

**PUBLIC INVITATION TO TENDER**

[49D-0524-505]

Berlin, 11 June 2024

**enpact e.V. aims to engage a legal entity to create and deliver content for aspiring entrepreneurs in Ukraine's coal-mining regions between June and November 2024.**

**A Project Summary**

The [Just Transition through Entrepreneurship](#) project aims to support Ukraine's recovery and just transition in the face of structural changes, economic challenges, and war-induced disruptions by providing holistic support for aspiring entrepreneurs, existing entrepreneurs, and entrepreneurial support organizations. The project encompasses four components. The component relevant to this work, the [Ideas Track](#), focuses on introducing entrepreneurship as a viable career path within the target regions by supporting aspiring entrepreneurs in developing their business ideas through three months of training, network development, and access to resources.

The Ideas Track starts with an Ideas Marathon for all eligible applicants, focusing on introducing them to entrepreneurship and helping them view themselves as entrepreneurs. This marathon also aims to identify challenges and problems in their communities to create solid problem statements. The 75 selected participants will continue in the pre-incubator to develop solutions for the identified problems, validate their ideas and develop a strong value proposition. The goal of this program is to get participants well prepared to apply to a potential incubator program.

The project started in **December 2023** and is ongoing until **November 2024**.

**Target regions:**

- Volodymyr and Lutsk Raions, Volyn Oblast
- Chervonohrad, Lviv and Zolochiv Raions, Lviv Oblast

**Target group:**

- Individuals who want to start their own business or project and want to develop their idea into a marketable product or service that can contribute to creating an impact and promote sustainability and recovery
- Participants already have a team or are willing to form a team of 2-3 people
- Ukrainian nationals and/or residents over the age of 18 based in the target regions of Lviv and Volyn Oblast.

## **B Work Packages & Deliverables**

The objective of this tender is to identify and engage an experienced organization to develop and implement a comprehensive training program for the Ideas Track of the "Just Transition through Entrepreneurship" project. The program consists of two main phases: the Idea Marathon on July 6-7, 2024, for approximately 200 participants, and a subsequent three-month pre-incubation phase for 75 participants. The selected contractor will develop and deliver online content according to enpact's framework and manage participant selection and support for the pre-incubation phase. The program languages are English and Ukrainian, with all workshops conducted in Ukrainian.

The tender is broken down into the following work packages:

### **B.1. Idea Marathon:**

The Idea Marathon will take place on the weekend of July 6th and 7th, 2024, for approximately 200 participants joining online from the different target regions in Ukraine. The Idea Marathon has two main goals: first, to engage participants in seeing themselves as entrepreneurs, providing them with an understanding of entrepreneurship, and helping them identify their own relevant skills for becoming business owners; second, to explore the relevant challenges in their regions and assist participants in defining the problems they want to address through innovative business ideas.

#### **B.1.1. Participant Management**

This work package includes, but is not limited to, the following activities:

- Preparation and distribution of workshop materials, such as agendas, handouts, and slides as well as provision of any required resources or tools for workshop activities.
- Participant management throughout the online training sessions via a digital platform (see B.1.3.), including managing the chat, as well as facilitating and moderating group sessions.
- Design and facilitation of icebreakers, team-building activities, and networking opportunities to foster participant engagement and collaboration.
- Availability of staff or facilitators to address participant inquiries, concerns, and provide assistance throughout the workshop days.
- Collection of participant feedback through surveys at the conclusion of each workshop day to assess satisfaction levels and gather insights for improvement.
- Facilitating the matching of idea marathon participants who do not have teams yet, based on factors including but not limited to similar business ideas, complementary skills and relevant backgrounds.
- Supporting in the assessment and evaluation of applications for the selection of suitable participants for the Pre-Incubator.
- Provide regular progress reports to enpact, including updates on participant engagement, workshop outcomes, feedback collected, and identified success stories.

#### **B.1.2. Content Development**

This work package includes, but is not limited to, the following activities:

- Development of a structured curriculum outlining the topics, sessions, and learning objectives for the Idea Marathon.
- Creation of session plans detailing the content, activities, and resources for each workshop.

- Preparation of educational materials, presentations, handouts, and interactive resources to support the delivery of content during the Idea Marathon.
- Documentation of methodologies and guidelines for future reference and replication.

