



REQUEST FOR PROPOSAL (RFP)	
RFP NUMBER: 22706-2024-11	ISSUE DATE: March 06 th , 2024
CLIENT: Abt Associates	PROGRAM: Feed the Future Cambodia Harvest III
RFP NAME Traceability system practice and innovation for adoption	
PERIOD OF PERFORMANCE On/about April-May 2024	
ISSUED BY: Cambodia Harvest III GIA Tower Floor G26, Sopheak Mongkul Street, Koh Pich City, Sangkat Tonle Bassac, Khan Chamkarmorn, Phnom Penh, Cambodia	KEY DATES: Proposals due: March 18, 2024 by 5pm
CONTACT INFORMATION FOR HARVEST II: All correspondence (questions, proposal submissions) should be sent by email to Procurement@harvest3-kh.com	
This RFP contains the following sections:	
Part 1	Scope of Work
Part 2	Instructions to Offerors
Part 3	Evaluation Factors for Award
Annexes	Annex 1: Budget Template Annex 2: Required Terms and Conditions

Part 1: Scope of Work

A. Background

Feed the Future Cambodia Harvest III (“Harvest III”) is a five-year USAID-funded activity to promote sustainable, broad-based economic growth through increased diversification, inclusion, resilience, and competitiveness in Cambodia’s agriculture sector. Through private sector engagement in key agriculture market systems, the activity creates better jobs and improves livelihoods, diets, and overall well-being for Cambodians, especially women, youth, and marginalized populations. The project has the following objectives and expected intermediate results (IRs):

Objective 1: Inclusive and sustainable agriculture market systems strengthened.

- IR 1.1: Increased private sector investment to strengthen climate-smart, resilient, and competitive agriculture market systems.
- IR 1.2: Strengthened technical and business capacity of farms and firms, including women and youth farmers and entrepreneurs.
- IR 1.3: Increased incomes, especially for women and youth in the food system, including in climate-smart agriculture.

Objective 2: Strengthened linkages and trust among market actors, for both domestic and international markets.

- IR 2.1: Increased access to markets of agricultural products and services, including women- and youth-owned businesses.
- IR 2.2: Improved food safety, quality, and traceability of agricultural products through the increased use of innovative technologies.

The geographic focus of the project is flexible based on business opportunity and potential.

B. Context for this assignment

Harvest III wishes to promote safe products to the local and international market. Harvest III aims to increase food safety consumption by promoting the traceability system widely to the consumers, buyers, and producers. The successful company will conduct a survey of traceability system practices in Cambodia, present their traceability systems to market actors, and upgrade their traceability system accordingly to the market need.

C. Objective & expected outcomes

In this study, the subcontractor will help Harvest III draw lessons about its efforts to survey on the traceability system, in particular:

- Traceability system practices in Cambodia
- Innovation approach for traceability system adoption
- Economic sustainability of adoption the traceability system

D. Methodology

The general methodology will be to:

- Interview 30 market actors (local and export market)

- Design questionnaires for meeting the 30 companies
- Present the company’s traceability system to the 30 companies
- Upon award, Harvest III will provide the names and telephone numbers of 30 market actors; the subcontractor will interview and present their product to the 30 market actors. Then, the subcontractor will present the finding and solution to the Harvest III relevant team.

E. Milestones and deliverables

The subcontractor is expected to meet the 05 milestones and submit the 5 deliverables shown below. The subcontractor will be paid upon successful completion of each deliverable. The final deliverables table may differ slightly, depending on the offeror’s proposal.

#	Milestones	Deliverables	Target Completi on Date	Payment (percent of total contract value)
1	Initial workplan	Submit initial workplan	4-Apr-24	20%
2	Interviewed and present the traceability system to 15 market actors	Documentation of interview report including current practice of traceability system, market demand of traceability system, price, and required traceability system platform	22-Apr-24	30%
3	Interviewed and present the traceability system to 15 market actors	Documentation of interview report including current practice of traceability system, market demand of traceability system, price, and required traceability system platform	6-May-24	30%
4	Presentation the finding to Harvest III team	Present the finding to Harvest III team	13-May-24	10%
5	Final report	Submit final report including recommendation	20-May-24	10%

F. Relationships with Harvest III team

The subcontractor will report to the Chief of Party or his designee.

G. Qualifications

The subcontractor’s team must include a team leader who will take primary responsibility for planning and organizing the work, as well as assuring deliverables. He or she may be assisted by other staff. The following qualifications are highly desired of the team leader:

- Registered company in Cambodia
- Experience in implementing traceability system over three years with existing clients
- Own traceability system and willing to change according to the market need in order to promote the adoption
- Strong background in agritech applications and used to develop the agritech platform so far

Part 2: Instructions to

Offerors

I. GENERAL INSTRUCTIONS TO OFFERORS

- A. The offeror is requested to submit a proposal directly responsive to the terms, conditions, and clauses of this RFP.
- B. Proposals must be received no later than the due date on the cover sheet. Proposals must be signed and remain valid for a minimum of sixty (60) days. The Offeror must submit its proposal by email to: Procurement@harvest3-kh.com with the term "Traceability system practice and innovation for adoption" and the name of the offeror in the subject line.
- C. The Technical Proposal and Cost Proposal must be kept as separate parts of the total proposal package. Accordingly, the overall proposal shall consist of Volume I - Technical Proposal; and Volume II - Cost Proposal.
- D. Any proposal received in response to this solicitation will be reviewed as submitted and in accordance with the evaluation criteria specified in Part 2 - Evaluation Factors for Award.
- E. The person signing the offeror's proposal must have the authority to commit the offeror to all the provisions of the offeror's proposal.
- F. Abt Associates Inc. is not obligated to make an award or to pay for any costs incurred by the offeror in preparation of a proposal in response hereto.
- G. The Offeror should submit its best proposal initially as Abt intends to evaluate proposals and may make an award without delay.
- H. Abt Associates Inc. reserves the right to call offerors for an interview in person or online prior to award.

