upper Egypt
Total duration of the Project (months):	48 months (since June 2021)
Objectives of the Project	The Overall Goal of the project is to provide an alternative to IM through enterprise development and work opportunities for women and youth in the regions and villages being exporting or sending governorates, fostering social and economic environment.
Primary target group(s) of the project	<ul style="list-style-type: none"> - The project's primary target group is female heads of households, who are seeking income-generating opportunities whether home-based or part of the job market. Female heads of households are considered priority targets of the project to protect their children from economic conditions that might encourage them to IM, youth above 18 years are targets as well. Therefore, the project will give them the chance to enhance their skills and obtain supportive funds to be self-employed or start/grow their projects. This includes women (70%) and young men (30%).
Final beneficiaries of the project	<p><u>The final beneficiaries are:</u></p> <ul style="list-style-type: none"> - The selected governorates are prone to IM including the local population of selected organic clusters, start-ups, existing businesses, and MSMEs who will benefit from increased support to BDS in the long run.

² The word Project refers to the 'name of project' implemented by NCW in partnership with the EU.

	<ul style="list-style-type: none"> - Service providers working in areas of business development and MSMEs in selected governorates where the project will be implemented, and whose capacities would be enhanced due to the proposed project. - Governmental and non-governmental organizations related to MSMEs development will work, with referrals to each organization's specific area of intervention and scope.
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PROJECT'S DETAILS RELEVANT TO THE RFP'S ASSIGNMENT

Overview:	<ul style="list-style-type: none"> • AEDIM project aims to raise awareness on economic empowerment channels to both women and youth (males) across the four targeted governorates: Minya and Luxor in Delta, and Behira and Gharbia in Upper Egypt, through wide range of services and technical trainings provided through the project's BDS and Incubator/PU Units. Increase awareness of the project, shift positive perception of the project in order to create a better impact across a wider range of segments of population is a priority. • "Taa Marbouta" is a nationwide campaign on women's empowerment. The campaign is based on an innovative approach that focuses on women's strength, addresses misconceptions, and fosters women's participation in all spheres of life. Its slogan is "Taa Marbouta is not your restriction, it is your strength" and the "Secret of Your Power". "Taa Marbouta" campaign reached hundreds of millions views on social media, evidencing a significant outreach. • Building on this, the intended Taa Marbouta Seal will certify beneficiaries who abide by a set of quality standards and specific criteria to gain incentives and privileges. These standards should be derived from the existing quality certification process and mechanisms based in Egypt and utilizing the existing quality models as issued by reputable agencies and entities working on product development in Egypt. Moreover, exhibition halls and point of sale will be established in Cairo and the selected
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	<p>governorates to display products certified by “Taa Marbouta” Seal. The purpose of the Taa Marbouta Seal is to promote women empowerment & gender equality and inclusive development, and in enhancing the quality of women's products. Seal incentives will include the following aspects:</p> <ul style="list-style-type: none"> ○ Participation in exhibitions ○ Priority in counselling sessions ○ Mentorship opportunities ○ Linkages with business actors ○ Invitations to related conferences ○ e-Marketing promotion ○ Exporting opportunities through linkages with the Export Council and Egyptian embassies etc.
<p>Expected results that the assignment covers:</p>	<ul style="list-style-type: none"> ● Manual and guidelines for "Taa Marbouta" Seal to provide non-financial contribution (indirect assistance, technical support and marketing channels) for Women Entrepreneurs Network, self-employed women and youth, MSMEs & businesses who will be certified by the Seal. ● Marketing and Branding Strategy to position and promote services and products of BDS units and incubators established (building on Taa Marbouta campaign for the development and implementation of guidelines for the Taa Marbouta Seal). ● Marketing materials for the AEDIM project’s services, seal and facilities.

TASKS OF THIS ASSIGNMENT

Under the full guidance of the NCW/WBDC, the following tasks will be expected from the selected proposer:

- Provide technical assistance to NCW/WBDC in the development of the manual and guidelines for "Taa Marbouta" Seal, the manual and guidelines should build on the existing quality certification process and mechanisms based in Egypt and utilizing the existing quality models as issued by reputable agencies and entities working on product development in Egypt. This will include the support needed in the preparation of a workflow that consists of the following but not limited to:
 - Quality Control Framework
 - Sampling
 - Waste Management
 - Safety
 - Other Criteria, if needed
- Provide technical assistance to NCW/WBDC in developing the Marketing and Branding Strategy, including to identify the most effective communication tools, and media material production for the Taa Marbouta Seal, and suggestions that will guide the project towards

the most effective communication tools, and media material production for the Taa Marbouta Seal.

