

## REQUEST FOR QUOTATION (RFQ)

RFQ Reference: LY23-4200482778

Date: 18 June 2023

### **SECTION 1: REQUEST FOR QUOTATION (RFQ) for the provision of Entrepreneurship Vocational Training on Digital Marketing in Benghazi and Qatroun**

International Organisation for Migration (IOM) kindly requests your quotation for the provision of goods, works and/or services as detailed in Annex 1 of this RFQ.

This Request for Quotation comprises the following documents:

Section 1: This request letter

Section 2: RFQ Instructions and Data

Annex 1: Schedule of Requirements

Annex 2: Quotation Submission Form

Annex 3: Technical and Financial Offer

When preparing your quotation, please be guided by the RFQ Instructions and Data. Please note that quotations must be submitted using **Annex 2: Quotation Submission Form and Annex 3 Technical and Financial Offer**, by the method and by the date and time indicated. It is your responsibility to ensure that your quotation is submitted on or before the deadline. Quotations received after the submission deadline, for whatever reason, will not be considered for evaluation.

#### **Mandatory Documents - Requirements of the Eligibility and Technical Evaluation:**

- Valid Company registration documents **(Eligibility)**
- Bank information **(Eligibility)**
- Signed /stamped Code of conduct **(Eligibility)**
- Completed VIS-vendor information sheet **(Eligibility)**
- Signed /stamped DOC- declaration for conformity **(Eligibility)**
- Financial Proposal **(Eligibility)**
- Technical Proposal **(Technical Evaluation)**
- Delivery Lead Time **(Technical Evaluation)**
- Team composition and CVs of key personnel **(Technical Evaluation)**
- List of Relevant Experiences and/or Similar Previous Projects with an equivalent awarded contract cost of USD 200,000 and above for the last 5 years. **(Technical Evaluation)**
- Company profile **(Technical Evaluation)**

Thank you and we look forward to receiving your quotations.

Approved by:

IOM Libya Procurement

## SECTION 2: RFQ INSTRUCTIONS AND DATA

|  |  |
|--|--|
| <b>Deadline for the Submission of Quotation</b>          | 6 July 2023, 17:00 Libya Time (+2GMT)<br>If any doubt exists as to the time zone in which the quotation should be submitted, refer to <a href="http://www.timeanddate.com/worldclock/">http://www.timeanddate.com/worldclock/</a> .  |
| <b>Method of Submission</b>                              | <p>Quotations must be submitted as follows:</p> <p><input type="checkbox"/> E-tendering<br/> <input checked="" type="checkbox"/> Email<br/> <input type="checkbox"/> Courier / Hand delivery<br/> <input type="checkbox"/> Other <a href="#">Click or tap here to enter text.</a></p> <p>Bid submission address: <a href="mailto:iomlibyaproposal@iom.int">iomlibyaproposal@iom.int</a></p> <ul style="list-style-type: none"> <li>▪ File Format: PDF</li> <li>▪ File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard.</li> <li>▪ All files must be free of viruses and not corrupted.</li> <li>▪ Max. File Size per transmission: 25MB</li> <li>▪ Mandatory subject of email: LY23-4200482778</li> <li>▪ Multiple emails must be clearly identified by indicating in the subject line “email no. X of Y”, and the final “email no. Y of Y”.</li> <li>▪ It is recommended that the entire Quotation be consolidated into as few attachments as possible.</li> <li>▪ The proposer should receive an email acknowledging email receipt.</li> </ul> |
| <b>Cost of preparation of quotation</b>                  | IOM shall not be responsible for any costs associated with a Supplier’s preparation and submission of a quotation, regardless of the outcome or the manner of conducting the selection process.  |
| <b>Supplier Code of Conduct</b>                          | All prospective suppliers must read the UN Supplier Code of Conduct and acknowledge that it provides the minimum standards expected of suppliers to the UN. The Code of Conduct, which includes principles on labour, human rights, environment and ethical conduct may be found at: <a href="http://ungm.org">Supplier Code of Conduct (ungm.org)</a> .   |
| <b>Conflict of Interest</b>                              | UN encourages every prospective Supplier to avoid and prevent conflicts of interest, by disclosing to UN if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, specifications, cost estimates, and other information used in this RFQ.   |
| <b>General Conditions of Contract</b>                    | Any Purchase Order or contract that will be issued as a result of this RFQ shall be subject to the IOM General Conditions of Contract for provision of goods/services/transportation/medical services available at <a href="https://www.iom.int/do-business-us-procurement">https://www.iom.int/do-business-us-procurement</a> .   |
| <b>Eligibility</b>                                       | Bidders shall have the legal capacity to enter into a binding contract with IOM and to deliver in the country, or through an authorized representative.  |
| <b>Currency of Quotation</b>                             | Quotations shall be quoted in USD  |
| <b>Duties and taxes</b>                                  | <p>The International Organization for Migration is exempt from all direct taxes, except charges for public utility services, and is exempt from customs restrictions, duties, and charges of a similar nature in respect of articles imported or exported for its official use. All quotations shall be submitted net of any direct taxes and any other taxes and duties, unless otherwise specified below:</p> <p>All prices shall:</p> <p><input type="checkbox"/> be inclusive of VAT and other applicable indirect taxes<br/> <input checked="" type="checkbox"/> be exclusive of VAT and other applicable indirect taxes</p>  |
| <b>Language of quotation and documentation including</b> | English  |

