

**TOURISM  
RECOVERY  
PROGRAMME**enpact e.V.  
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**CALL FOR TENDERS****Outreach and Communication Services for the Tourism Recovery Programme**

enpact e.V. seeks to contract outreach and communication services for the Tourism Recovery Programme to be executed in Tunisia. Bids for this tender shall be governed by the following terms:

**A Technical specifications****A.1. Background Information and Context***A.1.1. Background on the Project*

The short- and medium-term consequences of the COVID-19 pandemic continue to threaten the livelihoods of millions of people in tourism destinations, especially in emerging and developing countries. As a result, jobs will be lost and the professional livelihoods of hundreds of thousands of people will be destroyed. Micro-, small and medium-sized enterprises (MSMEs) form an integral part of the tourism industry and are likely to be affected even more severely by the impact of the crisis.

To counteract this, enpact created the Empowering Entrepreneurship Initiative, which provides direct support to entrepreneurs in emerging and developing markets. In 2020, the initiative was launched with the COVID-19 Relief Programme and the COVID-19 Relief Programme for Tourism in partnership with TUI Care Foundation, which directly reached a total of 330 businesses in Egypt, Jordan, Ghana, Kenya, Indonesia and Mexico in overcoming the challenges of the COVID-19 pandemic.

Drawing from this experience, the Tourism Recovery Programme, the third programme of the initiative, was kicked off in May 2021, providing support for 315 travel and tourism MSMEs and innovative businesses in Egypt, Mexico, Kenya and South Africa through dedicated mentoring, financial backing and business development support. Starting with a call for participation in October 2021, this program will be extended to an additional 100 travel and tourism MSMEs and innovative businesses in Tunisia.

The program has been conceptualized as a six-month scheme, starting in December 2021, which will involve dedicated mentoring sessions, financial backing of up to EUR 9,000, and business develop-

ment support through a self-paced online course and expert workshops. The project targets teams of innovative young entrepreneurs and founders from up to 100 businesses in Tunisia. These companies had functioning business models prior to the COVID-19 crisis.

#### *A.1.2. Timeline and Criteria for Participant Selection*

The application period for the Tunisian batch of the program will begin on 4 October 2021, with an outreach campaign conducted until 24 October 2021 in order to attract potential businesses which fit the eligibility criteria to apply.

This selection process aims to find candidates which are a legal representative or key team member of a MSME operating in tourism or a tourism-related sector that

- was founded and legally registered in Tunisia between 2008 and 2018,
- showed traction and financial stability before the start of the COVID-19 pandemic,
- has an innovative approach to create economic, social or environmental impact,
- show a certain degree of digitization,
- will clearly benefit from the program's financial support,
- will clearly benefit from the program's training and mentoring component,

who are motivated and show evidence that they will actively participate in the program. Special attention will be put on candidates who distinguish themselves in terms of diversity and inclusion. Per business, three applicants will be accepted into the program, totalling at 300 participants for the Tunisian batch of the Tourism Recovery Programme.

The applications submitted will be filtered and analysed by enpact e.V. and its partners. Finalists will be invited to virtual interviews of 30 minutes each; these interviews will be conducted between 2 and 22 November 2021. The program is expected to launch in December 2021 with the 300 final selected participants and last for 6 months until June 2022.

#### *A.1.3. Background on the Involved Organizations*

##### *A.1.3.1. enpact e.V.*

The non-profit organisation enpact was founded in 2013 with the aim of empowering entrepreneurs, ecosystems and international cooperation. enpact is one of the world leaders in the cultivation of startup ecosystems as a means to promote international cooperation and development. Through a variety of products and services, enpact supports founders and startups in Europe, Africa, Asia, Latin America and the Middle East. At present, enpact's network consists of more than 1.000 startups, 500 mentors and 50 support organisations in over 20 countries.

##### *A.1.3.2. TUI Care Foundation*

TUI Care Foundation builds on the potential of tourism as a force for good by supporting and initiating partnerships and projects that create new opportunities for the young generation and contribute to thriving destinations all over the world. By connecting holidaymakers to good causes, we foster education and the wellbeing of children and youth, the protection of nature and the environment, and the positive impacts of tourism on people and places in destinations worldwide.

## A.2. Objectives of this Tender

enpact e.V. wishes to enter into a service contract.

The objective of this tender is to

- increase the general visibility of the Tourism Recovery Programme in Tunisia and to
- facilitate the acquisition/selection of participants and experts/mentors for the program.

