
MARKETMAKERS – REQUEST FOR SERVICES

CONSULTANCY: TECHNICAL ASSISTANCE FOR CASE STUDY DEVELOPMENT AND REPLICATION OF NON-FORMAL EDUCATION TRAINING MEASURES

1. Background

Helvetas Swiss Intercooperation and Kolektiv d.o.o. make up the consortium for **MarketMakers** – a Project supported by the **Swiss Government**. The Project aims to create hundreds of jobs for young women and men in Bosnia and Herzegovina (BiH) in the services industries as well as to encourage young people to enter self-employment and enterprise start-up. MarketMakers' third phase began in June 2021 and runs for two years, until the end of May 2023.

This Request for Services (RfS) refers to Bit Alliance's and The Association of Business Service Leaders' (ABSL) in BiH efforts to increase the quality and quantity of measures for workforce supply in the Information Technology (IT) and Business Process Outsourcing (BPO) sectors, which are crucial for the growth of both sectors.

Canton Sarajevo has recognised the need to support the fast-growing IT and BPO sectors through a public measure for capacity building of skills relevant for employment in those sectors. The same should be replicated in other areas of BiH to support employers' growth and youth employment. For that reason, efficiency, efficacy and recommendations for improvement and replication of the Canton Sarajevo's measure need to be explored and documented in the form of a case study. The case study should present the number of individuals who increased their skills and found employment throughout the years, and eventually the possibilities of replicating the measures in other areas in BiH, guaranteeing the highest potential for success. Areas with the greatest potential for success are Zenica, Banja Luka, Mostar and Tuzla, having the highest number of IT and BPO companies and employers.

2. Overall Objective(s) of the Assignment

The overall objective of the Assignment is to provide a thorough analysis and guidance on government-provided business support measures that contribute to the growth of IT and BPO companies and, therefore, promote employment opportunities for young people. This can be achieved by replicating and adapting measures that have shown to be successful in Canton Sarajevo.

The main purpose is to produce a **brief case study** to determine the efficiency of the measures and define how they can be improved from the perspective of governments and small and medium-sized enterprises (SMEs). The case study should be followed by a **plan for the replication of IT/BPO measures** from Canton Sarajevo to other administrative units. The Service provider is expected to work closely with the Bit Alliance and ABSL to replicate the measures, thus increasing the number of companies that use the measures.

3. Scope of Work and Principal Activities

The **main task** of the Service provider is to lead the process of analysis of existing measures in Canton Sarajevo, to identify areas for improvement, as well as lead the procedural steps for replication of measures to other administrative units, i.e. cities, towns, or cantons with the highest potential for impact, as well as the highest interest. The selected service provider should prepare everything for replication and assist the Bit Alliance and ABSL to advocate replication in at least two additional administrative units where there is a high concentration of IT/BPO companies that could benefit from the measures.

Apart from creating a case study of the existing measures and suggestions for their improvements, the Service provider is expected to develop an action plan for advocacy and replication of measures, and support Bit Alliance and ABSL in the replication process in the chosen/selected administrative units. The Service provider will work closely with Enterprise Development Agency (EDA) from Banja Luka, Bit Alliance and ABSL as sector-leading organisations which should be the main partners of the government in promoting strategic support to the growth of IT/BPO industries.

Activities that should be included in the proposal, but not limited to, are the following:

1. Case study and historical analysis of efficiency and efficacy of measures in Canton Sarajevo (number of public calls, number of applications, number of accepted applications, number of people trained, number of people employed post-training, and the total amount allocated to those measures).
2. List of recommendations for existing measures in Canton Sarajevo which will be solicited through the organisation of at least two focus groups with companies that have applied (regardless of if they received funds or not) and companies that are familiar with the measures but decided not to apply for various reasons. The recommendations will be collected and presented to the government, as well as the small and medium-sized enterprises (SMEs). Recommendations will include how the measures can be improved and promoted better. These activities will require communication with the relevant government institutions, companies, Bit Alliance and ABSL.
3. Assessment of administrative units with the highest potential for replicating/adopting the scheme. Focus on Banja Luka, Mostar, Tuzla and Zenica.
4. Advocacy plan and support to the Bit Alliance and ABSL to replicate the improved measures.
5. Support the replication process in at least two locations. During the process of adoption of measures in other administrative units, extensive technical support will be provided to governments willing to adopt the new measures by EDA and the Service provider through technical assistance in the creation of public calls, applications, and other forms necessary for the successful adoption of measures.
6. Organisation of a peer learning event to showcase the scheme implemented in Canton Sarajevo to other administrative units. The event should be attended by representatives of Canton Sarajevo, representatives of ministries of other administrative units (ministries of economy/entrepreneurship from other cantons of FBiH, the Republic of Srpska and Brcko District) and the expert community (experts, consultants, and representatives of institutes). The goal is to share knowledge to prepare the ground for the adoption of new measures. The event will be financed by MarketMakers.
7. Regular communication and collection of feedback from EDA, Bit Alliance and ABSL throughout the Assignment.