The idea marathon should focus on these two main topics:

- **Entrepreneurial journey**
  - Inspiring participants by showcasing the opportunities and advantages of establishing a business in Ukraine now.
  - Facilitation of activities and discussions aimed at helping participants envision themselves as entrepreneurs, fostering a mindset towards innovation.
  - Helping participants to recognize their own skills and strengths to succeed as entrepreneurs.
- **Problem Statement**
  - Guidance and resources to help participants identify and analyse challenges in their regions, fostering a deep understanding of the problem they seek to address.
  - Assistance for participants in crafting concise problem statements that specifically target significant regional issues, ensuring clarity in addressing these challenges through their business concepts.

### B.1.3. Content Delivery

This work package includes, but is not limited to, the following activities:

- Delivering two-days of engaging and interactive online training sessions for participants on a digital platform. The online training sessions should be designed and delivered as a mix of lecture-style presentation for the delivery of the content and smaller working-group sessions to foster engagement with each other and the topic.
- Offering participants access to necessary tools, platforms, and resources to aid their learning and development and provide technical support.
- Providing assignments for participants that can be used to evaluate their performance. These assignments should be designed in a way that they can support participants in their applications to the pre-incubator program.
- Collecting and analyzing participant feedback to continuously improve the delivery and effectiveness of the content.
- Scheduling follow-up sessions or office hours for additional support and providing participants with a summary of key takeaways and additional resources after the workshop.
- Development of a security concept to implement immediate measures in response to potential risks such as air raids, power outages, and other emergencies.

## B.2. Pre-Incubator:

After selecting 75 participants, they will join a three-month pre-incubation program. The goal of this program is for participants to validate their ideas through training sessions, an in-kind budget (see B.3) for consulting services, and opportunities to exchange with their cohort and experts. Some participants will have the chance to pitch their idea at a larger event. The aim is to prepare participants for potential future incubator programs.

### B.2.1. Participant Management

This work package includes, but is not limited to, the following activities:

- Create together with enpact comprehensive onboarding materials, including program timeline, event schedule, guidelines and expectations.
- Organize a minimum of three workshops and facilitate monthly peer-to-peer interactions and cohort bonding activities.
- Support enpact in creating a participant overview for different project stakeholders.
- Develop assignments to evaluate participant performance and progress and use evaluations to provide constructive feedback and support participants' development.
- Assign team members as contact people for participant inquiries, concerns, and to provide assistance throughout the three months.
- Collection of participant feedback through surveys at the conclusion of each workshop to assess satisfaction levels and gather insights for improvement.
- Provide regular progress reports to enpact, including updates on participant engagement, workshop outcomes, feedback collected, and identified success stories.

### **B.2.2. Content Development**

This work package includes, but is not limited to, the following activities:

- Development of a structured curriculum outlining the monthly topics and sessions for the 3-month Pre-Incubator program.
- The content should be in various formats like text, videos, visuals, graphics to address the different learning styles of participants.
- The content should include real-life examples, case studies, and best practices.
- Include activities and assignments like templates, tools, or interactive exercises that the participants can use and implement to support their active learning on the topic further.
- Include assessment tools like short quizzes or assignments to assess the participant's understanding.
- Provide a list of additional resources (articles, websites, books, etc...) both paid and unpaid that help the participants further explore the subject matter.

The Pre-Incubator program focuses on essential areas such as problem identification, idea validation, value proposition development, and business planning. The expected outcomes include, but are not limited to:

- Establishing an entrepreneurial framework based on education, background, experience and work history.
- Identifying and exploring entrepreneurial problems, making use of brainstorming techniques.
- Developing preliminary solutions for an identified problem and exploring potential markets.
- Participants will create pitch decks, roads maps, and receive guidance on applying to incubator programs.

### **B.2.3. Content Delivery**

This work package includes, but is not limited to, the following activities:

- Delivery monthly interactive online training sessions for participants on a digital platform. The online training sessions should be designed and delivered as a mix of lecture-style

presentation for the delivery of the content and smaller working-group sessions to foster engagement with each other and the topic.

- Offering participants access to necessary tools, platforms, and resources to aid their learning and development and provide technical support.
- Providing assignments for participants that can be used to evaluate their performance and establish basic material to enhance their readiness for potential Incubator programs.
- Collecting and analyzing participant feedback to continuously improve the delivery and effectiveness of the content.
- Scheduling follow-up sessions or office hours for additional support and providing participants with a summary of key takeaways and additional resources after the workshop.
- Development of a security concept to implement immediate measures in response to potential risks such as air raids, power outages, and other emergencies.

