**INVITATION TO BID (ITB)**

**For**

 **“Hiring Consultancy for Facilitating Market Linkage and Business Networking for the REDMI Project”**

World Vision Bangladesh (WVB) is hereby Request for Proposal (RFP) from the experienced supplier for **“Hiring Consultancy for Facilitating Market Linkage and Business Networking for the REDMI Project”**

**General RFP Guidelines and Instructions:**

|  |  |
| --- | --- |
| RFP Name: | **“Hiring Consultancy for Facilitating Market Linkage and Business Networking for the REDMI Project”** |
| RFP Reference: | **BRCR-WVB-SCM-RFP-EVENT#558591** |
| EOI Publish Date: | **30/04/2025** |
| Proposal submission: | **No Soft Copy** For Hard CopyTender Box-1, First Floor, White House Building, (Opposite of Police Line), Cox's Bazar-Chittagong Highway, Kolatoli, Cox's Bazar-4700During WVB Office Working days (Sunday – Thursday) (08:30 AM to 05:30 PM.) except Govt. Holidays. |
| Deadline for the submission of proposals: | Deadline for submission is: **On or before May 11, 2025 @2.00PM** |
| Procurement Focal Point: | **Jesayel Hembrom**, SCM Coordinator-BRCR, World Vision Bangladesh, Mobile**: +8801712-406745**, E-mail: Jesayel\_Hembrom@wvi.org  |
| WVB Contact regarding Technical Specification: | **Abdur Razzaque,** Technical Specialist, Market Promotion and Development**;** **mdabdur\_razzaque@wvi.org** **/+8801766383354** |

**WVB reserves the right to accept or reject any or all the proposals in full or part with or without assigning any reason whatsoever.**

**Terms of Reference (ToR) on Facilitating Market Linkage and Business Networking for the REDMI Project**

**Project Overview**

**Project Title:** Resilient Entrepreneurship Development in Moheshkhali Island (REDMI)

**Location:** Moheshkhali, Cox’s Bazar, Bangladesh

**Project Duration:** 16 February 2025 – 15 January 2026 (12 months)

**Implementing Agency:** World Vision Bangladesh (WVB)

**Funding Agency:** WV Korea

**A. Background**

The dry fish sector in Moheshkhali plays a crucial role in the local economy, with an annual production of 224.62 metric tons, valued at approximately USD 4.2 million. However, market fragmentation, lack of branding, and limited connectivity to urban and corporate buyers hinders sustainable growth. To address these challenges, the REDMI project aims to establish a Public Limited Company (PLC) to unite local producers under a single brand, supported by a centralized cold storage facility for quality assurance and preservation. A key component of this project is to improve market linkages for dry fish producers and entrepreneurs, facilitating access to high-value markets and ensuring sustainable growth. This ToR defines the framework for market linkage initiatives that will facilitate sustainable connections between dry fish entrepreneurs and key market players, including wholesalers, retailers, food processors, and institutional buyers.

**B.** **Purpose**

The purpose of this assignment is to engage a qualified consultant to develop and execute market linkage strategies to boost the dry fish sector in Moheshkhali, Bangladesh. The focus will be on establishing sustainable B2B connections between local producers and high-value markets, formalizing supply chain agreements, strengthening the Public Limited Company and Cold Storage Management Committee.

**C. Objectives**

The consultant will be responsible for achieving the following key objectives as

1. To develop robust market networks and identify emerging opportunities for dry fish sales while establishing strategic partnerships with corporate buyers (e.g., ACI, United Group, Kazi & Kazi) to enhance profitability.

2. To strengthen the capacity of the Public Limited Company (PLC) and Cold Storage Management Committee (CSMC) in market dynamics, fair pricing, contract negotiation, and sustainable market linkages beyond the project duration.

3. To formulate long-term business sustainability strategies that ensure market resilience and continued growth in the dry fish sector.

**D. Scope of Work**

The consultant will work closely with WVB, CSMC, and entrepreneurs and will undertake the following activities-

**1. Market Research & Strategy Development**

* Conduct a comprehensive market analysis to identify potential buyers, price trends, demand fluctuations, and high-value market expectations for product alignment.
* Develop a strategic market entry plan for the PLC and cold storage facility, integrating production processes, packaging standards, and product presentation tailored to domestic market competitiveness.
* Analyze emerging opportunities and design strategies for long-term business sustainability, market resilience, and scalability, ensuring alignment with urban and corporate market requirements.

