



# Request for Proposal (RFP)

## Refugee Entrepreneurship Research Excellence

Request for Proposal (RFP) Number	SGA-21-03
Issuance Date	September 20, 2021
Closing Date	October 11, 2021
Closing Date - Timestamp	5:00 PM ET (UTC+3)
Method of RFP Submission	Submit via email to: <a href="mailto:turkey.tenders@buildingmarkets.org">turkey.tenders@buildingmarkets.org</a>
Subject Line	Price quote for SGA-21-03 Refugee Entrepreneurship Research Excellence
Submission Format	Email
Preferred currency of quotation	United States Dollars (USD)
Tax on Price Quotation	Must be inclusive of VAT and other applicable indirect taxes
Conditions for Release of Payment	All services delivered as per contract scope of work & deliverables
Period of Validity of Quotes starting on the Submission Date	60 Days
Evaluation Criteria	Financial Proposal (30%) Technical Proposal (70%) <ul style="list-style-type: none"><li>• Scope of Work (30%)</li><li>• Familiarity with syrian-led SMEs environment (10%)</li><li>• References (10%)</li><li>• HR Capacity (10%)</li><li>• Timeline (10%)</li></ul>
Deadline for submitting questions	October 8, 2021

## Who We Are

Building Markets is an award-winning non-profit organization that creates jobs and encourages economic growth by finding, building, and connecting competitive local small and medium-sized enterprises (SMEs) to supply chains, investment, and growth opportunities. We have built a network of more than 26,500 verified SMEs and organizations, assisted them in winning over \$1.35 billion in contracts, and helped create over 71,000 full-time equivalent jobs in some of the world's most challenging environments. Building Markets is headquartered in New York City. For more information visit [www.buildingmarkets.org](http://www.buildingmarkets.org).

## Background

With the largest refugee population in the world, Turkey is faced with the challenge of integrating 3.6 million Syrian newcomers into both its society and economy. The impact of the COVID-19 pandemic and resulting economic slowdown have compounded this challenge. It is currently estimated that more than 2 million Syrians in Turkey are of working age, and 90% of the one million that are employed are working in the informal economy.<sup>12</sup> Ensuring refugees and other vulnerable populations can access reliable, formal employment gives them a path to self-reliance. Once integrated into the labor force, they can leverage their skills and capabilities, earn income, and provide for themselves and their families.

The negative economic impact of COVID-19 is expected to continue to shrink GDP, and Syrian SMEs will likely be disproportionately affected. This endangers the livelihoods of Syrian business owners, their employees, and their families. In an economy with high levels of unemployment (13.9% as of April 2021), particularly among young people (25.6% as of April 2021),<sup>3</sup> social tensions between host communities and refugees can quickly escalate. In a difficult labor market, portions of the Turkish population feel that Syrians are taking jobs away from Turkish people, although there is no evidence supporting this claim. On the contrary, supporting refugee-owned businesses fills a gap in access to formal employment and reduces the informality of the broader Turkish labor market, thereby aligning with Turkish government goals.

The key to creating jobs and sustaining livelihoods in Turkey is the country's micro, small, and medium-sized enterprises (SMEs), including those owned and managed by refugees. Turkey offers ample opportunity for business development, as demonstrated by the thousands of companies that Syrian refugees have started in the last decade. Data collected by Building Markets indicates that in 2017 alone, Syrians invested more than \$330 million USD in capital into more than 6,000 new enterprises in the country. On average, these businesses were employing 10 people and reported that most of their employees were previously working in the informal sector, often in illegal, low-wage, and hazardous conditions.<sup>4</sup>

Limited visibility, access to relevant training, information, and capital, as well as partnerships that enable businesses to reach different stages in their lifecycle, hinder the growth, employment potential, and sustainability of Syrian-owned SMEs in Turkey. For example, business support programs are largely inaccessible to Syrians due to cost, language, or lack of context in addressing challenges specific to refugee-owned firms. Programs also miss the opportunity to promote relationships between refugees and Turkish SMEs, which is crucial to integration, harmonization, addressing unemployment and informal

---

<sup>1</sup> Leghtas, I. 2019. "Insecure Future: Deportations and Lack of Legal Work for Refugees in Turkey." Refugees International. Available [here](#).

<sup>2</sup> Caro, L. 2020. "Syrian Refugees in the Turkish Labor Market." ILO Office in Turkey. Available [here](#).

<sup>3</sup> Turkish Statistical Institute (TurkStat). 2021. "Labor Force Statistics, April 2021." Available [here](#).

