REQUEST FOR PROPOSALS

CONSULTANCY TO CONDUCT BASELINE SURVEY OF STAKEHOLDER AWARENESS & USAGE OF QUALITY INFRASTRUCTURE SERVICES WITHIN CARIFORUM COUNTRIES

Quality – from the Caribbean to the World
1.0 BACKGROUND

The programme "Technical Barriers to Trade" (TBT) is one component of the 10th European Development Fund Caribbean Regional Indicative Programme (10th EDF-CRIP) called "Support to the Caribbean Forum of the ACP States in the implementation of the commitments undertaken under the Economic Partnership Agreement".

The overall objective of the 10th EDF Programme is to support the beneficial integration of the CARIFORUM states (i.e. CARICOM and the Dominican Republic) into the world economy and in that line the overall objective of the "Technical Barriers to Trade" programme is to facilitate intra- and interregional trade as well as international competitiveness and sustainable production of goods and services within the CARIFORUM states for the enhancement of social and economic development.

The specific objective of the "Technical Barriers to Trade" programme is to increase the use of services of internationally recognised Regional Quality Infrastructure Institutions in the CARIFORUM states.

Quality Infrastructure (QI) refers to all aspects of metrology, use of recognised standards, verification of quality of goods and services, certification and accreditation to international benchmarks. These are all essential for removing Technical Barriers to Trade and therefore hold the key to greater integration of countries into the international trade system.

A regional and national QI contributes to the competitiveness of the private sector - especially Micro, Small and Medium-sized Enterprises - and ensures consumer protection. The growth of international trade and the increasing importance of high level standards and technical regulations in developed markets present opportunities for NSBs, private sector and consumers to collaborate and enhance national and regional competitiveness and socio-economic development. Given the resources and the small size of the Caribbean economies, a user-oriented approach is necessary to develop a sustainable regional quality infrastructure and to assure that the QI services serve the private sector and consumer needs. However, the cooperation between the different quality infrastructure actors and their target groups in the Caribbean has been very limited so far.

Although the need for QI services has increased, the awareness regarding the importance to use these services is still low among regulators, the private sector and consumer groups within CARIFORUM countries. This low level of awareness also impacts the demand for these services.
One of the expected results of the 10th EDF-CRIP-EPA-TBT programme is: “The user orientation and awareness of QI services are improved”. The target is to increase awareness on the importance of QI services among selected target groups by 50% by 2016.

In order to assure the demand orientation of national and regional QI institutions, the programme will support the development and implementation of tools to improve the user orientation of the different services, regional forums of exchange, coordination and cooperation in the areas of Standardisation, Metrology, Accreditation and Conformity Assessment as well as the implementation of a Marketing and Awareness Strategy.

In order to monitor the success of these interventions and to assess the extent of behavioural change/impact of the awareness strategy, data on the level of awareness and also demand for QI services are needed. Therefore it is in this regard that the TBT programme seeks to establish a baseline for the level of user orientation of QI institutions and the awareness of selected target groups on the importance of a QI.

2.0 SPECIFIC PURPOSE

This consultancy is geared towards enabling the TBT programme to get baseline data needed to monitor the achievements of the interventions being implemented to improve the level of awareness, usage and demand for QI services.

3.0 OBJECTIVE

The objective of the consultancy is to establish a baseline for the current user demand for QI services, the level of utilization of QI services and the level of awareness of QI within CARIFORUM countries through the conduct of a survey.

4.0 SCOPE OF WORK

This assignment involves the design and administration of a survey tool to get information that will be used to quantify the level of demand for QI services and the level of awareness and utilization of QI services in CARIFORUM countries.

The target group for the survey are: manufacturers of goods, service providers, conformity assessment bodies and existing clients of the National Standards Bodies (NSBs).
4.1 Specific Work

The following tasks are to be undertaken for this assignment:

1. **Inception meetings and finalization of work plan**
   Meetings are to be held with the TBT project partners, representatives of the MIKE Committee and other regional organisations deemed appropriate via teleconferencing, videoconferencing or face to face where practical, to review and discuss the process for conducting the survey, clarifying the roles and responsibilities and the extent of logistical support to be provided to the consultant. Relevant background information is to be provided to the consultant during this initial phase. The final work plan and schedule of deliverables are to be submitted by the consultant within one week of the start of the assignment. A summary report of meetings held should also be prepared.

2. **Document Review**
   Review all relevant documents, regional and national reports and other background information relating to the context of this assignment. This review is to be completed within two weeks of the start of the assignment.