**2. Business-to-Business (B2B) Engagement**

* Facilitate structured integration of local dry fish producers into B2B supply chains, enabling access to urban markets (e.g., Dhaka, Chattogram) and corporate clients (ACI, United Group, Kazi & Kazi).
* Organize trade discussions, networking events, and product showcases to formalize partnerships with corporate buyers and institutional stakeholders.
* Develop supply chain agreements, bulk pricing strategies, and a replicable B2B model focused on scalability and economic empowerment for coastal entrepreneurs.
* Strengthen market networks by fostering relationships with wholesalers, food processors, and institutional buyers.

**3. Brand Development & Promotion**

* Create a commercially viable brand identity for Moheshkhali dry fish, emphasizing quality, origin, and social impact to differentiate it in high-value markets.
* Conduct competitive analysis and refine the brand’s core value proposition through dynamic digital presence (SEO, social media) and data-driven content marketing.
* Organize trade fairs, launch events, and CSR-aligned campaigns to enhance market visibility and reputation.
* Establish KPIs to track brand health and campaign effectiveness.

**4. Capacity Building & Sustainability Measures**

* Strengthen institutional capacities of the PLC and CSMC in governance, contract negotiation, market dynamics, and coordination with buyers to sustain independent operations.
* Train 286+ entrepreneurs, youth, and women in marketing, digital sales, CRM, and inclusive enterprise development to promote equitable participation.
* Develop replicable guidelines for long-term market linkage sustainability, adaptable to other coastal regions, while ensuring fair pricing mechanisms and crisis-responsive planning.
* Support PLC/CSMC in operational frameworks, supply chain agreements, and crisis communication strategies.

**E. Methodology**

The consultant team will adopt a phased, participatory approach to develop a context-specific methodology aligned with the REDMI project’s objectives, beginning with a diagnostic phase involving comprehensive market analysis (demand trends, competitor mapping, and value chain assessments) and stakeholder mapping to identify high-value opportunities and constraints. This will inform the design phase, where tailored strategies for market entry, B2B engagement, and brand development will be crafted, prioritizing corporate buyer partnerships (e.g., ACI, Kazi & Kazi), product positioning, and pricing mechanisms that balance producer equity with market competitiveness. The implementation phase will focus on facilitating structured stakeholder dialogues, trade events, and capacity-building programs (e.g., negotiation training, CRM) to operationalize linkages, while concurrently launching brand promotion campaigns (digital/content marketing, trade fairs) to elevate Moheshkhali dry fish’s market presence. A sustainability and learning phase will integrate M&E frameworks (KPIs for sales growth, partnerships) and institutionalize guidelines to empower the PLC/CSMC in sustaining market operations post-project. Continuous feedback loops will ensure adaptability to market dynamics and inclusive participation of women/youth entrepreneurs. This methodology emphasizes iterative learning, stakeholder collaboration, and alignment with REDMI’s goals of resilience, inclusivity, and scalable impact.

**F. Proposed Activities**

The activities to achieve the purpose of the assignment include:

**1. Conducting B2B Market Analysis, Stakeholder Mapping, and Strategy Development**

* Gather data on market size, demand trends, consumer preferences, competitor analysis, and pricing structures for dry fish in target markets (e.g., Dhaka, Chattogram).
* Map the dry fish value chain to identify key actors (producers, processors, traders), constraints, and opportunities for B2B integration.
* Evaluate feasibility of B2B opportunities, focusing on market access, profitability, and sustainability.
* Identify and analyze B2B market actors (wholesalers, retailers, food processors, exporters, institutional buyers), government agencies, NGOs, and logistics providers.

**2. Developing a Market Linkage Strategy**

* Prioritize B2B segments (e.g., corporate buyers like ACI, United Group) and define market entry approaches: direct sales, distributor partnerships, trade fairs, or digital platforms.
* Align product adaptation (packaging, quality standards) with buyer requirements and develop pricing strategies balancing producer fairness and market competitiveness.
* Design efficient systems for product collection, storage, transportation, and delivery.
* Outline branding, marketing materials, and communication strategies to promote Moheshkhali dry fish.
* Define KPIs and monitoring mechanisms to track progress and impact.

