

**PUBLIC TENDER NOTICE 83382633 FOR THE RECRUITMENT OF A CONSULTING FIRM OR OTHERWISE, FOR THE FOLLOWING PROJECT ACTIVITY:
"STRENGTHENING ENTREPRENEURSHIP AND E-COMMERCE OF STAKEHOLDERS IN THE COTTON-TEXTILE HANDICRAFT SECTOR IN CAMEROON"
BY THE PROJECT GIZ-ProCOTON**

Financed by the German Federal Ministry for Economic Cooperation and Development (BMZ)

1. OBJECTIVE OF THE TENDER

The global cotton programme,

On behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is implementing the Global Programme "Sustainability and Value Added in Agricultural Supply Chains (GP AgriChains)". The project's partner countries are Cameroon, Burkina Faso, Ethiopia, Uzbekistan, Indonesia, Brazil, Colombia and India. The project is part of the BMZ special initiative "ONE WORLD no Hunger" (SEWOH). The duration is 6 years (04/2019 to 03/2025).

The project is divided into the following fields of action: 1. sustainable cultivation methods, 2. local value added, 3. sustainable supply chains and 4. global knowledge exchange. Further priorities are a close cooperation with the private sector and the use, development and dissemination of digital solutions, particularly with regard to the transparency of sustainable supply chains. The project objective is: The sustainability of agricultural supply chains has increased in the selected partner countries. In Cameroon and Burkina Faso, the project focuses on the sustainability and added value in the cotton industry.

Cameroon is the fifth largest producer of cotton in sub-Saharan Africa. Accounting for 4% of the country's exports and for 15% of agricultural exports, cotton is one of the country's major export items along with oil, timber, coffee and cocoa. Around 100,000 tonnes are produced each year on average, of which 98% is exported. Cameroon produces high-quality cotton for which global demand is high. More than 2 million people in Cameroon depend on cotton in one way or another and the sector employs around 475,000 workers in total.

In Cameroon, cotton is cultivated primarily by smallholder farmers who are organised in the CNPC-C. Cameroon's cotton sector is strongly influenced by the monopoly held by SODECOTON. The company monitors production, purchases seeds, and is responsible for ginning and marketing. The sustainability of the entire cotton production cycle has already been certified based on the Cotton made in Africa (CmiA) standards. The cotton is sold at a negotiated Free On Board (FOB) price to multinational trading companies (including Cargill, COPACO and Reinhart AG)..

Local value addition is negligible in Cameroon's cotton sector. Less than 2% of the cotton fibre is processed into yarn and fabric by the state-owned Cotonnière Industrielle de Cameroun (CICAM). There are also a handful of private textile and clothing enterprises (e.g. BUETEC, Semi Moderne) that import cotton fabric or process by-products from SODECOTON (e.g. COFIL, SITRACO). Further processing into clothes by hand, where women account for the majority of the workforce also depends on the import of raw materials (yarn, fabric). Value added from sustainable cotton in Cameroon is insufficient.

In order to promote local value addition and job creation, GIZ aims to promote actors in the handicraft-textile sector in Cameroon who process local cotton in Cameroon by strengthening their entrepreneurial capacities, improving the quality of the products, making their products more visible and facilitating market access also through digital tools. Furthermore, the actors should be linked to innovations and thus also attract the younger generation to this sector.

GIZ has already conducted a study of the artisanal sector by identifying the actors, describing the structure of the actors and analysing their needs in terms of training and working materials. Based on

this study capacity development measures on entrepreneurship and marketing should be developed and offered to the artisans.

2. QUALIFICATIONS REQUIRED

In order to carry out the assignment, the contractor needs to be knowledgeable in the field of digital marketing and entrepreneurship, particularly in the artisanal sector in West or Central Africa and have previous experience working in Cameroun.

The assignment involves interviews, workshops and/or focus group discussions with the artisans to get to know their context and skill level, their products, their needs regarding capacity development, marketing etc. Furthermore, the assignment involves trainings and one on one coaching in entrepreneurship, product improvement and market access. In this regard innovative marketing approaches including digital tools should be presented and learnt.

Project Team

- To carry out the assignment the contractor shall assign a senior entrepreneur/private sector development expert (Team leader), a handicraft/private sector development expert as well as communication and social media experts and a support team (pool of experts) which should have expertise in the following areas: handicrafts, textile sector, entrepreneurship, marketing, digital marketing and sales tools. The team leader will be responsible for the project management and be the main interface to GIZ.

3. PERIOD OF EXECUTION OF THE ASSIGNMENT

The assignment will run for the period between the **30th July 2021** and **30th September 2022**, with **381 expert/days**.

4. THE TENDER SUBMISSION FILE MUST CONTAIN:

- A duly signed tender letter, citing at least 03 similar assignments already executed, as reference.
- Administrative file (certificate of incorporation/declaration of association, Valid tax documents (Attestation of matriculation, ANR), Bank Account details (RIB), localisation plan, signed and dated CVs of proposed Consultants.
- Technical File (Refer to the ToR and technical assessment grid for its composition)
- Duly signed and dated detailed financial offer based on the budget framework in the ToR.
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NO FINANCIAL INFORMATION SHOULD APPEAR ANYWHERE ELSE OTHER THAN IN THE FINANCIAL OFFER.

5. SUBMITTING A BID

Bids in English or French must be submitted by **13th July 2021** at **16h00**. The courier should be titled as follows :

- **« DAOP No 83382633 – STRENGTHENING ENTREPRENEURSHIP AND E-COMMERCE OF STAKEHOLDERS IN THE COTTON-TEXTILE HANDICRAFT SECTOR IN CAMEROON »**

The hard copy of the bid should be deposited at the **GIZ Regional Office situated behind the Russian embassy at Bastos, Yaounde**; in a **large sealed envelope** with three sub-envelopes containing each of the above-mentioned files. All sub-folders must be clearly labelled.

It is worth noting that admission to the financial assessment stage is subject to obtaining a score of at least **70/100** at the technical evaluation stage.

6. REQUESTING COMPLETE TENDER FILE – ADDITIONAL INFORMATION

The current public tender equally consists of :

- a) The complete version of the Terms of Reference (ToR) including the budget framework.
- b) The technical assessment grid.

For the above-mentioned documents and any additional questions, kindly write to the following address: **CM_Quotation@giz.de** from the date of publication of this tender until **02nd July 2021 à 23h59**.

7. ADDITIONAL TENDER CONDITIONS

Kindly note that your participation in this public tender does not create any obligation whatsoever between GIZ and the potential bidder. GIZ is not liable for any cost incurred by the bidders in this tender.

The non-respect of any of the conditions of the current tender will result in the automatic disqualification of your bid.

The absence of any element, document or file, as well as the presentation of an expired or non-authentic document shall result in the rejection of your bid.

GIZ reserves the right to :

- Inform only the bidders who will be shortlisted about the next steps in the procedure.
- Cancel or modify the current public tender at any time.

Done in Yaounde,

10.06.2021

Stef



SM GIZ Management