|  |   |
|--|---|
| <b>catalogues, instructions and operating manuals</b>                      |   |
| <b>Documents to be submitted</b>   | Bidders shall include the following documents in their quotation:<br><input checked="" type="checkbox"/> Annex 2: Quotation Submission Form duly completed and signed<br><input checked="" type="checkbox"/> Annex 3: Technical and Financial Offer duly completed and signed and in accordance with the Schedule of Requirements in Annex 1<br><input type="checkbox"/> Other <a href="#">Click or tap here to enter text.</a>   |
| <b>Quotation validity period</b>   | Quotations shall remain valid for 90 days from the deadline for the Submission of Quotation.  |
| <b>Price variation</b>   | No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during the validity of the quotation after the quotation has been received.   |
| <b>Partial Quotes</b>  | <input checked="" type="checkbox"/> Not permitted<br><input type="checkbox"/> Permitted <i>(please specify, i.e. by LOTS only or by line item, etc)</i>   |
| <b>Payment Terms</b>   | <input checked="" type="checkbox"/> 100% within 30 days after receipt of goods, works and/or services and submission of payment documentation.<br><input type="checkbox"/> Other <a href="#">Click or tap here to enter text.</a>   |
| <b>Contact Person for correspondence, notifications and clarifications</b> | Focal Person: IOM Libya Procurement<br>E-mail address: <a href="mailto:iomlibyaproposal@iom.int">iomlibyaproposal@iom.int</a><br><b>Attention: Quotations shall not be submitted to this address but to the address for quotation submission above.</b>   |
| <b>Clarifications</b>  | Requests for clarification from bidders will not be accepted any later than 7 days before the submission deadline. Responses to request for clarification will be communicated via email by 01 July 2023  |
| <b>Evaluation method</b>   | <input checked="" type="checkbox"/> The contract will be awarded to the lowest price substantially compliant offer<br><input type="checkbox"/> Other <a href="#">Click or tap here to enter text.</a>   |
| <b>Evaluation criteria</b>   | <input checked="" type="checkbox"/> Full compliance with all requirements as specified in Annex 1<br><input checked="" type="checkbox"/> Full acceptance of the General Conditions of Contract<br><input checked="" type="checkbox"/> Comprehensiveness of after-sales services<br><input checked="" type="checkbox"/> Earliest Delivery /shortest lead time<br><input type="checkbox"/> Others <i>(for ex, environmental criteria/considerations, etc)</i>   |
| <b>Right not to accept any quotation</b>                                   | IOM is not bound to accept any quotation, nor award a contract or Purchase Order  |
| <b>Right to vary requirement at time of award</b>                          | At the time of award of Contract or Purchase Order, IOM reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum 25% of the total offer, without any change in the unit price or other terms and conditions.   |
| <b>Type of Contract to be awarded</b>                                      | Purchase Order  |
| <b>Expected date for contract award.</b>                                   | 23 July 2023  |
| <b>Policies and procedures</b>   | This RFQ is conducted in accordance with Policies and Procedures of IOM   |
| <b>UNGM registration</b>   | IOM is encouraging all suppliers to register at the United Nations Global Marketplace (UNGM) website at <a href="http://www.ungm.org">www.ungm.org</a> . The Bidder may still submit a quotation even if not registered with the UNGM, however, if the Bidder is selected for Contract award of USD 100,000 and above, the Bidder is recommended to register on the UNGM prior to contract signature. For vendors who do not have the technical means to register in UNGM, the UNGM has implemented an assisted vendor registration functionality that allows IOM procurement personnel to add local vendors to the UNGM. |

## ANNEX 1: SCHEDULE OF REQUIREMENTS

### Technical Specifications for Goods:

| Item No | Minimum technical requirements   | Unit  | Quantity |
|---------|--|-------|----------|
| 1       | Implementing an entrepreneurship vocational training on digital marketing for women for a duration of fifteen days (15) days in Benghazi and Qatroun + provision of toolkits (Please see attached TOR) | Lumps | 1        |

### Delivery Requirements

| Delivery Requirements  |  |
|--|--|
| <b>Delivery date and time</b>  | Bidder shall deliver the goods DAP After Contract signature.   |
| <b>Delivery Terms (INCOTERMS 2020)</b>                                 | NA   |
| <b>Customs clearance (must be linked to INCOTERM)</b>                  | <input checked="" type="checkbox"/> Not applicable<br>Shall be done by:<br><input type="checkbox"/> Name of organisation<br><input type="checkbox"/> Supplier/bidder<br><input type="checkbox"/> Freight Forwarder |
| <b>Exact Address(es) of Delivery Location(s)</b>                       | Benghazi & Qatroun, Libya  |
| <b>Distribution of shipping documents (if using freight forwarder)</b> | NA   |
| <b>Packing Requirements</b>  | NA   |
| <b>Training on Operations and Maintenance</b>                          | NA   |
| <b>Warranty Period</b>   | NA   |
| <b>After-sales service and local service support requirements</b>      | NA   |
| <b>Preferred Mode of Transport</b>                                     | NA   |
| <b>Other information</b>   |  |