<sup>4</sup> Building Markets. 2021. "A Syrian Business Hub in Fatih: The Ancient Heart of Istanbul." Available [here](#).

labor, and the overall growth of Turkey's private sector. Additionally, while buyers and investors may wish to do business with Syrian-owned enterprises, they report an inability to identify qualified companies, as well as communication difficulties due to the language barrier.

The Building Markets Sustainable Marketplace project works to equip Syrian and refugee-owned SMEs in Turkey with the knowledge, skills, and relationships they need to access new opportunities, grow and sustain their businesses, and create jobs. There is a great deal of room to scale these outcomes in a way that is meaningful for both refugee and host communities. This includes enabling mutually beneficial business partnerships between Turkish and Syrian entrepreneurs where there is complementary expertise. Turkish businesses sometimes reject the added value of Syrian SME partners, however, they often have access to export markets in the Middle East and North Africa (MENA) region and can more effectively communicate with potential buyers. In addition, local and international NGOs and companies interested in doing business with refugee-led companies often do not possess the relationships or data to include them in their local procurement. In addition to its verification, training, matchmaking, and tender distribution services, Building Markets actively leverages its connections, and deep understanding of and access to the local market to conduct research on Syrian and refugee-owned businesses and their contribution to the Turkish economy.

Building Markets' capacity to identify, enhance, and communicate the positive economic impact of refugee-owned SMEs is critical to reducing tensions, informing livelihood strategies, promoting advocacy, and facilitating business integration for Syrian refugees. In the coming period, Building Markets plans to contract a local organization to support market research and advocacy efforts that highlight the contribution of refugee-owned businesses in Turkey to the host community and the employment market.

## Supplier Scope of Work

The ideal supplier is an agency or individual with the core expertise and assets to deliver on the scope of work described below:

Sector	Market Research	
Location	County: Turkey  Cities: Ankara, Gaziantep, Hatay, İstanbul, İzmir, Şanlıurfa, Adana, Mersin,	
Duration	Start Date: October 18, 2021 End Date: August 31, 2022	
Summary	<p>One of Building Markets’ primary services is developing and distributing market research findings to inform refugee livelihood strategies, advocate for Syrian-owned SMEs, and facilitate new business opportunities for these businesses.</p> <p>In support of these efforts, Building Markets plans to contract a local organization (hereafter referred to as the “Offeror”) to support the development of two (2) research products and related promotional campaigns that explore the contribution of Syrian-owned businesses to the Turkish economy.</p> <p>Examples of potential topics include but are not limited to:</p> <ul style="list-style-type: none"> <li>• Syrian-owned enterprises’ contribution to particular industries within Turkey</li> <li>• Collaboration between Syrian and Turkish-owned enterprises and the economic benefits</li> <li>• Opportunities for scaling job creation within Syrian-owned firms in Turkey</li> <li>• Assessing Syrian-owned enterprises’ ability to access formal finance</li> <li>• Landscape analysis of investment opportunities for Syrian-owned SMEs in Turkey</li> </ul>	
Deliverables	For <b>each</b> of the two market research products, the offeror should deliver the following: <ul style="list-style-type: none"> <li>- 10-12 page research report, using best practice methodologies including full citations, in English</li> <li>- 1-page excerpt of suggested text and/or key findings to be used in social media campaigns, in English</li> </ul>	
	Deliverable	Requirements
	I. Methodology and framework for a market research report	The research product should be interactive and include the use of case studies, practical knowledge, and data-driven findings based on surveys and interviews. The strategy should utilize qualitative and quantitative research methods, such as: <ul style="list-style-type: none"> <li>• Interviews with focus groups, stakeholders, etc</li> <li>• Structured surveys with businesses (in-person or via phone)</li> </ul>

		<ul style="list-style-type: none"> <li>Data, figures, and statistics provided by Building Markets</li> </ul>
	2. Draft of the market research report	Building Markets will review the draft report and provide feedback about the content.
	3. Final market research report	The research product should be prepared in English, Turkish, and Arabic. Where applicable, the final market research report should conclude with recommendations based on the findings of the report.
	3.1 Final data from any interviews or survey analysis conducted	Primary source data developed by the offeror should be submitted to Building Markets with the final report. Interview and survey data should be shared with Building Markets in English. Data should be provided in an editable format (eg. Excel, Word).
	4. Strategy and timeline for the promotional campaign of market research across social media platforms	Building Markets will review the proposed campaign and provide feedback on all relevant aspects.
	5. Complete directory of social media posts inclusive of images used and dates published	The promotional campaign should be delivered to Building Markets for publication on social media accounts (Facebook, Instagram, LinkedIn, Twitter) in English, Turkish, and Arabic, and in line with Building Markets' branding guidelines (to be provided to the contractor).
	6. Impact report of a social media campaign	The offeror should develop a short impact report to show the reach of their promotion campaign. The template of the impact report can be finalized after the strategy of the campaign is approved, but should aim to report on the reach and engagement of each post.
	<p>Final/completed product(s) and any other related materials prepared under this proposal, including but not limited to data from the interviews and surveys conducted, or any other research delivery items will be the sole property of Building Markets.</p> <p>All campaign products and other materials prepared under this agreement, including but not limited to the graphics, written information, and any other promotional materials will be the sole property of Building Markets.</p>	
Reporting Lines	Program Services Director, in coordination with the Project Officer and Global Head of Programs	
Qualifications for eligibility for submission	<ol style="list-style-type: none"> <li>Only NGOs registered in Turkey or that have direct activity permission from the Turkey Ministry of Interior.</li> </ol>	

