

REQUESTS FOR PROPOSALS

Outreach and Selection Process Support Services for SMEs in Moldova

enpact e.V. seeks to contract outreach and communication services for a project providing financial and business support for 75 female entrepreneurs in Moldova.

A Project Summary

A.1. Project Description

The program is designed for women entrepreneurs in Moldova and Ukraine whose businesses have been affected by the war. The program will provide 75 Moldovan and Ukrainian entrepreneurs with direct financial support, access to free workspace and support facilities in Moldova, access to a global network, legal resources and training on resilience, growth and market access. The aim of the program is to counteract the economic and social repercussions of the Russian war of aggression and preserve existing jobs in Moldova and Ukraine.

A.2. Target Segment of Participants

The eligibility requirements for participation in the program are defined as follows:

- Woman founder or woman in leadership for a small or medium enterprise* currently based in Moldova
- Business was legally registered in Moldova or Ukraine prior to December 2021
- Business had a monthly turnover of at least 250 EUR per employee* in January and February of 2022 (Prior to the onset of the Russian aggression)
- Business is majority-owned by Ukrainian or Moldovan nationals and/or Moldovan residents
- Business does not operate in any sectors that directly or indirectly support weapon manufacturing, including transport of weapons and the entire supply chain of the arms industry and military technology

This will be further defined prior to the official launch of the call to applications.

*The EU defines SMEs as having up to 249 employees and an annual turnover in Euro of up to 50 million

*Full-time equivalent.

B Deliverables

B.1. Participant Acquisition

This work package focuses on the participant acquisition: Its goal is to reach a wide scope of businesses and organizations eligible for the project, encourage them to apply for the program and facilitate the collection of information necessary for the selection process.

The specific deliverables are as follows:

- A minimum of 30 eligible businesses are identified and informed about the program,
- A minimum of 10 relevant stakeholders provably commit to promote the program among their followers or members.

B.2. Participant Selection

This work package focuses on the participant selection: Its goal is to support enpact in the selection process for the businesses and organizations eligible for the project. This will be done on on enpact's digital platform for the selection process. The first phase includes the assessment of written applications according to given criteria, involving a due diligence check of provided documents. The second phase is a 30-minutes interview with the applicants, followed by the written evaluation according to enpact's criteria.

- A minimum of 80 applications are vetted by the tenderer within enpact's selection software
- Around 50 virtual assessments by interviews of 30-45 minutes respectively are executed

B.3. Experts and Mentors Acquisition and Selection

This work package focuses on the experts and mentors acquisition and selection: Its goal is to reach a wide scope of experts and professionals competent to support the participants of the project 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 such as:

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

Mentors will be required to dedicate four monthly hours over a period of three months on a pro-bono basis (starting March 2023).

The specific deliverables are as follows:

- A minimum of 20 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.

C Timeline

It is expected that the service contract will be signed in January 2023 and run until the end of March 2023. 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 March 2023. The execution of the deliverables shall not start before the contract has been signed or before the specific date specified in the contract.

D Application

D.1. Eligibility

This service contract 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 applicant demonstrates

- access to a substantial network of businesses, experts, media and other stakeholders in the region,
- a proven track record of promoting the interests of small and medium businesses,
- a proven track record of creating networks between small and medium sized businesses and their local and national stakeholders,

D.2. Guidelines on Offer and Offer Deadline

Any entity wishing to respond to this call 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 applicant is proposing.
- A price list, which states the unit price for all foreseen deliverables.

The applicant 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 Saturday, 31 December 2022 at 11.59 pm (CEST) and must be submitted by e-mail to eu@enpact.org.