## ANNEX 2: QUOTATION SUBMISSION FORM

Bidders are requested to complete this form, including the Company Profile and Bidder's Declaration, sign it and return it as part of their quotation along with Annex 3: Technical and Financial Offer. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

|                 |                                  |                                     |
|-----------------|----------------------------------|-------------------------------------|
| Name of Bidder: | Click or tap here to enter text. |                                     |
| RFQ reference:  | Click or tap here to enter text. | Date: Click or tap to enter a date. |

### VENDOR INFORMATION SHEET<sup>1</sup>

Please attach the latest vendor information sheet to be filled in and signed by the vendor

### BIDDER'S DECLARATION OF CONFORMITY<sup>2</sup>

| Yes                      | No                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I hereby represent and warrant that neither the Supplier, nor any person having powers of representation, decision-making or control over it or any member of its administrative, management or supervisory body, has been the subject of a final judgement or final administrative decision for one of the following reasons: bankruptcy, insolvency or winding-up procedures; breach of obligations relating to the payment of taxes or social security contributions; grave professional misconduct, including misrepresentation, fraud; corruption; conduct related to a criminal organisation; money laundering or terrorist financing; terrorist offences or offences linked to terrorist activities; child labour and other trafficking in human beings, any discriminatory or exploitative practice, or any practice that is inconsistent with the rights set forth in the Convention on the Rights of the Child or other prohibited practices; irregularity; creating or being a shell company. |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that the Supplier is financially sound and duly licensed.  |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that the Supplier has adequate human resources, equipment, competence, expertise and skills necessary to complete the contract fully and satisfactorily, within the stipulated completion period and in accordance with the relevant terms and conditions.   |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that the Supplier complies with all applicable laws, ordinances, rules and regulations.  |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that the Supplier will in all circumstances act in the best interests of IOM.  |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that no official of IOM or any third party has received from, will be offered by, or will receive from the Supplier any direct or indirect benefit arising from the contract.  |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that the Supplier has not misrepresented or concealed any material facts during the contracting process.   |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that the Supplier will respect the legal status, privileges and immunities of IOM as an intergovernmental organization.  |

<sup>1</sup> [Vendor Information Sheet.xlsx](#)

<sup>2</sup> This form is mandatory to fill in and sign by every vendor who submits quotation

| Yes                      | No                       |   |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that neither the Supplier nor any persons having powers of representation, decision-making or control over the Supplier or any member of its administrative, management or supervisory body are included in the most recent Consolidated United Nations Security Council Sanctions List (the “UN Sanctions List”) or are the subject of any sanctions or other temporary suspension. The Supplier will immediately disclose to IOM if it or they become subject to any sanction or temporary suspension. |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that the Supplier does not employ, provide resources to, support, contract or otherwise deal with any person, entity or other group associated with terrorism as per the UN Sanctions List and any other applicable anti-terrorism legislation.  |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that, the Supplier will apply the highest ethical standards, the principles of efficiency and economy, equal opportunity, open competition and transparency, and will avoid any conflict of interest.  |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I further represent and warrant that the Supplier undertakes to comply with the Code of Conduct, available at <a href="https://www.unhcr.org/Public/CodeOfConduct">https://www.unhcr.org/Public/CodeOfConduct</a> .  |
| <input type="checkbox"/> | <input type="checkbox"/> | It is the responsibility of the Supplier to inform IOM immediately of any change to the information provided in this Declaration.   |
| <input type="checkbox"/> | <input type="checkbox"/> | On behalf of the Supplier, I certify that I am duly authorized to sign this Declaration and on behalf of the Supplier I agree to abide by the terms of this Declaration for the duration of any contract entered into between the Supplier and IOM.   |
| <input type="checkbox"/> | <input type="checkbox"/> | IOM reserves the right to terminate any contract between IOM and the Supplier, with immediate effect and without liability, in the event of any misrepresentation made by the Supplier in this Declaration.   |

Signature: \_\_\_\_\_

Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Date: Click or tap to enter a date.

### ANNEX 3: TECHNICAL AND FINANCIAL OFFER - SERVICES

Bidders are requested to complete this form, sign it and return it as part of their quotation along with Annex 2 Quotation Submission Form. The Bidder shall fill in this form in accordance with the instructions indicated. No alterations to its format shall be permitted and no substitutions shall be accepted.

|                 |                                  |                                     |
|-----------------|----------------------------------|-------------------------------------|
| Name of Bidder: | Click or tap here to enter text. |                                     |
| RFQ reference:  | Click or tap here to enter text. | Date: Click or tap to enter a date. |

#### Technical Offer

Provide the following:

- a brief description of your qualification, capacity and expertise that is relevant to the Terms of Reference.
- a brief methodology, approach and implementation plan;
- team composition and CVs of key personnel

#### Financial Offer

Provide a lump sum for the provision of the services stated in the Terms of Reference of your technical offer. The lump-sum should include all costs of preparing and delivering the Services. All daily rates shall be based on an eight-hour working day.