	<p>2. Partnerships: Expanding our reach to Turkey’s CSO community</p> <p>In order for Building Markets to increase our impact in developing capacities with civil society organizations in Turkey, we aim to establish sub-grants with organizations that have not yet engaged with us. This will help us to incorporate new approaches, talents, and views into our service offering to refugee entrepreneurs. Therefore, we are seeking to diversify our range of partners beyond our deeply valued prior partners and expand our results-based approach in the marketplace. All eligible CSOs are encouraged to apply.</p> <p>3. No private companies or organizations.</p> <p>4. Experience with INGO sub-grants and compliance requirements, including experience in complying with complex M&amp;E requirements and reporting.</p> <p>5. Ability and acceptance to adapt internal processes based on Building Markets’ requirements.</p> <p>6. Experience producing reports and communications materials in multiple languages, particularly Arabic.</p>
--	--

### Illustrative Timeline of Activities

The table below illustrates a proposed timeline of key activities for **each** market research report. This table is not inclusive of all milestones and activities required to implement the scope of work. The offeror should use the table as a guideline for developing a detailed work plan.

<u>Activity 1: Report Framework</u>		
1.1	Develop methodology, framework, and any survey materials	Month 1
1.2	Submit for review	Month 1
1.3	Conduct stakeholder interviews	Months 2-3
1.4	Conduct market research	Months 2-3
<u>Activity 2: Final Report</u>		
2.1	Submit a draft of the report	Month 4
2.2	Submit final Draft	Month 5
<u>Activity 3: Promotional Campaign</u>		

3.1	Develop a strategy for the campaign based on report findings and submit it to Building Markets for review and approval.	Month 4
3.2	Joint publication of content/social media posts	Month 5
3.3	Joint/coordinated publication of campaign on social media platforms for maximum exposure and impact	Months 5-6
3.4	Submit impact report of a promotional campaign to Building Markets (eg. impressions and other metrics from Google Analytics or another tracker)	Month 6

### Selection Criteria

The ideal partner on this sub-grant is a Turkish NGO with expertise relevant to our specific needs, able to provide bespoke solutions rather than reconfigured templates.

Note that while Building Markets prefers to work with a single supplier, the organization also reserves the right to divide this tender and work with multiple service providers based on comparative advantage and past performance. Potential suppliers are encouraged to highlight areas of relative expertise when submitting their offers.

Selection Criteria	Weighting	Available Points
<b>Financial Proposal</b>	<b>30%</b>	<b>30pts</b>
<b>Technical Proposal</b>	<b>70%</b>	<b>70 pts</b>
Scope of work	30%	30 pts
Familiarity with Syrian-led SMEs environment	10%	10 pts
References	10%	10 pts
HR Capacity	10%	10 pts
Timeline	10%	10 pts

Only bids exceeding 60% of the Technical Proposal score of (42 out of 70 ) will be considered for financial evaluation.

## Terms and Conditions

### General Terms and Conditions

Building Markets will review all quotes and score them based on the above criteria. Preferred and backup suppliers will be selected, after which a contract will be signed between the parties.

A Sub-grant Agreement will be awarded as a result of this RFP.

Building Markets is not bound to accept any quotation, nor award a contract/ Purchase Order, nor be responsible for any costs associated with the preparation and submission of a quotation, regardless of the conduct or outcomes of the selection process.

Building Markets reserves the right to accept or reject any Proposal, to render any or all Proposals as nonresponsive, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected supplier, or any obligation to inform the affected supplier(s) of the grounds for Building Markets' action. Building Markets shall neither be obliged to award the contract to the lowest price offer.

While Building Markets prefers to work with a single supplier, the organization reserves the right to divide the work under this RFP across multiple service providers. Prospective suppliers are encouraged to highlight areas of relative expertise when submitting their offers.

### Conflict of Interest

Building Markets takes special care to comply with transparency, accountability, and generally applied work ethics within all domestic and donor regulations, and international laws applicable to the countries where it operates.

