

Support to Food Safety, Veterinary, and Phytosanitary Standards, Albania  
(Contract: 2018/403-625)

## TERMS OF REFERENCE

External Actions of the European Union – 2018/403-625. 'Support to food safety, veterinary and phytosanitary standards' - The Food Safety Project

Protocol no 04

c/o CBS, 4th Floor, Rr. Mustafa Matohiti, Nr 4, Kati III, Tirana, Albania

Date: 25. February. 2019

**Re:** Knowledge, Attitude and Awareness Surveys  
**Procurement Procedure:** Competitive Negotiated  
**Ref:** 5.2.5

Dear Madame/Sir,

The Food Safety Project is an EU-funded action in support of the Government of Albania. We wish to invite you to submit an offer for carried out the assignment according to the attached 'Description of the Assignment' point 2, and aligned to ANNEX I. The Offeror shall provide a proposal in accordance with terms of reference set forth herein, in relation to the subject.

### 1. **BACKGROUND**

#### 1.1 **Food Safety Project**

A 4-year project, 'Support to Food Safety, Veterinary and Phytosanitary Standards', financed by the European Union and implemented by the Food Safety Authority of Ireland, in partnership with the Irish Department (Ministry) of Agriculture, Food and the Marine, the Finnish Food Authority and Creative Business Solutions (CBS) has commenced activities in Albania. The direct beneficiaries of the project include the Albanian Ministry of Agriculture and Rural Development (MoARD), the National Food Authority, ISUV and other organisations within the national food safety system. The aim of the project is to help strengthen the national food safety system in Albania.

Three project result areas are identified as: (i) Organisational Reform and strengthened human resource development; (ii) **Public awareness and communication regarding food safety**; (iii) EU *acquis* adoption and strengthened policy implementation capacity.

#### 1.2 **Submission**

The deadline for submission of offers is within 30 calendar days of the date of this letter by 17.00hrd CET. The proposals in response to this 'Request for Proposal' RFP must be submitted by email in the following e-mail address: [info@cbs.al](mailto:info@cbs.al) no later than March, 25, 2019 by including "Attitude and Awareness Survey" in the subject line.

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### 2. DESCRIPTION OF THE ASSIGNMENT

#### 2.1 Requested services

To support project activities under Result 2 - 'Public awareness and communication regarding food safety', the FSAI consortium now seeks to appoint a survey company who will take responsibility for the design, implementation and analysis of a set of *Three Surveys* amongst three primary target groups: farmers; consumers, and; food business operators. The surveys will take place over an elapsed 4-year period.

The survey findings should generate data and insight with regard to food safety awareness-levels, knowledge and attitudes amongst the three key target groups. These findings will be used to ensure that project support in areas such as food safety education, training, promotion, institutional capacity-building, consumer and food business engagement, is well targeted and effective.

##### a) Survey design methodology

The selected company will be required to provide advice on the most appropriate survey methodology that will generate a credible set of findings across the three target groups in relation to knowledge, attitudes and awareness concerning food safety. This will include:

- Most effective and efficient survey tools (online, phone, focus-group, key informant interviews) or combination of tools;
- Collaborative design of questionnaires/survey forms. Topics to be covered will range from such aspects as food safety practices at home, whether 'best before' dates are followed, confidence in food suppliers, shops, restaurants, awareness and confidence in institutions responsible for food safety, awareness of food law, trusted sources of information on food safety etc.
- Breakdown of survey populations e.g. (a) in relation to consumers younger/older, rural/urban, male/female, how best to reach these populations; (b) In relation to food business operators larger/smaller, urban/rural, primary processing or food service; (c) In relation to farmers, larger/smaller, location, younger/older, enterprise type (e.g. livestock versus fruit and veg.)
- Minimum target response levels required for credibility of findings;
- Conduct pre-testing of the questionnaires.

##### b) Conduct Survey

- On the basis of agreed survey methodology and timeframe, to conduct the survey and gather all relevant data and information.

##### c) Data Analysis and Presentation

- To process the data gathered as per agreed methodology and draft associated reports, charts, diagrams and presentations to efficiently communicate the findings.
- Report of Survey findings, including research objectives, methodology, review of results, conclusions, correlations, to communicate the results of the survey.

#### 2.2 Language of the Specific Contract

Language of the contract will be English.