### B.3. Consultation service package

As part of the pre-incubator program, participants will have access to an in-kind budget of 2,000€ for external consultation services of their choice. They will receive a list of 10 service packages tailored to various entrepreneurship topics relevant to their current business stage, allowing them to select one service that best meets their needs.

This work package includes, but is not limited to, the following activities:

- Detailed analysis report of participants' current business/ideas stages and specific needs.
- Curation of list for 10 relevant entrepreneurship topics based on the needs assessment.
- Identification and vetting of three relevant service providers for each of the 10 topics.
- Creation of comprehensive service packages for each topic, including all relevant information to aid participants in making informed decisions.
- User-friendly guide for participants explaining how to evaluate and choose among the service packages based on their specific needs and business stages.

The procurement and contracting process of the service providers is on enpact's side.

## C Timeline

Work Package	Period	Deadline
B.1 Idea Marathon	Jun 2024 - Jul 2024	06/07 Jul 2024
B.2 Pre-Incubator	Aug 2024 - Oct 2024	31 Oct 2024
B.3 Consultation service package	Aug 2024 - Oct 2024	31 Oct 2024

## D Payment Schedule

The payment schedule will be structured based on the successful completion and acceptance of each work package as highlighted above and outlined in the contract. However, an advanced payment of 20 percent of the total contract value may be provided upon the contract's commencement. Additionally, a final payment of 10% will be withheld and made upon the successful completion and acceptance of the entire project scope according to the terms specified in the contract. Other terms and conditions will be specified in the service contract to the awarded vendor. Payments will be made in the currency specified in the contract and executed via bank transfers.

The financial offer for this award must include net prices excluding VAT. Upon conclusion of the contract with the contracting party that is awarded the contract, it will be determined, depending on the contracting party's country of domicile, whether enpact or the contracting party is responsible for paying VAT and which tax rate is to be applied. Only if the payment of VAT by the contractual partner is agreed upon will this value also become part of the payment plan.

**E Evaluation Criteria & Matrix**

All submitted offers that adhere to the specified general requirements and meet the tender deadline will undergo evaluation by two independent assessors. The contract will be awarded based on the tender featuring the best price-quality ratio (BPQR award method). The assessment will be guided by distinct categories: Technical Evaluation will carry a weight of 70% in the overall assessment, while Financial Competitiveness will account for 30%. This dual assessment approach ensures a review of each proposal, emphasizing both technical and financial viability.

**E.1. Technical Evaluation Criteria**

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 not reaching the minimum quality levels will be rejected and not ranked.

Components [max. point value]	Grading criteria [max. point value]	Point value
1. Experience and Expertise [20]	<ul style="list-style-type: none"> <li>• 1.1 Does the tenderer demonstrate a proven track record of developing early-stage entrepreneurship training programs? [5]</li> <li>• 1.2 Does the tenderer demonstrate a proven track record of delivering online programs? [5]</li> <li>• 1.3 Does the tenderer demonstrate an understanding of the entrepreneurship landscape, regional circumstances, and relevant factors the target regions in Ukraine? [5]</li> <li>• 1.4 Does the tenderer demonstrate expertise in working with participants without prior entrepreneurship experience? [5]</li> </ul>	Zero to five points for each criterion