**3. Facilitating B2B Meetings, Negotiations, and Trade Events**

* Identify potential B2B clients via industry directories, referrals, and digital platforms.
* Organize networking events, trade meetings, and product showcases to connect entrepreneurs with buyers.
* Train entrepreneurs in negotiation techniques, contract terms, and quality standards.
* Assist in finalizing fair, mutually beneficial contracts and supply chain agreements.

**4. Organizing Promotional Activities and Brand Development**

* Develop a brand identity (logo, messaging) highlighting Moheshkhali dry fish’s quality, origin, and social impact.
* Create marketing materials (brochures, catalogs, packaging designs) and optimize digital presence (website, SEO, social media).
* Facilitate participation in trade fairs, buyer-seller meets, and product demonstrations.
* Organize launch events and CSR-aligned campaigns to enhance market appeal.

**5. Capacity Building and Sustainability Measures**

* Train CSMC, PLC, and entrepreneurs in market analysis, negotiation, CRM, and business management.
* Strengthen skills in contract negotiation, conflict resolution, and customer service.
* Empower PLC and CSMC to lead market operations, governance, and crisis-responsive planning.
* Develop guidelines for long-term sustainability of market linkages beyond the project.

**6. Marketing and Product Adaptation Support**

* Implement data-driven content strategies and explore e-commerce platforms to reach wider audiences.
* Distribute samples, catalogs, and promotional kits to highlight product uniqueness.
* Improve packaging to meet buyer standards, enhance shelf life, and align with high-value market expectations.

**G. Implementation and Coordination**

The coordination mechanism will include:

* WVB will provide overall oversight, approve deliverables, and facilitate access to stakeholders and information needed for the assignment.
* The Public Limited Company (PLC) and the Cold Storage Management Committee (CSMC) will act as primary collaborators in the field, supporting the consultant in accessing producers, infrastructure, and relevant data.
* The consultant will engage in regular coordination meetings with WVB and designated representatives from PLC and CSMC. A bi-monthly check-in schedule is recommended, with additional meetings as needed.
* All reports and deliverables will be reviewed and validated by WVB, incorporating feedback from the PLC and CSMC. The consultant is expected to submit progress updates in line with the deliverable schedule.
* Adjustments to the strategy and activities may be made collaboratively, based on evolving market dynamics and insights generated through ongoing monitoring.

**H. Timeline**

The assignment will span a total of 8 working weeks, commencing on May 15 and concluding by July 15, excluding public holidays

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Milestone / Deliverable** | **Timeline (Weeks)** |  |  |  |
| 1st  | 2nd  | 3rd  | 4th  | 5th  | 6th  | 7th  | 8th  | 9th  | 10th  | 11th  | 12th  | 13th  | 14th  | 16th  |
| -Detailed work plan development and finalization-Inception meeting with WVB and key stakeholders-Initial market assessment and stakeholder mapping |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| -Institutional Capacity Assessment Report-Comprehensive market analysis and value chain assessment |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| -Development of market linkage strategy and B2B engagement plan |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| -Facilitation of meetings and negotiations with B2B clients-Organization of trade events and promotional activities-Brand Identity and Marketing Strategy |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| -Support for brand development and digital marketing initiativesProduction and Packaging Alignment Plan |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| -Inclusive Entrepreneurship Engagement Report |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| -Capacity Building Trainings & Delivery of Training Materials |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| -Mid-term Review (Internal progress monitoring with WVB, PLC, and CSMC) |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| -Sustainability and Replication Framework |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| -Final Report and Presentation of Lessons Learned |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

* It’s indicative itinerary- will be finalized by both party discussion.

**I. Deliverables**

The consultant is expected to deliver the following key outputs aligned with the scope of work:

* **Inception Report and Work Plan**: A detailed report outlining the consultant’s understanding of the assignment, proposed methodology, work plan, and implementation schedule.
* **Institutional Capacity Assessment Report**: A report identifying the capacity gaps and strengths of the PLC and CSMC, with recommendations for strengthening governance, negotiation, and operational systems.
* **Market Linkage and B2B Strategy Report**: A comprehensive strategy for integrating dry fish producers into formal B2B supply chains, detailing engagement plans with urban and corporate buyers.
* **Brand Identity and Marketing Strategy**: A report outlining the development of a commercially viable brand for Moheshkhali dry fish, including brand assets, positioning strategy, and promotional plans.
* **Production and Packaging Alignment Plan**: Recommendations and guidelines for aligning production processes and packaging standards with high-value market requirements.
* **Inclusive Entrepreneurship Engagement Report**: Documentation of strategies and actions taken to promote youth and women’s participation in enterprise development and market engagement.
* **Sustainability and Replication Framework**: A framework that provides a pathway for sustaining market linkages beyond the project period and replicating the model in other coastal regions.
* **Training Materials and Capacity Building Reports**: Materials and session reports from training conducted for PLC, CSMC, and entrepreneurs on market operations, branding, negotiation, and CRM.
* **Final Report**: A consolidated report covering all activities, achievements, challenges, outcomes, and strategic recommendations for future action.
* **Flow up Supervision:** The consultant team will de 3 follow up visit during the life cycle. The modality of the supervision visit will be determined through bilateral discussion among WVB and the consultant team.

