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| INVITATION TO TENDER  DIRECT AWARD |  | Date: 03-09-2025  Project no.: 100556022 | |
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INVITATION TO TENDER

REGARDING *procurement of a Consultant (Consulting team) to support promotion of new business initiatives such as food processing, rural tourism, arts and crafts workshops, ecological projects, and sports and recreational activities for the Municipality of Banovići*

Project no - 100556022

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The SEI’s Operations

Stockholm Environment Institute (SEI) is an international non-profit research institute that tackles environment and sustainable development challenges.

We empower partners to meet these challenges through cutting-edge research, knowledge, tools and capacity building. Scientific quality and integrity are foundations of our work. Partnership is at the heart of our approach, leading to change that lasts.

Our work connects science to policy and practice, aiming to drive tangible impacts. It spans climate change, natural resources, water, air, and health, and addresses questions of governance, innovation, finance, poverty, gender equality and social equity.

We are committed to transparency and full disclosure of our funding. The Government of Sweden is our largest funder, and we also receive funds from a range of public research funders, philanthropic foundations, bilateral and multilateral development agencies, governments, NGOs and other partners.

Through SEI’s Headquarters and seven centers around the world, we engage with policy, practice and development action for a sustainable, prosperous future for all. For more information about SEI, our assignments and ongoing projects, visit our website: [www.sei.org](http://www.sei.org).

# **A short background of the assignment**

SEI is implementing the “Sustainable Transition of Bosnia and Herzegovina (BiH SuTra)” project, which aims to improve the country-wide approach and national and local capacities to implement efficiently and effectively environmental and sustainable transition policies in Bosnia and Herzegovina (BiH).

The project has been actively supporting the Municipality of Banovići in developing a Sustainable Transition Plan (STP) for 2050. This plan aligns with the Green Agenda for the Western Balkans and adheres to European Union standards for environmental protection and sustainable development.

Notably, the three-year Operational Plan for Sustainable Transition, derived from the STP, was officially adopted during the 3rd Regular Session of the Municipal Council of Banovići held on May 15, 2025.

The Sustainable Transition Plan is inspired by the Vision of Banovići by 2050, which was shaped through public consultations in the fall of 2023 to ensure that the Plan reflects the collective aspirations of the community for a sustainable future. The Vision of the Municipality of Banovići by 2050 is:

* Banovići – a developed local community with a favorable business environment, built infrastructure, and a rich cultural and sports life where its residents, as well as tourists, will enjoy a human-scale environment;
* An open community, attractive to young people, with a local government committed to sustainable transition and digitalization;
* An advanced community of equal and responsible citizens, which nurtures the richness of diversity and draws its strength from renewable resources; and
* A community that protects nature and attracts through nature!

The Sustainable Transition Plan of the Municipality of Banovići by 2050 covers five development pathways: decarbonization, circular economy, pollution reduction, sustainable agriculture, and nature and biodiversity protection. It includes a cost assessment for the implementation of proposed measures for all five development pathways, setting the course for long-term, medium-term, and short-term objectives.

To kick-start its implementation, the Plan identifies eight (8) short-term activities necessary for implementation within the five development pathways, which were adopted through the Operational Plan for the Realization of the Vision of Sustainable Transition of the Municipality of Banovići for the period 2025–2027.

Within the Development Pathway 4: Sustainable Agriculture and Functional Area 4.5: Diversification and Branding of Rural Activities, Traceability and Heritage Preservation, the following measure/activity is planned for the next period: **"****Promotion of new business initiatives such as food processing, rural tourism, arts and crafts workshops, ecological projects, and sports and recreational activities."**

The purpose of this procurement is to procure a Consultant (Consulting team) that will support the implementation of the above-mentioned short-term activity: “Promotion of new business initiatives such as food processing, rural tourism, arts and crafts workshops, ecological projects, and sports and recreational activities”.

More info about the BiH SuTra Project is available [here](https://bihsutra.ba/en) and in Annex 1 of this tender document (please see Annex 1\_Overview of the BiH SuTra Project).