II. SPECIAL RFP CONSIDERATIONS

The anticipated type of contract to be awarded under this solicitation is a Firm Fixed Price, Deliverables-Based Subcontract.

The period of the contract is on/about April to

May, 2024. The decision to award the contract

will be based on:

- Demonstrated technical know-how
- Feasibility of approach and methodology
- Offeror's past experience and implementation of similar assignments
- Cost reasonableness and value for money

Offerors are informed that by submitting a response to this Request for Proposal,

they agree to abide by the Flow-Down Terms and Conditions included in Annex 2 of this solicitation.

Offerors are informed that Abt Associates Inc. complies with U.S. Executive Order #13224 on Terrorist Financing, which effectively prohibits transactions with persons who commit, threaten to commit or support terrorism. Any person or entity that participates in this procurement process, either as a prime or sub to the prime, must certify as part of the proposal that it is not on the U.S. Department of Treasury Office of Foreign Assets Control (OFAC) Specially Designated Nationals (SDN) List and is eligible to participate. Any proposal received by a person or entity that is found to be on the List or otherwise ineligible will be disqualified.

III. INSTRUCTIONS FOR THE PREPARATION OF THE TECHNICAL PROPOSAL

- A. The Technical Proposal should explain how the offeror intends to carry out the Scope of Work. Offerors should propose a mix of appropriate qualitative and quantitative research methodologies, including key informant interviews and farmer surveys.
- B. Technical proposals shall be limited to five pages and include the following sections:
 - 1. Understanding of the scope of work
 - 2. Draft work plan for interviewing the 30 companies
 - 3. Proposed revisions to deliverables table, if any.
 - 4. Qualifications of team leader and other proposed personnel, including CV(s) detailing the qualifications stated above. (CVs do not count toward the page limit.)

IV. INSTRUCTIONS FOR THE PREPARATION OF THE COST PROPOSAL

- A. The Offeror should propose costs to carry out the scope of work.
- B. The Offeror shall provide a budget by the cost elements described in the template in Annex 1. The Offeror shall also provide budget notes explaining the method of calculating costs listed in the budget.
- C. Costs shall be presented in US Dollars and should be supported and organized in a manner that facilitates review and permits cost analysis. The cost data shall include the following:
 - 1. Labor – List the name, position, days, and daily rate. The daily rate is the individual’s basic compensation exclusive of fringe benefits, other benefits, or bonuses.
 - 2. Travel, Transportation & Per Diem (if any) – Provide the number of trips, destination, purpose and cost by traveler. Airfare, if any, must be by non-refundable, economy class. Per diem associated with travel and

transportation should not exceed the rates set out in the table below:

Location	Meals and Incidental Expenses	Lodging	Total Per Diem
Other	\$25.00	\$35.00	\$60.00
Phnom Penh	\$68.00	\$120.00	\$188.00
Siem Reap	\$28.00	\$45.00	\$73.00

3. Other Direct Costs - Itemize other direct costs, including unit prices.
4. Indirect Costs - If intending to charge indirect costs—provide audited financial statements, which will be used to justify the proposed indirect rate. Describe the allocation method and base used. The detailed budget breakdown shall be structured and formatted to clearly and easily identify the rate(s) applied, the base of calculation and the resulting dollar amount.

Note that the offeror may be asked to verify/substantiate the proposed costs. Once costs are final, costs will be converted into a deliverables schedule for the deliverables listed in the Scope of Work. The subcontract will be issued on a fixed price basis, with a percentage of the ceiling value paid for each deliverable.

The selected subcontractor will need to provide biodata forms for each consultant, a Supplier Profile form, Wire Instruction form, Executive Compensation certification, and an International Representations and Certifications document, certificate of incorporation and tax clearance.

Part 3: Evaluation Factors for Award

I. GENERAL - PROPOSAL EVALUATION

- A. Proposals received in response to this RFP will be evaluated using a “best value” methodology using the evaluation factors set forth in Part 3 Section III of this RFP.
- B. In conducting its evaluation of proposals, Abt may seek information from any source it deems appropriate to obtain or validate information regarding an Offeror’s past performance.

II. BASIS FOR CONTRACT AWARD

- A. The criteria presented below will serve as the basis upon which proposals will be evaluated. The relative weight accorded to each factor is expressed in points with 100 points possible.
- B. Offerors are reminded that Abt is not obliged to award a contract on the basis of lowest proposed cost or highest technical evaluation score. Although for this procurement technical proposal merits are considered more important than cost relative to deciding that might best perform the work, cost factors and Abt’s budget must also be considered. Therefore, after the final evaluation of proposals, Abt will make the award to the Offeror whose proposal offers the best value for money, considering both technical and cost factors.

III. EVALUATION FACTORS

Proposals will be selected on best value to the project, considering:

- Demonstrated understanding of the Scope of Work (30 points)
- Feasibility of the work plan (30 points)
- Key Personnel Qualifications (20 points)
- Past Experience and Implementation of Similar Assignments (20 points)

ANNEX 1 - Budget Template

Please complete the attached Excel spreadsheet.

ANNEX 2 - Flow-Down Terms and Conditions

See attached document.