**J. Qualifications and Experience Required**

The following qualifications are categorized into mandatory and expected criteria. Consultant must meet all mandatory requirements to be considered for evaluation. Preference will be given to fulfil the expected qualifications.

**Mandatory Qualifications:**

* Minimum of 7 years of professional experience in market linkage, business development, or value chain analysis
* Proven expertise in B2B sales strategy and private sector engagement
* Demonstrated knowledge of the fisheries and/or dry fish sector, particularly in Bangladesh
* Experience working with small-scale producers, rural entrepreneurs, and community-based enterprises
* Excellent analytical, negotiation, and communication skills

**Expected Qualifications:**

* Experience in branding and market integration for agro or fishery-based products
* Familiarity with export market standards and corporate procurement requirements
* Prior experience implementing projects in coastal or island-based communities
* Experience designing and delivering capacity-building programs for producer organizations or cooperatives

**K. Evaluation** **Procedure**

The evaluation of proposals will be conducted in a two-stage process:

**Technical Proposal Evaluation (70 points):**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **Points**  | **Expectations**  |
| **Understanding of Assignment**  | **10** | **Consultant's comprehension of project objectives, scope, and outcomes** |
| Proposed Methodology and Approach  | **15** | Clarity, appropriateness, and innovation of proposed methodology for market analysis, B2B connections, and sustainability |
| Relevant Experience  | **20** | Consultant’s experience in Market Linkage, Business Development, and Branding (20 points): Firm's track record in similar assignments. |
| Team Composition and Expertise | **15** | Proposed team members' qualifications and experience |
| Work Plan and implementation potentials  | **10** | Clarity, comprehensiveness, and feasibility of proposed work plan. |
| **Total Points**  | **70** | **Overall, on the technical and financial proposal** |

**Presentation (30 points):**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **Points**  | **Expectations**  |
| **Clarity and Effectiveness of Presentation** | **15** | **Proposed approach, methodology, and understanding of assignment.** |
| Response to Questions and Comments (5 points) | **5** | Effectively addressed evaluation committee questions and comments. |
| Demonstrated Experience Through Case Studies and Past Projects | **5** | Evidence of successful past projects and relevant case studies. |
| Communication and Presentation Skills | **5** | Clear, concise, and engaging proposal presentation |
| **Total Points**  | **30** | **Overall, on the presentation**  |

**L. Payment Modality**

Payments will be disbursed in four tranches linked to deliverables, subject to WVB’s approval:

* **First Payment (20%):** Upon submission and approval of the Inception Report and Work Plan.
* **Second Payment (30%):** Upon delivery and validation of the Market Linkage Strategy Report and Institutional Capacity Assessment Report.
* **Third Payment (30%):** After completion of branding deliverables, capacity-building trainings, and mid-term review.
* **Final Payment (20%):** Upon submission and acceptance of the Final Report, Sustainability Framework, and all supporting documents.

All the payment will be made through consultant back account, no cash payment will be allowed specifically with this assignment.

**K. Ethical Considerations**

* The consultant must declare any actual or potential conflicts of interest that may influence the objectivity of the assignment. Any affiliations with competing dry fish businesses or related stakeholders must be transparently disclosed prior to engagement.
* All market data, business information, and stakeholder details collected during the assignment must be handled with strict confidentiality. The consultant shall not disclose proprietary information to third parties without written consent from WVB and concerned stakeholders.
* The consultant shall ensure equitable participation of women, youth, and marginalized groups in all market linkage activities, avoiding any form of discrimination in stakeholder engagement or benefit distribution.
* Consultants must adhere to WVB’s anti-corruption policies, prohibiting bribery, kickbacks, or preferential treatment in B2B negotiations or partner selection.
* Recommendations for packaging, production, or logistics must prioritize eco-friendly materials and sustainable practices, minimizing the sector’s environmental footprint.
* Prior consent must be obtained from producers, buyers, and other stakeholders before using testimonials, images, or case studies in reports/publications.