- Assist in delivering the training for the relevant NCW/WBDC teams on the manual and guidelines needed to acquire the Taa Marbouta Seal.
- Assist the development of marketing materials for the AEDIM project's services, seal and facilities are prepared.
- Any other agreed upon tasks of relevance to the assignment.

REQUIRED OUTPUTS OF THE ASSIGNMENT

- Manual and guidelines for "Taa Marbouta" Seal to provide non-financial contribution (indirect assistance, technical support and marketing channels) for Women Entrepreneurs Network, self-employed women and youth, MSMEs & businesses who will be certified by the Seal are developed.
- Marketing and Branding Strategy to position and promote services and products of BDS units and incubators established (building on Taa Marbouta campaign for the development and implementation of guidelines for the Taa Marbouta Seal) is developed.
- Marketing materials for the AEDIM project's services, seal and facilities are prepared.

PROPOSER'S ELIGIBILITY

- National³ or international consultancy firm.
- Companies should have ISO 17021 (Inspection for companies) & ISO 17020 (inspection on products).

³ Egyptian

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- Those who may apply may be an individual firm or consortium of firms; the consortium contractual agreement will be signed with consortium leader and consortium leader will be responsible for all the deliverables and also for all other consortium members' deliverables.
 - Consortium leader should submit a letter of intent from consortium members on their engagement on the RFP, and upon signing the contractual agreement the consortium leader should within 15 days from signature, a contractual agreement between the leader and the consortium members should be concluded.

CAPACITY AND EXPERTISE OF PROPOSER

- **Administrative and financial capacity:**
 - Proposals should include a brief description of past and present experience and projects/programmes that have a direct relationship to the performance of the RFP.
 - It should also explain any partnerships with other organizations relevant to the performance of the RFP.
 - Previous experience in Egypt and familiarity with the Egyptian governorates' context and specificities is an added point.
- **Relevance of specialized knowledge:**
 - Detail any specialized knowledge that may be applied to performance of the RFP (i.e., quality production, artisan work, vocational field, entrepreneurship, incubation, and others of relevance).
- **Quality assurance procedures and plans:**

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- Describe review mechanisms to guarantee the quality of the services provided. Attach any related plans, if any.

- **Working language:**

- Working knowledge of English and Arabic is required.

DURATION

Starting of the assignment

- Provisional starting period is May 2023.
- Implementation period of this assignment is from the date of Contract till May 2024 (subject to changes depending on actual dates)

Foreseen finishing period or duration

- The implementation of this assignment will be concluded after 12 months of the date of the contractual agreement.

APPLICATIONS

Proposers must submit the following documents/information to demonstrate their capacity and expertise (must be in Arabic and English)⁴:

- **In One Envelope (entitled Technical Proposal) includes the following:**

⁴ Proposals can be submitted initially in one language, and if shortlisted will be asked to be submitted in both English and Arabic.

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- Technical proposal for implementation including the methodology, and demonstrating capacity, the relevance of specialized knowledge, quality assurance procedures, and plans.
 - CVs of proposed team members.
 - Work plan.
 - **And a Separate Envelope (entitled Financial Proposal) includes the following:**
 - Financial offer with a clear breakdown of all prices and proposed expenses such as daily rates and travel expenses including foreign and domestic taxes⁵.

Contact Person for inquiries

Proposers will direct all questions or concerns regarding this RFP to the following contacts (email ID address with the subject **"Proposal for Taa Marbouta Seal"**).

Technical Officer

Ms. Sama Elziady

Samamohamed_5@hotmail.com

Procurement Officer

Ms. Inas Tharwat.

inas.aedim@gmail.com

⁵ Note for all Egyptian firms budget is required in Egyptian Pounds (EGP), and for international firms in Euro.



The proposals must be submitted by hand no later than 3 pm local time on 7 May 2023 at the office of:

The National Council for Women, 11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo

The envelope should clearly indicate “Proposal for Taa Marbouta Seal” and Proposer's name and address shall appear in the upper left-hand corner of the envelope. If more than one envelope is required, each envelope shall be legibly numbered below the name of the Proposer (e.g., Envelope 1 of 3, as required).

Suggested

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