#### Currency of Quotation: USD

| Ref                | Description of Deliverables | Qty | Unit | Unit Price | Total Price |
|--------------------|-----------------------------|-----|------|------------|-------------|
| 1.                 | Please see attached TOR     |     |      |            |             |
| 2.                 |                             |     |      |            |             |
| 3.                 |                             |     |      |            |             |
| 4.                 |                             |     |      |            |             |
| 5.                 |                             |     |      |            |             |
|                    |                             |     |      |            |             |
| <b>Total Price</b> |                             |     |      |            |             |

#### Breakdown of Fees

| Personnel / other elements       | UOM | Qty | Unit Price | Total Price |
|----------------------------------|-----|-----|------------|-------------|
| Personnel                        |     |     |            |             |
| e.g. Project Manager/Team Leader | day |     |            |             |
|                                  |     |     |            |             |
|                                  |     |     |            |             |
| Other expenses                   |     |     |            |             |

|                               |  |  |  |  |
|-------------------------------|--|--|--|--|
| International flights         |  |  |  |  |
| Subsistence allowance         |  |  |  |  |
| Local Transportation          |  |  |  |  |
| Communication                 |  |  |  |  |
| Other Costs: (please specify) |  |  |  |  |
| <b>Total</b>                  |  |  |  |  |

**Compliance with Requirements**

|                                   | You Responses            |                          |  |
|-----------------------------------|--------------------------|--------------------------|--|
|                                   | Yes, we will comply      | No, we cannot comply     | If you cannot comply, pls. indicate counter proposal |
| Delivery Lead Time                | <input type="checkbox"/> | <input type="checkbox"/> | Click or tap here to enter text.                     |
| Validity of Quotation             | <input type="checkbox"/> | <input type="checkbox"/> | Click or tap here to enter text.                     |
| Payment terms                     | <input type="checkbox"/> | <input type="checkbox"/> | Click or tap here to enter text.                     |
| Other requirements [pls. specify] | <input type="checkbox"/> | <input type="checkbox"/> | Click or tap here to enter text.                     |

|  |   |
|--|---|
| I, the undersigned, certify that I am duly authorized to sign this quotation and bind the company below in event that the quotation is accepted.   |   |
| <p><i>Exact name and address of company</i></p> <p>Company Name: Click or tap here to enter text.</p> <p>Address: Click or tap here to enter text.</p> <p>Click or tap here to enter text.</p> <p>Phone No.: Click or tap here to enter text.</p> <p>Email Address: Click or tap here to enter text.</p> | <p>Authorized Signature:</p> <p>Date: Click or tap here to enter text.</p> <p>Name: Click or tap here to enter text.</p> <p>Functional Title of Authorised Signatory: Click or tap here to enter text.</p> <p>Email Address: Click or tap here to enter text.</p> |



## **Section I –Implementing an entrepreneurship vocational training on digital marketing for women for a duration of fifteen days (15) days in Benghazi and Qatroun + provision of toolkits.**

### **1. Background**

Since 2016, IOM's Community Stabilization Programme (CS) aims to contribute to stabilization and peacebuilding efforts in Libya. Using a community-led approach, CS works to create critical opportunities for constructive interaction among social and ethnic groups, building trust and strengthening bonds. IOM achieves this by employing a participatory methodology that brings together local communities, tribal/community leaders, civil society and community-based organizations from diverse backgrounds to identify and prioritize targeted interventions that respond to community needs, including livelihoods, infrastructure projects and provision of equipment to improve basic services.

In the past years IOM implemented livelihoods activities across different sectors (manufacturing, entrepreneurship, photography and graphic design) by providing technical vocational training courses, business and marketing skills trainings and toolkits to start or enhance income generation to unemployed youth and women.

In line with the IOM market assessments and with the support of additional meetings with local stakeholders in the first part of 2023 IOM identified a potential education and market opportunity for women in the sector for the digital marketing or e-marketing sector.

As recent publication demonstrated, the number of internet users in Libya, particularly among youth, has significantly increased and despite the ongoing conflict has also negatively impacted internet access across the country, with electricity outages and infrastructure damage limiting connectivity, recent improvements in overall quality of service and connection speed are noteworthy<sup>1</sup>.

The rise of quality 3G coverage, introduction of 4G LTE, and lower prices have contributed to the recent growth in mobile penetration, with almost 11 million mobile subscriptions in Libya, representing a penetration rate of 169%. Most people access the internet from their mobile phones, accounting for 63% of web traffic. Home and work computers are the next most used devices.