**L. Key Contacts**

For any queries or additional information, please contact:

**1. Jesayel Hembrom, Supply Chain Coordinator**

jesayel\_hembrom@wvi.org/ 01712406745

**2. Abdur Razzaque, Technical Specialist, Market Promotion and Development**

mdabdur\_razzaque@wvi.org /01766383354

**Terms & Conditions:**

1. Bid/ITB/Quotation should indicate final unit price, which includes all costs (transport, labor, packing, transshipment, Survey etc) for delivery at WVB designated locations, discount, Income Tax, VAT. All kind of charges including applicable Taxes/VAT will be deducted at source from the total bill as per Govt. Rules & Regulations.
2. Payment for goods and services shall be made 30 days after delivery of goods or performance of service. No running bill/partial payment/advance will be paid. The payment will be made through S2B after completion of entire work satisfactorily.
3. Incomplete offers or offers which do not comply with any of our tender conditions will not be considered
4. **Price validity: *30 days*;**
5. Submit your offer in your letter head pad. (Must include date, sign, RFP number)
6. Making a payment to any employee as an inducement or any canvassing to enable you to win this bid will result in automatic disqualification participating in this tender or any other tenders. Any solicitation/influence/non-compliance of the Terms & Conditions of this Tender, will lead to disqualification of the submitted Tender/Bid and will be treated informal/rejected.
7. You can submit your offer either through hard copy.
8. Awarded vendor have to deliver the product as per WV required specification & provided sample. If any contrary then products needs to replace by vendor within 2 days with their own cost.
9. BRCRP reserves the right to accept or reject in part or full/one or all quoatation without assigning any reason whatever.
10. No late submission will be accepted unless time extended by WV.
11. The suppliers must adopt all sort of safety and security measures while constructing and works or delivering any materials in the refugee camps so that no refugee/host community inhabitants or children are injured out of these activities. If anything happened so the risks and responsibilities for the victim has to be shouldered by the suppliers at his own cost.
12. Terms and conditions of this tender is a part of the Purchase Order.
13. In all cases, the decision of the World Vision Management will be final.

I/We hereby agree to execute the work specified in the above memorandum strictly and fully in accordance with all the terms and conditions of the contract (if awarded) described above and in the annexure hereafter and will abide by and fulfil all such Terms & Conditions.

**Name & Signature of the Vendor: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Name of the Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Date with Seal of the Company: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**VENDOR’S PRIMARY INFORMATION COLLECTION SHEET**

|  |
| --- |
| **Organization/Vendor's Name :** |
|  |  |  |
| **SL#** | **Description of Requirements** | **Information to be Provided here** |
| 1 | Name of Owners/Proprietor/CEO/ ED/ Head of Organization (Any One) |   |
| 2 | NID of Owners/Proprietor/CEO/ ED/ Head of Organization  |   |
| 3 | Trade Licence No |   |
| 4 | Tax Identification Number (TIN) |   |
| 5 | VAT Registration Number |   |
| 6 | Address of Business Center |   |
| 7 | Contact Telephone Number |   |
| 8 | Contact Mobile Number |   |
| 9 | FAX Number (Optional) |   |
| 10 | Email Address: |  |
| 11 | Webpage Address (Optional) |  |
| 12 | Contact Person's Name |   |
| 13 | Vendor's Bank Name |   |
| 14 | Name of Bank Branch |   |
| 15 | Bank Sorting Code (Optional) |   |
| 16 | Bank Account Name |   |
| 17 | Bank Account Number |   |
| 18 | Bank Routing Number/Swift Code |   |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Information Submitted by:  |
| SignatureDate: |
|  |  |  |

**Annexure-6**

**World Vision Supplier Code of Conduct**

 Last updated February 2021 Version 2

World Vision is a Christian relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice. Inspired by our Christian values, we are dedicated to working with the world’s most vulnerable people. We serve all people regardless of religion, race, ethnicity or gender.