The tender is intended to pick up on the outreach and communication work done so far for the project and embed it in the tourism ecosystem in Tunisia.

The tenderer is expected to have a substantial network of businesses and business stakeholders – such as trade promotion agencies, business associations, business professionals and experts – in at least three out of the following branches of the Tunisian economy:

- Tourism
- Services
- Social enterprises
- Startups
- Small and medium enterprises
- Research and development
- Press and media

The tenderer has a proven track record of promoting the interests of small and medium businesses in Tunisia as well as of creating networks between small and medium sized businesses and their local and national stakeholders.

Due to the fact that the objectives of this tender require very diverse networks and fields of expertise, the contracting authority is presenting it in the form of three equally distinctive Work Packages, which are described in the following section.

## A.3. Work Packages and Deliverables

### A.3.1. Work Package 1 – Outreach partnerships

The first work package delivers on the general visibility objective of the tender: Its goal is to create a network of stakeholders in relevant sectors for the purposes of the Tourism Recovery Programme, which is informed of the program and the call for applications in Tunisia.

The specific deliverables of Work Package 1 are as follows:

- A minimum of 50 relevant stakeholders are identified and informed about the program,
- A minimum of 12 relevant stakeholders are personally introduced to the program,
- A minimum of ten relevant media partners are identified and informed about the program,

Before the start of any outreach activity, enpact is provided a list of relevant stakeholders and media partners in order to assess their suitability; stakeholders and media partners excluded by enpact must not be informed of the programme by the tenderer.

It is expected that introduction meetings - if possible in consideration of current safety guidelines and travel restrictions - are conducted in person. For reasons of cost and time efficiency, meetings may be conducted virtually in exceptional cases. The tenderer will be provided a set of outreach materials in the visual identity of the program for the use of their activities; all activities must follow the initiative's style guide.

#### *A.3.2. Work Package 2 – Participant Acquisition and Selection*

The second work package delivers on the participant acquisition and selection objective of the tender: Its goal is to reach a wide scope of businesses and organisations eligible for the Tourism Recovery Programme, encourage them to apply for the program and facilitate the collection of information necessary for the selection process.

The specific deliverables of Work Package 2 are as follows:

- A minimum of 100 eligible businesses are identified and informed about the program,
- A minimum of 15 relevant stakeholders provably commit to promote the program among their followers or members,
- Upon request, a minimum of 50 applications are vetted by the tenderer within enpact's selection software, including virtual assessment by interviews of 30-45 minutes respectively.

Before the start of any outreach activity, enpact is provided a list of relevant businesses and stakeholders in order to assess their suitability; businesses and stakeholders excluded by enpact must not be informed of the programme by the tenderer. The tenderer will be provided a set of outreach materials in the visual identity of the program for the use of their activities; all activities must follow the initiative's style guide.

#### *A.3.3. Work Package 3 – Experts and Mentors Acquisition and Selection*

The third work package delivers on the experts and mentors acquisition and selection objective of the tender: Its goal is to reach a wide scope of experts and professionals competent to support the participants of the Tourism Recovery Programme and encourage them to contribute to the program and facilitate the collection of information necessary for their selection.

Competent experts and mentors have long-standing experience in areas related to the Tourism Recovery Programme, such as

- Market Access and Internationalization
- Organizational Development and Human Resources
- Business Development and Sales
- Marketing and Public Relations
- Finance, Accounting and Taxation
- Sustainability, IMM and ESG
- Digital Transformation and Innovation
- Social & Impact Entrepreneurship

Prior experience in mentoring or the tourism sector is not required. Experts will be contracted in a separate tendering process; mentors will be required to dedicate four monthly hours over a period of three months on a pro-bono basis (starting March 2021).

The specific deliverables of Work Package 3 are as follows:

- A minimum of 50 competent mentors are identified and requested for the program,
- A minimum of five competent experts are identified and requested for the program,
- Upon request, mentors and experts are vetted for their inclusion in the program.

Before the start of any outreach activity, enpact is provided a list of potential experts and mentors in order to assess their suitability; experts and mentors excluded by enpact must not be informed of the programme by the tenderer. The tenderer will be provided a set of information materials in the visual identity of the program for the use of their activities; activities must follow the initiative's style guide.

#### **A.4. Geographic Scope of this Tender**

Potential tenderers may be agencies, companies or freelancers located and registered in any location. Due to the specific focus of this call for tenders, Tunisia-based tenderers are preferred. As described in the respective work packages, travelling in the field will be required by the tenderer in line with safety guidelines and travel restrictions imposed due to the ongoing global coronavirus pandemic.