Components [max. point value]	Grading criteria [max. point value]	Point value
2. <i>Methodology and Approach</i> [20]	<ul style="list-style-type: none"> <li>2.1 Does the proposed approach fully comply with the objectives and deliverables stated in the tender specifications? [5]</li> <li>2.2 Does the proposed approach demonstrate clarity and robustness? [5]</li> <li>2.3 Does the proposed approach encompass effective adaptation of the program design to accommodate challenges arising from current circumstances, such as reduced mobility and power outages? [5]</li> <li>2.4 Does the proposed approach incorporate innovative and creative approaches to engage participants and achieve the program objectives? [5]</li> </ul>	Zero to five points for each criterion
Components [max. point value]	Grading criteria [max. point value]	Point value
3. <i>Qualifications and Team Composition</i> [15]	<ul style="list-style-type: none"> <li>3.1. Does the tenderer present a team with expertise and experience relevant to the program design? [5]</li> <li>3.2. Does the tenderer demonstrate a high proficiency in English? [5]</li> <li>3.3. Does the tenderer demonstrate a high proficiency in Ukrainian? [5]</li> </ul>	Zero to five points for each criterion
Components [max. point value]	Grading criteria [max. point value]	Point value
4. <i>Implementation plan of Work Packages</i> [45]	<p>Does the tenderer's project concept provide a detailed and feasible plan for implementing the deliverables:</p> <ul style="list-style-type: none"> <li>4.1. A clear overview of milestones, activities and work steps planned for the Idea Marathon. [15]</li> <li>4.2. A clear overview of milestones, activities and work steps planned for the Pre-Incubator program. [15]</li> <li>4.3. A clear overview of milestones, activities and work steps planned for the consultation service package. [15]</li> </ul>	One to ten points for each criterion

If one or more technical offers are received for individual work packages, 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 (components 1-3) will continue to have a combined maximum of 55 points in grading, while only the specific requirements (implementation plan) for the respective work package will be considered.

## **E.2. Financial Competitiveness:**

Evaluation is based on each offer's proposed cost and financial aspects, considering the overall budget allocated for the project. The evaluation of financial competitiveness involves comparing each offer's proposed costs against the technical proposal's value and quality.

The price used for the evaluation is the total price for all work packages ('financial offer'). The price list with the unit prices of the bidder's services serves only as a reference in the event that a change in the scope of services is necessary at a point in time after the conclusion of the contract; the price list is not considered for evaluating the bid for the award decision.

The evaluation of the price is based on the competitiveness of the total prices: The price evaluation is based on a point scale that represents the distance between the prices of all offers of that of the cheapest offer. The cheapest offer receives 100 points in the price evaluation; the evaluation of the subsequent offers is carried out by dividing the respective offer price by the price of the cheapest offer and multiplying the result by 100 [(CheapestMost Competitive Price / Price of Tender X) \* 100].

The net prices excluding VAT are used to ensure comparability of prices. Tenders that are not submitted in euros are converted into euros for evaluation purposes; the exchange rate for the month in which the tender was submitted is used in accordance with the European Commission's publication ('InforEuro'). If prices in foreign currency and euros are stated in a tender, only the euro price will be taken into account.

## **E.3. Ranking of Tenders:**

The contract will be awarded to the tender offering the best price-quality ratio as determined by the formula below. A weight of 70/30 is given to quality (technical evaluation) and price (financial competitiveness). In all calculations, results are rounded to two decimal places.

$$\text{Score for Tender X} = (\text{Cheapest Price} / \text{Price of Tender X}) * 100 * \text{Price Weighting (30\%)} + \text{Total Quality Score (out of 100) for all quality criteria of Tender X} * \text{Quality Weighting (70\%)}$$

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 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 submit any questions regarding this call for tenders to [eu@enpact.org](mailto:eu@enpact.org) with the subject line referencing 'Tender [49D-0524-505]' until 17 June 2024, at 8 am (CEST).

We will hold an **information session on Monday, June 17th at 3pm (CEST)**, to address any questions regarding the tender. Please register [here](#) if you are interested in participating.

## **F** Application & Contracting

Any entity wishing to respond to this call for tenders may submit a financial offer and a technical offer in English, which cover the approach and services they can provide for the expected contract duration.

Accordingly, all offers must include the following components to be eligible:

- A **general concept** for how the tenderer will deliver on the expected deliverables. This must include a price covering 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 and ensuring the required level of quality is met.
- **Company Information:** The name, address, and contact details of your company
- **Customer Information:** The name, address, and contact details of enpact.
- **Date:** The date the quotation was prepared should be included.

It is expected that the service contract will be signed in June 2024 and run until the end of October 2024. 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 November 2024. The execution of the deliverables shall not start before the contract has been signed or before the specific date specified in the contract.

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 required for the deliverables of this tender, it is expected that the applicant demonstrates the ability to work in English & Ukrainian and a proven track record of entrepreneurship programs.

Offers are accepted until Monday, 24 June 2024, at 09.00 am (CEST) and must be submitted by e-mail to [eu@enpact.org](mailto:eu@enpact.org) with the subject line 'Offer for tender [49D-0524-505] - Company Name'