The commercial businesses in Libya are growing rapidly, with an increasing number of small and medium enterprises requiring effective marketing services. As more people in Libya gain access to the internet through their smart devices, it has become essential for marketers to reach out to customers through the right channels, including digital marketing. The COVID-19 pandemic has made online marketing even more important for businesses, as it offers less expensive campaigns with greater visibility, as well as the ability to personalize outreach efforts to target the right customers<sup>2</sup>. After the Covid 19 pandemic, millions of consumers buying habits have significantly changed to a more convenient ways to fulfill what they need in life. According to a recent social media survey, young consumers are more inspired than ever to maintain social distancing and shop online while remaining at home. This phenomenon creates perfect business conditions and a clear impetus for new digital entrepreneurs. This leads to the ecommerce boom of remaining in the future. And allowing a real opportunity for Libyan youth to invest their energies in creating new economic trends and keeping pace with the world with smooth and prosperous trade growth.

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<sup>1</sup> <https://www.tradecub.standardbank.com/portal/en/market-potential/libya/ecommerce#>

<sup>2</sup> <https://www.researchpublish.com/upload/book/paperpdf-1596879766.pdf>

For this initiative IOM is targeting young women to enhance their capacity to access the job market, bridge the gender gap, unlock their potential, boost confidence, facilitate networking, and address unique challenges and opportunities. By empowering women with knowledge and skills, IOM is aiming to promote equality, foster innovation, and create a more inclusive and successful industry.

## 2. Objectives

The objective of the service provider's (SP) responsibilities is to organize all practical aspects and implement an entrepreneurship digital marketing training course of a duration of 15 days (six hours per day for a total of 90 hours). The course will be repeated in two locations - in Benghazi and Qatroun – and attended by 15 participants in each location. The service provider will also be responsible to provide to each participant a good quality laptop (30 laptops in total) with minimum specifications:

- **CPU:** 11th Generation Intel® Core™ i7-(1185G7) Processor or equivalent
- **Storage:** min. SSD 512GB
- **GPU:** Intel® UHD with Discrete NVIDIA® MX450 with 2GB GDDR5C or equivalent
- **Memory (RAM):** min. 16 GB DDR4
- **Display:** min. 14" FHD (1920 x 1080) TN, 220 nits, antiglare
- **OS:** Windows 10 pro
- **Keyboard:** US - English QWERTY Keyboard with Arabic letters

The proposal should include training learning outcomes and objectives and a training plan. The SP should share the CVs of possible trainers and previous experience in similar sector. The course should be designed for women in youth age (18-35 years old) that have already basic skills on Information Technology (IT).

Some of the possible topics:

1. Introduction to Digital Marketing and E-commerce for Women: This topic provides an overview of digital marketing and e-commerce, with a focus on the unique opportunities and challenges faced by women in these fields. It sets the foundation for the course and establishes the importance of women's participation and leadership.
2. Website Strategy, Optimization, and User Experience: This topic combines website strategy, optimization, and user experience (UX) design. It covers the principles and techniques for creating user-friendly websites, optimizing content, navigation, and visual design to enhance the overall user experience and drive conversions.
3. Search Engine Optimization (SEO) and E-commerce SEO: This topic covers the fundamentals of SEO and its specific application in e-commerce. It explores keyword research, on-page optimization, link building, and structured data implementation to improve search engine rankings and increase organic traffic to online stores.
4. Paid Advertising and Social Media Marketing: This topic combines paid advertising strategies, such as search engine marketing (SEM) and social media advertising. It covers campaign creation,

audience targeting, ad copywriting, and budget optimization techniques to drive targeted traffic and achieve marketing objectives.

5. **Content Marketing and E-commerce Content Strategy:** This topic focuses on content marketing principles and developing content strategies tailored for e-commerce. It covers content creation, storytelling, SEO-driven content, and leveraging user-generated content to engage customers and drive sales.
6. **Email Marketing and Customer Relationship Management (CRM):** This topic explores the power of email marketing and CRM in building and nurturing customer relationships. It covers effective email campaign creation, automation, segmentation, personalization, and leveraging CRM tools to enhance customer engagement and retention.
7. **Analytics, Tracking, and Conversion Rate Optimization (CRO):** This topic combines web analytics, performance tracking, and CRO techniques. It covers the use of tools like Google Analytics to measure and analyze website performance, track user behavior, and implement CRO strategies for improving conversion rates and overall campaign effectiveness.
8. **E-commerce Strategy and Future Trends:** This topic focuses on developing effective e-commerce strategies and understanding emerging trends. It covers market research, target audience identification, competitive analysis, and explores future trends such as mobile commerce, voice search, and personalization in e-commerce.
9. **Personal Branding, Networking, and Leadership:** This topic empowers women in digital marketing and e-commerce by exploring personal branding, networking, and leadership skills. It covers techniques for building a personal brand, leveraging networking opportunities, and developing leadership qualities to advance careers.
10. **Diversity and Inclusion in Digital Marketing and E-commerce:** This topic highlights the importance of diversity and inclusion in marketing campaigns, brand messaging, and organizational culture. It explores strategies for creating inclusive marketing, addressing unconscious bias, and fostering diverse and inclusive workplaces.