#### **A.5. Starting Date for the Contract and Duration**

It is expected that the service contract will be signed by 8 October 2021 and run until the end of December 2021. The contract duration shall not exceed a total of ten weeks. The contract shall enter into force on the date on which it is signed by the last contracting party. The duration of the tasks and deliverables shall not exceed 31 December 2021. The execution of the deliverables shall not start before the contract has been signed or before the specific date specified in the contract.

#### **A.6. Price**

The price payable under the contract shall not exceed EUR 12,000.00 including the applicable VAT.

In case each work package is awarded individually, the price caps will be broken down as follows:

- For Work Package 1 (Outreach partnerships), the price payable under the contract shall not exceed EUR 3,000 including the applicable VAT.
- For Work Package 2 (Participant Acquisition and Selection), the price payable under the contract shall not exceed EUR 6,000 including the applicable VAT.
- For Work Package 3 (Experts and Mentors Acquisition and Selection), the price payable under the contract shall not exceed EUR 3,000 including the applicable VAT.

Price revision, reimbursement of expenses and renewal are not foreseen in the contract but can be agreed upon if accepted by both the contracting authority and the tenderer.

## **B** Technical Information on Tendering

### **B.1. Eligibility**

Participation in this tender procedure is open on equal terms to any natural or legal person, regardless of their domicile or seat. Eligibility is solely dependent on the presentation of an offer. Due to the specific nature of the expertise and network required for the deliverables of this tender, it is expected that the tenderer demonstrates

- access to a substantial network of businesses, experts, media and other stakeholders in at least three relevant branches of the Tunisian economy (see above),
- a proven track record of promoting the interests of small and medium businesses in Tunisia,
- a proven track record of creating networks between small and medium sized businesses and their local and national stakeholders,
- high proficiency of Arabic, English and French.

It is possible for the tenderer to bid for individual Work Packages instead of the totality of the tender in case only a partial suitability of the tender to the network, expertise or ability of the tenderer is identified. Due to the specific focus of this call for tenders, Tunisia-based tenderers are preferred.

### **B.2. Guidelines on Offer and Offer Deadline**

Any entity wishing to respond to this call for tenders may do so by submitting a technical offer in English which covers the approach and services they can provide for the duration of the expected contract duration.

All technical offers should include:

- A general concept for how the tenderer will deliver on the expected deliverables. This simulation must include a price that would cover all the services foreseen in the concept. This price shall be considered the price ceiling that the tenderer is proposing.
- A price list, which states the unit price for all foreseen deliverables.

The tenderer should propose a suitable project team for the contract implementation. A contract manager should be appointed for the entire contract duration and shall ensure the overall management of the contract including timely completion of the activities, ensuring the required level of quality is met.

Offers are accepted until Wednesday, 6 October 2021 at 11.59pm (CEST) and must be submitted by e-mail to [eei@enpact.org](mailto:eei@enpact.org).

### B.3. Evaluation and Award

#### B.3.1. Award Criteria

The contract will be awarded based on the tender featuring the best price-quality ratio (BPQR award method). The quality of the tender will be evaluated based on the criteria mentioned below; the maximum total quality score is 100.

Tenders that receive less than 60% of the maximum possible mark for the quality evaluation will be eliminated and their final score will not be calculated. Tenders that do not reach the minimum quality levels will be rejected and will not be ranked.

Components [max. point value]	Grading criteria [max. point value]	Point value
<p><i>General Requirements</i> [45]</p>	<ul style="list-style-type: none"> <li>• Does the proposal consist of the required elements (Concept and price list)? [5]</li> <li>• Was the proposal submitted in English and submitted in time? [5]</li> <li>• Is the proposal clearly structured and comprehensible against the background of the service description? [5]</li> <li>• Is the offer designed in such a way that it suggests the existence of skills in project and time management? [5]</li> <li>• Does the offer fully comply and correspond to the (relevant) objectives stated in the tender specifications? [5]</li> <li>• Does the tenderer demonstrate a high proficiency of Arabic, French and English? [5]</li> <li>• Does the tenderer demonstrate a substantial network of businesses, experts, media and other stakeholders, such as business associations, in  at least three relevant branches of the Tunisian economy (see above)? [5]</li> <li>• Does the tenderer demonstrate a proven track record of promoting the interests of small and medium businesses in Tunisia? [5]</li> <li>• Does the tenderer demonstrate a proven track record of creating networks between small and medium sized businesses and their local and national stakeholders? [5]</li> </ul>	<p>Zero to five points for each criterion</p>