Any attempts or suspicion of misconduct to influence the integrity of the procurement process, whether by Building Markets personnel or outside suppliers, will fully be investigated. By submitting your price quotation, you accept to immediately declare any potential conflict of interest, even if cursory or unintentional, upon becoming aware of such for immediate internal review by the organization. Failure to declare such conflicts of interest, even if accidental, may result in litigation.

### Non-disclosure Agreement and International Compliance

By submitting your price quotation, you agree that in the event of being selected to undertake this project, any team members involved in the development of the said project are willing to sign a non-disclosure agreement to maintain the confidentiality of the data involved.

You also agree to sign anti-terrorism and anti-fraud declaration forms and have your name searched against an international database conducting terrorism background checks. There is no additional burden to you as a supplier; only consent is required.



### Compliance with personal data protection laws

Building Markets is committed to ensuring the security and protection of the personal information that we process, and to provide a compliant and consistent approach to data protection. If you have any questions related to our personal data protection compliance, please contact our Data Protection Officer ([dpo@buildingmarkets.org](mailto:dpo@buildingmarkets.org)) or make a Data Subject Access Request, which can be accessed from our website ([www.buildingmarkets.org](http://www.buildingmarkets.org))

For the purposes of this RFP, the prospective supplier represents and warrants that it or any of its potential subcontractors are in full compliance with the Law on the Protection of Personal Data numbered 6698 (hereafter referred to as the “KVKK”) and any relevant applicable data protection legislation (hereafter referred to as the “Data Protection Regulations”).

## Submission Instructions

To respond to this RFP, prospective suppliers are required to submit the following documents:

Email submission	Email your technical and financial proposal to <a href="mailto:turkey.tenders@buildingmarkets.org">turkey.tenders@buildingmarkets.org</a> with the subject line Price quote for SGA-21-03 Refugee Entrepreneurship Research Excellence by October 11, 2021, 17:00 Turkey time.
Submission Checklist	<p>Submissions to include:</p> <ol style="list-style-type: none"> <li>1. Financial Proposal in USD using the attached RFP Financial Proposal Template:             <ol style="list-style-type: none"> <li>a. Price offer to include all relevant taxes including VAT,</li> <li>b. Annotate with notes to illustrate items requiring further clarification such as goods &amp; service delivery timelines, taxes calculations, foreign exchange conversions, etc.</li> </ol> </li> <li>2. A technical proposal, including:             <ol style="list-style-type: none"> <li>a. Ability to deliver on the scope of work,</li> <li>b. Detailed work breakdown structure &amp; timeline,</li> <li>c. Profile of key personnel including resumes and short bios,</li> <li>d. Portfolio demonstrating expertise in subject matter and previous experience delivering on similar scopes of work.</li> </ol> </li> <li>3. Three (3) professional references;</li> <li>4. Earliest available start date to commence work or deliver the goods and services in this RFP</li> <li>5. Organization Overview</li> <li>6. Provide the following for your organization:             <ol style="list-style-type: none"> <li>a. Official registered name and contact details</li> <li>b. Key contact name, title, address (if different from above) address, direct telephone numbers, and email addresses</li> <li>c. Signatories, individuals who are authorized to contractually bind the organization for any proposal against this RFP</li> <li>d. Brief history, including the year, established and number of years operating</li> <li>e. Social media accounts</li> </ol> </li> </ol>

If you have more questions regarding scope, financial offers or anything else, please join our webinar by registering at this link [https://us02web.zoom.us/webinar/register/WN\\_7KjYmLvZTHawvIWFrcMKvQ](https://us02web.zoom.us/webinar/register/WN_7KjYmLvZTHawvIWFrcMKvQ) on September 24, 2021 at 2:00 PM.

## Attachment I. RFP Financial Proposal Template

	<b>Refugee Entrepreneurship Research Excellence</b> Please insert costs below. Additional rows can be added if more costing information is required.	<b>Unit</b>	<b>Type of Cost</b>	<b>Unit Cost</b>	<b>Total Cost</b>
A	Research Activity and Research report 1	1	Unit	\$ x	\$ x
B	Research Activity and Research report 2	1	Unit	\$ x	\$ x
C	Promotional campaign content for social media and results of the campaign posted via partner’s social media	3	Months	\$ x	\$ x
D	Overheads, Outreach, administration expenses	2	Unit	\$ x	\$ x
	<b>TOTAL</b>				\$ x

### Notes to the Financial Proposal template

- All amounts are in USD
- All amounts include relevant taxes including VAT
- Please provide a short budget narrative, including notes to illustrate items requiring further clarification such as goods & service delivery timelines, taxes calculations, foreign exchange conversions, etc.