### **3. Scope of the Services**

- The SP will be responsible to : participant outreach and selection, social media visibility, logistics and coordination, training organization and implementation in each location, and after the training is completed each participant will received a good quality laptop to start their business. In addition, the SP will be responsible to put participants in contact with local and/or international company for possibility of collaboration. The trainer will also be responsible to coach the participants online for additional 4 hours (in small groups of 5 people) so a total of 24 hours of online coaching.
- SP will be responsible for hiring and coordinating one or more trainers if an experienced trainer is not already within the organization, both contingent on IOM approval

- IOM is recommending the establishment of a pool of trainers to ensure the provision of the best possible trainer based on the specific topic. The trainer will be expected:
  - o Work with IOM Libya to ensure the training will be implemented as intended,
  - o Implement the ToT to a high standard,
  - o Complete all IOM monitoring and evaluation documentation,
  - o Submit a training report with Pre-and Post-Test analysis,
  - o Be available for an additional 24 hours for online coaching to support new trainees to start working
  - o All documentation to be reviewed and approved by IOM.
- SP will complete, with IOM review and approval, an agreed upon list of outreach methods, including social media and any physical posters.
- SP will develop, with IOM approval, conflict and gender sensitive selection criteria, as well as a mechanism of collecting information from prospective participants, such as a Google form or emailed survey. Training participants should represent a cross-section of tribes, ethnicities, IDPs, migrants, refugees
- SP will carry out all logistics and oversee implementation of the training in each location for a duration of fifteen (15) days, which will require approximately ninety (90) hours of training time per location. Logistics and expenses include space rental, with operating generator and internet, lunch and refreshment, supplies, printed materials and roll-up and local transportation for participants (maximum 30 km from the location identified for the training implementation).
- SP will select a training location, with IOM approval, and will be responsible for rental, ensuring there is adequate space for training and activities, working internet and generator.
- SP will be responsible to provide to each trainee a good quality laptop including a mouse, bag, and external USB to start working, the minimum specifications are:
  - o **CPU:** 11th Generation Intel® Core™ i7-(1185G7) Processor or equivalent
  - o **Storage:** min. SSD 512GB
  - o **GPU:** Intel® UHD with Discrete NVIDIA® MX450 with 2GB GDDR5C or equivalent
  - o **Memory (RAM):** min. 16 GB DDR4
  - o **Display:** min. 14" FHD (1920 x 1080) TN, 220 nits, antiglare
  - o **OS:** Windows 10 pro
  - o **Keyboard:** US - English QWERTY Keyboard with Arabic letters
- SP will complete all IOM Libya monitoring and evaluation and contract deliverables to a high standard and IOM approval.
- SP will meet all IOM Libya financial and procurement requirements, including submission of all documentation in a timely manner.

#### 4. Time Schedule

Service should have a duration of approximately five (5) months.

| Schedule of Activities  | Dates                                      |
|---|--|
| Completion of IOM-approved visibility designs, training plan, and logistic plan   | After 10 days from the contract start date |
| ToT participant social/media outreach   | After 15 days from the contract start date |
| Participant selection and communication   | At the end of the first month              |
| Finalization of all training materials  | At the end of the third month              |
| Training implementation   |  |
| Final Report in IOM template including pre and post analysis and training evaluation, final satisfaction survey and success stories | At the end of the fifth month              |

**5. Data, Local Services, Personnel and Facilities to be provided by IOM**

IOM Libya Community Stabilization Unit will work in collaboration with vendor, review and approval all deliverables and documents before implementation, provide guidance throughout the project cycle.



## VENDOR INFORMATION SHEET

**Vendor No.** \_\_\_\_\_  
Internal to IOM

**Registered Vendor Name\*:** Mr. \_\_\_\_\_

**Other Names/Acronyms** \_\_\_\_\_

**Address\*** \_\_\_\_\_

House No \_\_\_\_\_  
 Street Name \_\_\_\_\_  
 ZIP/Postal Code\* \_\_\_\_\_  
 City\* \_\_\_\_\_  
 Region\* \_\_\_\_\_  
 Country\* \_\_\_\_\_

**Contact Information**

Company Tel/Mobile: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Company Email: \_\_\_\_\_ Contact Person: \_\_\_\_\_  
 Company Website: \_\_\_\_\_

**Industry Category\*:**

|  |  |
|--|--|
| <input type="checkbox"/> 0100 - Commercial Vendors           | <input type="checkbox"/> 0500 - International Organizations - Non-UN |
| <input type="checkbox"/> 0200 - National CSOs                | <input type="checkbox"/> 0600 - UN entities                          |
| <input type="checkbox"/> 0300 - National Government Entities | <input type="checkbox"/> 0005 - Individual Consultant/Non-Staff      |
| <input type="checkbox"/> 0400 - International CSOs           |  |

**Business Type\*:**

Direct Producer/Manufacturing  
 Reseller/Distributor/Service Provider

**Provide Services/Goods Internationally\***  Yes  No  
**Disability-inclusive\***  Yes  Not applicable  
**Women-owned/controlled\***  At least 51% women-owned/controlled  
 Less than 51% women-owned/controlled  
 Not applicable  
**Environmental Statement\***  Yes  No  
**Environmental or Energy Management System\***  Yes  No

**Notes**

All fields marked with \* are mandatory. The form may be returned if mandatory fields are missing/incorrect or in the wrong format (esp, Zipcode).