Components [max. point value]	Grading criteria [max. point value]	Point value
<p><i>Specific Requirements:</i> <i>Work Package 1</i> <i>[15]</i></p>	<p>Does the tenderer's project concept provide a detailed and feasible plan for the implementation of the deliverables:</p> <ul style="list-style-type: none"> <li>● A detailed description of potential stakeholders from the indicated areas. [5]</li> <li>● A feasible approach of introducing the program to these stakeholders. [5]</li> <li>● A detailed overview of the media partners available to the tenderer. [5]</li> </ul>	<p>Zero to five points for each criterion</p>
<p><i>Specific Requirements:</i> <i>Work Package 2</i> <i>[25]</i></p>	<p>Does the tenderer's project concept provide a detailed and feasible plan for the implementation of the deliverables:</p> <ul style="list-style-type: none"> <li>● A detailed description of potential businesses from the indicated areas. [5]</li> <li>● A credible and viable concept for accessing these businesses. [5]</li> <li>● A feasible approach of introducing the program to these businesses. [5]</li> <li>● A credible approach to commit and monitor stakeholders to promote the program. [5]</li> <li>● All necessary qualifications and a credible commitment for supporting the process of vetting applicants for their inclusion in the program. [5]</li> </ul>	<p>Zero to five points for each criterion</p>
<p><i>Specific Requirements:</i> <i>Work Package 3</i> <i>[15]</i></p>	<p>Does the tenderer's project concept provide a detailed and feasible plan for the implementation of the deliverables:</p> <ul style="list-style-type: none"> <li>● A detailed description of potential experts and mentors from the indicated areas. [5]</li> <li>● A feasible approach of requesting these experts and mentors for the program. [5]</li> <li>● All necessary qualifications and a credible commitment for supporting the process of vetting these individuals for their inclusion in the program. [5]</li> </ul>	<p>Zero to five points for each criterion</p>

In case one or more technical offers are received for individual work packages, then all offers, including the ones submitted for the totality of the three work packages, shall be assessed and evaluated per work package.

In this case, the General Requirements will continue to have a combined maximum of 45 points in terms of grading, while only the Specific Requirements for the respective Work Package, which then will each have a maximum grading of 55 points for each criterion, will be considered. In that case, the 55 points dedicated to the specific requirements will be proportionally distributed depending on the number of existing criteria: 18.33 points maximum for each specific criteria of Work Packages 1 and 3, eleven points maximum for each specific criteria of Work Package 2.

The price of the tender will correspond with the simulated price offered in the project concept; the price list provided serves as a reference for unit prices of services offered by the tenderer to be considered in case the contracting authority and the contractor agree to deviate from the simulation. As such, the price list is not considered for the calculation of the price criteria.

Price scoring shall show the distance between the cheapest offer and the other offers. Points are awarded in relation to the competitive offer price. For example, the competitive offer receives 100 points for the total price. The score of the other bidders is determined according to the inverse rule of three as follows: Number of points bidder 1 = (cheapest offer price divided by offer price 1) x 100. The result is rounded to two decimal places.

### *B.3.2. Ranking of Tenders*

The contract will be awarded to the tender offering the best price-quality ratio as determined in accordance with the formula below. A weight of 70/30 is given to quality and price. In all calculations, results are rounded to two decimal places.

Score for Tender X = (Most Competitive Price / Price of Tender X) \* 100 \* Price Weighting (30%) + Total Quality Score (out of 100) for all quality criteria of Tender X \* Quality Weighting (70%)

The tender ranked first after applying the formula will be awarded the contract. Should offers for individual work packages be submitted, the formula will be applied for each work package (following the application of the quality criteria for individual work packages) even for offers that were presented for all work packages. The tender ranked first on each work package will be awarded the contract only for that respective work package.

### *B.3.3. Information to Tenderers on the Final Evaluation*

enpact will inform tenderers of decisions reached concerning the award of the contract, including the grounds for any decision not to award a contract or to recommence the procedure. enpact will inform all rejected tenderers of the reasons for their rejection and all tenderers submitting an admissible tender of the characteristics and relative advantages of the selected tender and the name of the successful tenderer. However, certain information may be withheld where its release would impede law enforcement or otherwise be contrary to the interest of the initiative.

**Please note:** Please submit any question or offer regarding this call for tenders to [eei@enpact.org](mailto:eei@enpact.org).