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### 3. LOCATION AND DURATION

#### 3.1 Starting Date

The selected survey company will be engaged by the project over the period from 1<sup>st</sup> of April 2019 to 31<sup>st</sup> December 2023. Over this period an expected 3 surveys will be conducted. It is anticipated that the first survey will take place during the April/May 2019 period, subject to preparatory findings in relation to sample size, target group(s) and survey methodology. The second survey is anticipated after 18 months and a final survey during 2023. For the purpose of continuity and comparability of results, it is preferred to select a single survey company for the entire project period.

#### 3.2 Location(s) of assignment:

The assignment will be coordinated from Tirana but the survey will be conducted nationwide throughout Albania and in response to methodological advice in relation to population density and key target groups.

### 4. MANAGEMENT AND REPORTING

The survey company will work with the national the Food Safety Communications Team and project Team Leader appointed as responsible person representing the project. During the design and implementation of the surveys, the appointed survey company is expected to provide weekly written update to the Team Leader in relation to progress, up-dating on the timetable of next activities and when possible, deliverables and set-up onsite meetings, as required or requested. The consultant should provide *biweekly* notes to the Team with a progress report on the planned activities and a final debriefing, power point presentation about the findings.

#### 4.1 Content

For each of the three surveys to be completed, a report will be submitted that includes:

- An overall description of the assignment, how the survey was organised, locations, times, dates and resources utilised;
- A description of the survey methodology, how it was developed, tested and implemented. Copies of questionnaires;
- The survey findings with original hard and soft copies of findings. List of interviews, locations and other salient information; findings on the challenges experienced during the survey;
- The survey company will be asked to make a presentation of findings to the project team and key project stakeholders;
- The final work, completed in a timely manner, must reflect a full and complete effort on the part of the firm to provide a survey research document that aligns with the project's objectives.

#### 4.2 Language

Reports as described above must be presented in English. Surveys will be carried out in Albanian language.

#### 4.3 Submission

The report and survey findings should be submitted within 2-weeks of the end of field work.

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### **ANNEX I**

#### **A. SUBMISSION REQUIREMENTS / PROPOSAL GUIDELINE**

The service provider should be a qualified survey research consulting firm or agency that has the technical and operational capacity to conduct a national survey. You are now invited to submit a Technical and Financial Proposal that includes:

**a) Economic & Financial Capacity**

- Certificates of business registration and legal establishment;
- Tax compliance certificate;
- Turnover figures for past 3-years.

**b) Professional Capacity**

- Firm organisational profile and profile of company directors/key staff;
- Description of previous assignments including approximate value, project names, references and experience of working with international partners.

**c) Technical Proposal**

A brief Technical Proposal (maximum 8 pages - with any additional material annexed) that describes:

- Methodology that would be followed to initiate, set-up and deliver the services described in the Terms of Reference;
- Identification of key elements for the success of the surveys;
- Indicative timeframe for the conduct of one survey from development of the survey methodology and questionnaire through to implementation, analysis and final report;
- Profile of key staff who would be directly responsible for the delivery of the service.

**d) Financial Proposal**

- A budget with detailed breakdown of costs for the completion of one survey as described in the Technical Proposal.
- A budget / cost proposal for the completion of three surveys (free format)

*\*The fee offered shall include all the taxes*

#### **B. EVALUATION CRITERIA**

The contract will be awarded to the consultant getting the best technical-economic combination based on the following evaluation criteria. The selection of the firm/ provider will be based upon the following factors:

Economic and Financial Capacity	20%
Professional Capacity	20%
Technical Approach	30%
Delivery timeframe	10%
Value for money	20%
<b>Total:</b>	<b>100%</b>

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### **Questions related to the RFP**

All interested firms shall direct questions to [info@cbs.al](mailto:info@cbs.al). The project team reserves the right to disclose the general content of its communications to ensure process fairness and the distribution of useful information.

### **Language**

Proposals, correspondence and documents relating to the Proposal should be submitted in the official project language which is English.

### **Confidentiality**

Proposals and the information contained therein will be considered confidential and will not be shared with the public and/or individuals other than for the purposes of evaluating the various "Request for Proposal" RFPs and reporting purposes to the Contracting Authority of the project - European Delegation to Albania. The proposals will be evaluated by a panel of experts.