**Vendor Name** - should match IDs or registration documents.

If there is insufficient space, please use the **Other Information** section

**Product Categories (check all applicable)\***

|   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Agriculture, Livestock and Fisheries | <input type="checkbox"/> Fuels and Derivatives             | <input type="checkbox"/> Legal and Investigation     | <input type="checkbox"/> Power Supply and Electric        |
| <input type="checkbox"/> Chemicals                            | <input type="checkbox"/> Furniture                         | <input type="checkbox"/> Logistics and Warehousing   | <input type="checkbox"/> Quality Control and Environment  |
| <input type="checkbox"/> Clothing and Luggage                 | <input type="checkbox"/> Hospitality, Events               | <input type="checkbox"/> Media and Printing          | <input type="checkbox"/> Security                         |
| <input type="checkbox"/> Construction                         | <input type="checkbox"/> Insurances                        | <input type="checkbox"/> Medical, Drugs and Pharma   | <input type="checkbox"/> Social and Humanitarian Services |
| <input type="checkbox"/> Consultancy and Contracted Services  | <input type="checkbox"/> IT and Communications             | <input type="checkbox"/> NFIs – Household and Camps  | <input type="checkbox"/> Tickets                          |
| <input type="checkbox"/> Finance and Administration           | <input type="checkbox"/> Land and Buildings                | <input type="checkbox"/> Office Equipment and Supply | <input type="checkbox"/> Tools and Machinery              |
| <input type="checkbox"/> Food and Beverage                    | <input type="checkbox"/> Learning, Training and Recreation | <input type="checkbox"/> Personal Care               | <input type="checkbox"/> Vehicles and Accessories         |

**UNGM No.** \_\_\_\_\_  
**UN Partner Portal Reference** \_\_\_\_\_  
**Registration Date\*** \_\_\_\_\_  
**VAT Number** \_\_\_\_\_

<https://www.unqgm.org/UNUser/Home>  
<https://www.unpartnerportal.org>  
 Country of Operations (dd-mmm-yyyy)

**Licensing Auth./Type** \_\_\_\_\_ **License No.:** \_\_\_\_\_ **Reg. Date:** \_\_\_\_\_ **Expiry Date:** \_\_\_\_\_  
For additional licenses, please use the Other Information Section dd-mmm-yyyy dd-mmm-yyyy

**Partner Entities** (indicate if there are other relevant business partner accounts already registered in IOM. *Format: Account Number-Name*)

Same entity registered in another office \_\_\_\_\_  
 Parent company \_\_\_\_\_  
 Subsidiaries/Branches \_\_\_\_\_

**Other Information:**

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



**VENDOR INFORMATION SHEET**

**Section II: Payment and Banking Information**

**Payment Details**

Payment Method\*  Bank Transfer  Check\*\*  Cash\*\*  Others\*\* \_\_\_\_\_  
Justification for Non-Bank Payment Method\*\* \_\_\_\_\_

**Notes**  
Payment currency of the vendor MUST be clearly marked in order to avoid additional bank charges and/or delay in payments.  
Non-bank payment methods require justification.

**Bank Details (mandatory if Payment Method is via Bank Transfer):**

Bank Name \_\_\_\_\_  
Bldg and Street \_\_\_\_\_  
City \_\_\_\_\_  
Postal Code \_\_\_\_\_  
Country \_\_\_\_\_  
Bank Account Name \_\_\_\_\_  
Bank Keys \_\_\_\_\_  
Account Currency \_\_\_\_\_  
Bank Account No. \_\_\_\_\_

\*Depending on the country  
Swift Code/BIC (accounts outside U.S.A.) \_\_\_\_\_  
IBAN Number (mandatory for banks in Europe) \_\_\_\_\_  
Clearing No. (CHF accounts in Switzerland) \_\_\_\_\_  
ABA No. for ACH (USD accounts in U.S.A.) \_\_\_\_\_  
Bank Branch Code \_\_\_\_\_

**Notes**  
If there are multiple bank accounts, please add an extra sheet, and mark the default bank account.

***If awarded, please submit ID/Registration, signed IOM Supplier Code of Conduct and Proof of Banking Details to IOM***

I hereby certify that the information above are true and correct. I am also authorizing IOM to validate all claims with concerned authorities.

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Position/Title

\_\_\_\_\_  
Date



# Code of Conduct for Suppliers

Global Procurement and Supply Unit  
Manila Administrative Centre, Manila Philippines

IOM is strongly committed in observing the highest ethical standards in all its procurement activities. As such, this Code of Conduct for Suppliers has been prepared to provide clear summary of IOM's expectation from the suppliers in all procurement dealings, ensuring that internationally recognized procurement ethics are followed. Transparency and accountability should be strictly adhered to in all procurement activities.