4. Time Schedule

The Assignment should commence on July 8th, 2022, and be finalised by mid-December 2022. The following deadlines should be adhered to, but there is a possibility for negotiations with the selected Service provider:

Activity	Output	Deadline for completion
1. Case study and historical analysis.	Case study document with a clear breakdown of set criteria and research findings.	July 29th, 2022
2. Identification of areas for improvement for the existing schemes. The organisation of at least two focus groups with applicants and non-applicants for public calls.	Feedback gathered from focus groups. List of recommendations for the government and SMEs	August 19 th , 2022
3. Assessment of administrative units with the highest potential for measure replication.	Comparative document showing clear advantages and disadvantages of said administrative units.	September 9 th , 2022
4. Advocacy plan for Bit Alliance and ABSL.	Steps for Bit Alliance and ABSL to undertake to ensure the highest possibility of change adoption.	September 16 th , 2022
5. Support in measure replication process in at least two locations.	Bit Alliance and ABSL getting technical assistance to ensure successful replication.	December 10 th , 2022
6. Organisation of a peer-learning event.	Targeted government representatives familiarised with measures and their benefits.	December 14 th , 2022

5. Communication, Reporting, and Debriefing

Regular communication and periodic updates on the overall progress of the Assignment after each activity is expected and should be directed towards the Head of IT Sector Development, Ms Dinka Majanović and IT Project Coordinator Mr Adis Baručija.

The approach should be agreed upon in advance with MarketMakers.

All finalised documents should be submitted to the aforementioned.

6. Induction and Documents

At the beginning of the Assignment, the Service provider will receive an induction from the MarketMakers team, to help familiarise the Service provider with the Project and Assignment goal and existing documents. Where necessary, project documents can be shared to support this process.

7. Offer, Remuneration, Logistics

Applicants are expected to provide a Financial and Technical offer. The Technical offer should include:

- cover letter explaining why the company/agency/expert is the best for the job,
- relevant references of similar work (analytical, policy/measures, planning, advocacy efforts)
- CV(s) of experts
- methodology explaining the approach to be used to implement the work.

The Financial offer should include a timeline and the number of days necessary for the implementation of the above-listed activities.

The proposal must include clear steps and concrete activities that must be conducted, as well as their outputs.

The weighted scoring method will be used, and the award of the contract will go to the Service provider or company/agency whose offer is evaluated and which complied with the following:

- responsive, compliant, acceptable, and
- having received the highest score out of a pre-determined set of weighted technical and financial criteria specific as follows: technical criteria 70%, and financial criteria 30%.

Additional costs that are not included in the offer cannot be charged to the Project.

Evaluation of the offers will be done in line with the MarketMakers operational procedures as recommended guidelines, but MarketMakers reserves the right to select the most suitable offer at its discretion.

8. Payment Schedule

The Service provider will receive payments in two instalments, each 50% of the total amount as follows:

- 1st instalment – 50% of the total amount after the completion of activities 1-3.
- 2nd instalment – 50% of the total amount after the completion of activities 3-6 and other obligations as part of the Term of References of the Contract.

All offers need to be delivered in the hard copy format directly to MarketMakers' address:

***Ured Helvetas Swiss Intercooperation u BiH – MarketMakers projekat
Obala Kulina bana 2/3
71 000 Sarajevo***

The deadline for submission of proposals is Monday, June 27th, 2022 by 17:00h. Due to time sensitivity, late applications will not be taken into consideration.