# **Instructions for direct awards**

## **The SEI’s contact for questions**

Name: Saša Solujić

Phone: +46 70 301 8292

E-mail: [sasa.solujic@sei.org](mailto:sasa.solujic@sei.org)

Closing date for questions is: **10-09-2025.**

## **Submitting a tender**

Tenderers are prompted to use this document as a base for the tender document and adherent documents. The yellow check boxes are to be completed with answers in this document, as well as the annexes.

Met requirements are confirmed with an “X” in the check box. **The tender shall contain confirmation that all shall requirements for the offered service are met in full.** Note that the text boxes are expanding automatically when filled with text. If more than ½ page is required, an annex can be added. When a tenderer wants to use annexes, it shall be denoted in the text box, and the annex shall be visibly marked in turn. All documents shall be marked with the registration number for the direct award (Project no.: 100556022).

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| **Name of tenderer including subcontractors, if applicable.** | **Submit Corporate Identity number, tenderer, including subcontractors, if applicable:** |
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**Tenders should submit the following documents:**

* Tender document
* Technical proposal (please refer to Annex 3)

Tenders are to be submitted via e-mail to: [sasa.solujic@sei.org](mailto:sasa.solujic@sei.org)

A submitted tender is valid for **90** days from the closing date for the tender.

## **Closing date**

The tender shall arrive no later than **17-09-2025, end of the day.**

## **Award decision**

All tenderers will be notified immediately, via e-mail, regarding the award decision *with motivation* when the decision is made.

The award decision does not constitute a contractual acceptance of the tender. A binding agreement only comes into effect after the written contract has been signed by both parties in two identical copies.

# **Description of the assignment**

## **General/Extent**

The tenderer **shall** be a legal entity (or consortium) registered in Bosnia and Herzegovina, with at least 3 years of experience, capable of offering comprehensive expertise in the relevant areas, which includes projects in sustainable rural development, promotion of sustainable agricultural practices, development of strategies for the preservation of natural and cultural heritage, and provision of technical and advisory support to local communities in the areas of rural development and sustainable agriculture.

For this role, SEI is seeking **a qualified tenderer (Consultant)** with proven expertise, ideally demonstrated through at least two similar projects completed within the past three years.

The tender envisions two key experts:

**Expert 1: Team Leader / Expert in Sustainable Rural Area Management**

**Expert 2: Marketing Expert**

The Consultant might be required to travel occasionally within the territory of Bosnia and Herzegovina.

The main envisaged tasks include the following:

1. Preparatory Analysis and Data Collection
2. Situation Analysis and Diagnostics
3. Stakeholder Mobilisation and SME Engagement
4. Draft Integrated Promotion and Branding Plan
5. Costing and Scheduling Framework
6. Validation and Finalisation

The consultant will work closely with SEI experts from this field.

Please refer to Annex 2 for specific details about timeline and deliverables (please see Annex 2\_Tender Tasks, Timeline and Deliverables)

Understand and accept the requirements above: Yes

## **Objective and purpose**

The general objective of the measure is to stimulate and brand sustainable business initiatives in food processing, rural tourism, arts and crafts workshops, ecological, sports and recreational projects in order to diversify income sources in rural areas, preserve cultural heritage, ensure product origin traceability and open new jobs.

The main output of the measure is the development of an integrated promotion and branding plan that encompasses new rural business initiatives - food processing, agro-tourism, arts and crafts, ecological, sports and recreational projects.

In addition to the general objective, the integrated promotion and branding plan has specific objectives:

* Assess and map existing spatial and infrastructural capacities for business opportunities in rural areas of Banovići Municipality;
* Identify key stakeholders and establish a model of their mutual cooperation and communication protocol;
* Develop a preliminary brand and key messages of the promotional campaign that reflect the values of sustainability and tradition;
* Define the organizational model for conducting mentorship workshops and advisory sessions for entrepreneurs from rural areas.
* Prepare a preliminary cost estimate and timeframe (Gantt) for each activity phase, including an assessment of required human and material resources.
* Identify potential risks (financial, regulatory, meteorological, logistical) and propose mitigation measures.