IOM procurement ethics focuses on **zero tolerance on corruption, avoiding any form conflict of interest and honest representation of supplier's capabilities.**

Suppliers are strongly urged to familiarize themselves with this Code of Conduct to ensure successful working relations with IOM.

## Policy on Corruption and Position on Conflict of Interest

IOM expects all contracted suppliers and companies seeking to sell goods or services to conduct their business in accordance with the highest ethical standards. Suppliers or potential suppliers must strictly comply with all rules and regulations on bribery, corruption and avoid unacceptable business practices. Hence suppliers are expected to observe the following:

- Shall not, directly or indirectly, offer to any IOM Staff money, goods or a service as a consideration or in expectation of a favorable decision, information, opinion, recommendation, vote or any other form of favoritism which qualifies as a corruption;
- Shall not directly or indirectly, offer, give or agree or promise to give to any IOM staff any gratuity for the benefit of/or at the direction or request of any Staff of IOM;
- To immediately inform the IOM Head of Office in the event that any Staff of IOM solicits or obtained or has made an attempt to obtain gratification for himself/herself or for any other persons.
- To immediately declare if any of the Company's staff and/or officers had or have any relative employed with IOM. Failure to make such declaration shall be construed as a conflict of interest and might result in the exclusion of the supplier from present and future procurement activities and/or other legal action as deemed fit by the Organization.

## Representation from Suppliers

IOM expects all its suppliers to honestly declare and warrant that:

- It will comply with all rules, regulations and statutory requirements relating to the provision of the products/ services to IOM;
- It will not act in concert with other suppliers or agents when participating in a bid;





IOM • OIM

## Code of Conduct for Suppliers

Global Procurement and Supply Unit  
Manila Administrative Centre, Manila Philippines

- It is a duly authorized/certified provider of the supplied products/services and shall not, expressly or impliedly hold itself out to be an agent/representative of a third party provider of the same products/services;
- It will only supply products that are certified to be of merchantable and satisfactory quality;
- The supplier possesses the necessary capabilities, equipment and suitable place of business to perform its obligations;
- It shall not contract out or subcontract or outsource any portion of the products/services unless prior written consent from IOM has been obtained; and
- It shall maintain the highest standards of integrity and quality of work at all times.

### Applicability of the Code of Conduct

This Code of Conduct shall apply to all Suppliers, sub-contractors and to other entities acting on behalf of them (with approval of IOM).

### Monitoring compliance to the Code of Conduct

To facilitate the monitoring of suppliers' compliance with this Code of Conduct, IOM expects suppliers to:

- Develop and maintain all necessary documentation to support compliance with the described standards; such documentation must be accurate and complete;
- Provide IOM's representatives with access to relevant records, upon IOM's request;
- Allow IOM's representatives to conduct interviews with the supplier's employees and with management separately;
- Allow IOM's representatives to conduct announced and unannounced site visits of supplier locations; and
- Respond promptly to reasonable inquiries from IOM's representatives in relation to the implementation of the Code of Conduct.

### Secure Communication Channels

IOM has established a secure communication channel to enable the suppliers to raise their concerns confidentially and responsibly. If the supplier has questions about the Code of Conduct or wishes to report a questionable behavior or possible violation of the Code of Conduct, the Supplier is encouraged and *should* contact IOM Global Procurement and Supply Unit at email address

[gpsu@iom.int](mailto:gpsu@iom.int) or at: IOM Manila Administrative Centre

Global Procurement and

Supply Unit (formerly

Field Procurement Unit)

28th Floor Citibank Tower

8741 Paseo de Roxas, Makati City 1226, Philippines



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# Code of Conduct for Suppliers

Global Procurement and Supply Unit  
Manila Administrative Centre, Manila Philippines

IOM will not tolerate any retribution or retaliation by anyone against a concerned Supplier who has, in good faith, sought out advice or has reported questionable behavior and/or a possible violation. IOM will take disciplinary action up to and including termination of contract for anyone who threatens or engages in retaliation, retribution or harassment of the concerned individual. Identities and contents of all information or complaints will be treated strictly confidential.

## SANCTIONS

Breach of the Code of Conduct may result in actions being invoked against that supplier, in addition to any contractual or legal remedies. The actions applied will depend on the nature and seriousness of the breach and on the degree of commitment shown by the supplier in breach to its obligations under the Code of Conduct. The range of actions available to be imposed on the supplier includes but is not restricted to the following:

- Formal warnings – that the continued non-compliance will lead to more severe actions;
- Disclosure of nature of breach to all IOM subsidiaries and associate companies;
- Immediate termination of contract, without recourse;

### **Acknowledgment and Acceptance, to be submitted together with VIS( Vendor Information Sheet)**

This is to certify that I have fully read the Supplier’s Code of Conduct attached. Having fully read and understood the completed requirement of this Supplier’s Code of Conduct, I hereby commit myself and my company to serve this Code of Conduct and to fully comply with all of its principles. I also certify that I am authorized by my company to sign and accept this document in its behalf.

Supplier: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Representative: \_\_\_\_\_  
 Signature: \_\_\_\_\_