3. **Develop Survey Instrument**
   Design a survey tool to capture:

   A. General Information on Respondent to include but not limited to:
      - Gender
      - Size of company (using ITC classification)
      - Age of company
      - Type of sector (using ITC classification)
      - Category (importer or exporter)
      - Type of business (producer or distributor)
      - Scope of operations
      - List of trading partners
      - If applicable: Information about destination markets (national/international)
      - Regulators
      - Contact information
B. Data needed to determine the level of awareness of QI services
C. Data needed to determine the current and future demand for QI services (i.e. standardisation, metrology, accreditation, certification, testing)
D. Data needed to determine the availability and accessibility of services for present and future metrology, standardisation, certification and accreditation requirements
E. Data needed to determine the level of utilisation of QI services
F. List of QI issues and obstacles
G. Information on the relationship with the NSB (i.e. source of information for trade facilitation, use of services provided by NSBs etc.)

The proposed questionnaire is to be submitted to the project partners for review and finalization within a month of the start of the assignment.

4. **Administer survey within CARIFORUM Countries**

The survey is to be administered electronically to facilitate ease and timeliness of data collection. Consideration should be given to web-based tools where appropriate. An appropriate sample size is to be determined for each CARIFORUM country and a suitable method of distributing the survey tool is to be used. Participants from all Member States are to be given a month to complete and submit their responses.

5. **Data Analysis**

Data collected from each CARIFORUM country are to be compiled and analysed. All data records are to be maintained and available for verification as needed. A quantitative analysis must be done to determine and report the level of user demand for QI services and the level of awareness of QI services in each country.

6. **Report**

A Draft Report on the findings with recommendations to improve user orientation and awareness, is to be submitted to the TBT project partners for review within six weeks after the closure of the data collection period. Within two weeks of receiving comments from the TBT project partners, a final report is to be prepared and submitted.

5.0 **CONSULTANT REQUIREMENTS**

This consultancy requires the services of one key expert. The appointed consultant must meet the following minimum requirements:

*Qualifications and Skills*
A postgraduate degree in any of the following relevant fields of study: social studies, trade policy, engineering or natural sciences.

Proiciency in the use of information technology tools for research and data analysis is vital.

**General Experience**
The appointed consultant must be able to demonstrate:

- Over ten (10) years professional experience in research, market analyses, statistical analyses, and reporting.
- Working knowledge and understanding of QI and the linkage of QI and trade facilitation

**Specific Experience**
- Over five (5) years professional experience in survey design and administration, particularly with the aid of electronic or web-based data gathering tools.
- Familiarity with private sector organisations, business support organisations (e.g. manufacturers associations etc.), as well as the national standards bodies in CARIFORUM countries.

**NOTE:** Translation from English to Spanish will be required by the Consultant for the Dominican Republic. All correspondence and reports must be submitted in English.

### 6.0 OUTPUTS/DELIVERABLES

The consultant is required to deliver the following:

1. Proposed work plan, schedule and summary notes of inception meetings
2. Survey instrument/questionnaire
3. Draft Report
4. Final Report
7.0 SUBMISSION OF PROPOSALS

The proposal is required in English. All proposals must be submitted in such a manner that they are received before 16:30 hrs Barbados, 06 September 2013. Any proposal received after this deadline will not be considered.

Proposals must be submitted in hard copy to:

**Project Coordinator** - 10th EDF-CRIP-EPA-TBT Programme
CARICOM Regional Organisation for Standards and Quality
2nd Floor Baobab Towers
Warrens, St. Michael
Barbados

OR

Electronically via email to tbt.piu@crosq.org

8.0 EVALUATION OF PROPOSALS

Selection of consultant will be based on experience and competence. The quality of each proposal will be evaluated in accordance with the award criteria and the associated weighting as detailed below:

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<tr>
<th>EVALUATION CRITERIA</th>
<th>WEIGHTING (%)</th>
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<tbody>
<tr>
<td>1. Qualifications</td>
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<tr>
<td>• Post-graduate degree in a relevant field of study such as social studies, trade policy, engineering or natural science</td>
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<td>• Use of information technology tools for research and data analysis</td>
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<tr>
<td>2. General Experience</td>
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<tr>
<td>• 10 years experience in research, market analyses, statistical analyses and reporting</td>
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<tr>
<td>• Working knowledge and understanding of Quality Infrastructure and linkage of Quality Infrastructure and trade facilitation</td>
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<tr>
<td>3. Specific Experience</td>
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<tr>
<td>• Over 5 years experience in survey design and administration particularly with aid of electronic or web-based data gathering tools</td>
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<tr>
<td>• Familiarity with private sector organisations, business support organisations (e.g. manufacturers associations) as well as national standards bodies in CARIFORUM countries</td>
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<td>4. Quality of Technical Proposal</td>
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<tr>
<td>• Approach and methodology</td>
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<td>- consultants understanding of assignment</td>
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<td>- adequacy of proposed methodology and strategy</td>
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<tr>
<td>• Work Plan</td>
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<td>- Reasonableness of completion time estimates and work breakdown structure</td>
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9.0 ADDITIONAL INFORMATION

For additional information on the assignment, please contact Ms. Karlene Russell, Project Coordinator, CARICOM Regional Organisation for Standards and Quality at (246) 622-7680 or email at tbt.piu@crosq.org.