The promotion of new business initiatives in rural areas of Banovići Municipality aims to achieve long-term change at the local self-government unit level, which manifests through long-term benefits of implementing the activities:

* Increased added value of agricultural products through local processing and branding, resulting in higher profitability and capital retention within the community;
* Development of sustainable rural tourism and cultural manifestations that extend the visitation season and generate new income sources for households;
* Improvement of social cohesion and prevention of rural depopulation through creation of new jobs and encouraging youth to stay or return to Banovići;
* Strengthening the capacity of local administration for strategic planning and implementation of development projects, thereby increasing the ability to attract additional funds from domestic and international sources;
* Enhancement of ecological awareness and sustainable resource management through ecological projects and recreational activities that promote responsible use of the natural environment.

Understand and accept the requirements above: Yes

## **Time schedule/Delivery schedule for the assignment**

The contract is intended to run from contract signing and for 4 (four) months.

The main deliverables and timeline for this procurement are enclosed in Annex 2 – Tender Tasks, Timeline and Deliverables.

Understand and accept the requirements above: Yes

## Requirements for the assignment

### **4.4.1 Technical specification**

The tenderer **shall** be a legally registered entity. In the case of consortia, at least one entity has to be registered in Bosnia and Herzegovina. Proof of registration will be attached as an annex in the Technical Proposal (please refer to section 4.4.2 of this procurement and to Annex 3\_Technical Proposal for more details).

The tenderer **shall** have a minimum of 3 years of relevant experience in the area of sustainable rural development, promotion of sustainable agricultural practices, development of strategies for the preservation of natural and cultural heritage, and provision of technical and advisory support to local communities in the areas of rural development and sustainable agriculture.

### **4.4.2 Technical proposal**

The tenderer **shall,** as verification of requirements fulfilment, attach a Technical Proposal as a separate annex, with a font between 10 and 12. The attached Technical Proposal shall contain the followings:

* Tenderer’s presentation, capacity and expertise: a brief description of the tenderer, including the year and country of incorporation and types of activities undertaken, general organizational capability, certificates of registration, financial capability and Tender Document.
* Proposed Methodology that should describe the tenderer’s responsiveness to the procurement by identifying specific actions to address the requirements and demonstrating how the proposed approach and methodology meets or exceeds the requirements.
* Quality Assurance and Risk Management Procedures
* Relevance of specialized knowledge and experience on similar engagements done in the country/region (References).
* Proposed experts for the assignment CVs for key personnel that will support the implementation of this project. CVs should demonstrate qualifications in areas relevant to the assignment.
* The tenderer's comments and suggestions on the Tasks, Timelines and Deliverables, if any.
* Other relevant info.

Please refer to Annex 3\_Technical Proposal, for more information.

### **4.4.3 Staff and skills requirements**

**Expert 1 – Team Leader / Expert in Sustainable Rural Area Management**

**Qualifications:** University degree in the field of agriculture, rural development, economics, management, social sciences or related fields; native BHS speaker and fluent in English language.

**Experience:** Minimum 5 years of experience in managing projects focused on sustainable agriculture and/or sustainable rural development.

***\*University degrees as a minimal requirement for this expert have been added.***

**Expert 2 – Marketing Expert**

**Qualifications:** University degree in the field of marketing, communications, public relations or related social or humanities sciences; native BHS speaker and fluent in English language.

**Experience:** Minimum 5 years of experience in marketing and communications, including ability to manage media relations, design of digital content/promotions, creating visual and verbal brand identity .

**The proposed experts shall formally declare any potential conflicts of interest. Experts who were involved in the preparation of the Terms of Reference (ToR) or any related procurement documents shall be excluded from consideration to ensure impartiality and compliance with procurement regulations.**

The selected contractor may propose additional experts or teams if deemed necessary for the successful implementation of the tasks. While backstopping experts do not require CV submission, the contractor shall provide the names, roles, and responsibilities of all proposed experts as part of the tender documentation, along with biographies highlighting their relevant experience.

Understand and accept the requirements above: Yes

## **Compensation**

The quoted price shall be provided by the tenderer for the full assignment. The maximum budget for this assignment, shall not exceed the total amount of 68,400 SEK.

Other expenditure in connection to the execution of the assignment will be reimbursed to the tenderer (travel, logistics).

The price **shall** be stated in SEK, VAT excluded.

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| State the price for the full assignment: |  |

The tenderer shall state the estimated number of working days for the assignment per expert. Please fill in Annex 4 of the Technical Proposal and attach it with the application. The price breakdown shall match the total price offered above and show the daily rate for the consultants and the breakdown of the number of envisaged working days per task.

# **Award criteria**

The SEI will adopt the most economically advantageous tender from the assessment ground best relation between price and quality with the evaluation method and criteria stated in Chapter 6 in this tender document.

## **Assessment of award criteria**

The SEI will assess the extent to which the tenderer has fulfilled the award criteria. References will be taken when deemed appropriate. Award criteria 1-5 will be assessed on a scale of 0-3 points with the following guideline values:

**Excellent** = Excellent fulfilment of requirements/provides much added value. **(3P)**

**Very Good** = Very good fulfilment of requirements /provides added value. **(2P)**

**Good** = Fulfilment of requirements. **(1P)**

**Not acceptable** = Does not fulfil the requirements **(0P)**

## **Criterion 1**

The tenderer **should** have the following qualifications and skills:

at least two similar or identical projects in the past three years, which can be proven through contracts or letters regarding successfully completed agreements for the implementation of the respective projects. Similar or identical projects are considered promotion of business initiatives connected to sustainable rural development, promotion of sustainable agricultural practices, development of strategies for the preservation of natural and cultural heritage, and provision of technical and advisory support to local communities in the areas of rural development and sustainable agriculture.

Meriting is:

1. 3 points for 4 or more references matching the requirements
2. 2 points for 3 references matching the requirements
3. 1 point for 2 references matching the requirements
4. 0 points for less than 2 references matching the requirements

The tenderer **shall** pronouncedly state how the set requirements are met in the document attached by the tenderer under [4.4.2](#_4.4.2_Technical_proposal) in the tender document.

## **Criterion 2**

The Team Leader/Expert in Sustainable Rural Area Management (Expert 1) **should** have the following qualifications and skills**:** a minimum of 3 (three) references demonstrating experience in advisory support in the field of sustainable agriculture. Experience to be proved contracts or letters regarding successfully completed agreements for the implementation of the respective projects.

Meriting is:

1. 3 points for 5 or more references matching the requirements
2. 2 points for 4 references matching the requirements
3. 1 point for 3 references matching the requirements
4. 0 points for less than 3 references matching the requirements

The tenderer **shall** pronouncedly state how the set requirements are met in the document attached by the tenderer under [4.4.2](#_4.4.2_Technical_proposal) in the tender document.

## **Criterion 3**

Marketing Expert (Expert 2) **should** have the following qualifications and skills: a minimum of 2 promotional campaigns designed and executed during the last 4 years.

Meriting is:

1. 3 points for 4 and more references matching the requirements.
2. 2 points for 3 references matching the requirements.
3. 1 point for 2 references matching the requirements.
4. 0 point for less than 2 references matching the requirements.

The tenderer **shall** pronouncedly state how the set requirements are met in the document attached by the tenderer under [4.4.2](#_4.4.2_Technical_proposal) in the tender document.

# **Evaluation model**

SEI will adopt the most economically advantageous tender based on the evaluation model below.

For this procurement the SEI will use the enumeration model in percent:

The enumeration model in percent (%) is based on each tender's tender sum and lists this with a quality shortage supplement. This means that the tenders sum is adjusted in the evaluation model according to the award criteria. For example, a low score on an award criterion results in a corresponding addition to the sum price in the model. The result is a comparison price where the tender with the lowest comparison price is the winning tender. The tender sum in this contract is the Tenderer's total price stated under point 4.5.

SEI will call for interviews if two or more tenderers have the same lowest comparison price.

# **Annexes**

Annex 1\_Overview of the BiH SuTra Programme

Annex 2\_Tender Tasks, Timeline and Deliverables

Annex 3\_Technical Proposal

*The SEI awaits your tender with great interest.*

Kind regards

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