World Vision is strongly committed to observe the highest ethical and moral standards in all its procurement activities including safeguarding of children and adults in our programmes. This Code of Conduct provides a set of principles and behaviours in our everyday conduct of business, ensuring internationally recognized procurement ethics are followed. Standard elements of good business practice should also be applied. The Code of Conduct is applicable to staff from all World Vision entities, and extends to suppliers, contractors, volunteers, and Board Members. To ensure World Vision is donor complaint, we will adhere to donor procurement requirements, where applicable. Suppliers and their sub- contractors must sign the Code of Conduct, acknowledging agreement to abide by the principles herein.

 **World Vision expects its suppliers to**:

1. Improve value for money –
	1. Actively seek to demonstrate and improve results, and reduce costs through the life of the Long Term Agreement, and/or Purchase Orders.
	2. Price appropriately and honestly to reflect requirements and risks.
	3. Proactively pursuing continuous improvement to reduce waste and improve efficiency across the organization and wider supply chain
	4. Earn fair but not excessive rewards
2. Act with Professionalism and integrity –
	1. Be honest and realistic about capacity and capability when bidding.
	2. World Vision expects that its suppliers encourage and work with their own suppliers and subcontractors to ensure that they strive to meet the principles of this Code of Conduct, and be able to demonstrate this as and when required.
	3. Work collaboratively to build professional business relationships, including with World Vision staff.
	4. Act in a manner that supports the development of a mature and ethical business relationship with World Vision.
	5. Demonstrate clear, active commitment to Corporate Social Responsibility.
	6. Be cleared of any outstanding legal judgements filed within the past three years.
3. Be accountable –
	1. Apply pricing structures that align payments to results and reflect a more balanced sharing of performance risk.
	2. Expect to be held accountable for delivery and accept responsibility for their role, including being honest when things go wrong so that lessons can be learned.
4. Align with World Vision –
	1. Apply a strong emphasis on building local capacity by seeking ways to develop local markets and institutions, and avoid the use of restrictive exclusivity agreements.
	2. Be able to operate across all World Vision offices, including in fragile and conflict affected areas.
	3. Share and transfer innovation and knowledge of best practices to maximize overall development impact.

d) Accept we work in challenging environments and act to manage uncertainty and change in a way which protects value for money.

e) Reflect World Visions international development goals and demonstrate their commitment to poverty reduction.

1. Agree to avoid any Conflict of Interest—

In order to avoid a conflict of interest, Suppliers or contractors agree to disclose the following to WV:

* 1. Whether the Supplier or Contractor, or a relative of the Supplier or Contractor, receive(s) financial benefits from WV/VF. (This would include such things as serving as an employee, agent or independent contractor of WV/VF).
	2. Whether the Supplier or Contractor has existing business dealings with WV/VF. (This would include such things as being a consultant, a service provider, or is a supplier for WV/VF)
	3. Whether the Supplier or Contractor has a family or business relationship (outside of WV/VF) with a member of the WVI or VFI board, or with a member of the WVI or VFI senior management team.

In addition, the Supplier or Contractor confirm(s) that they have no relationship, business affiliation, involvement, association, position, financial interest, and haven’t received any gift, loan, or have engaged in any other transaction requiring disclosure under the World Vision or Vision Fund Conflict of Interest Policy.

1. Observe International Labour Conventions –
	1. World Vision expects its suppliers, and their sub-contractors to observe International Labour Conventions
	2. Prohibit any use of forced, bonded, or indentured labour or involuntary detention labour
	3. Prohibit the use of child labour
	4. Prohibit any form of discrimination in hiring and employment practices on the ground of race, colour, religion, gender, ethnicity, age, physical disability
	5. Comply with local law in terms, of wages, working hours, and freedom to association and right to organize and bargain collectively
	6. Support and respect the protection of human rights and to ensure that they are not complicit in the abuse of human rights
	7. Ensure that they operate a safe and healthy workplace or any other place where production or work is undertaken.
2. Comply with WV’s Child and Adult Safeguarding Policy -
	1. Suppliers or Contractors engaged in situations where they—or their employees or subcontractors—may have access to children or adult beneficiaries in WV programmes or to personal data about such children or adult beneficiaries, must comply with the Safeguarding Behaviour Protocol (see page 4 below)
	2. Any incidents of harm or risk of harm to children or to adult beneficiaries will be reported immediately to WV
	3. Any individuals with access to children or adult beneficiaries, or to personal data about such persons, will have a current clean criminal background check for offenses against children or abuse of adults, to the extent permitted by law (evidence of which will be provided to WV upon request)
3. Have a strong Environmental Policy –
	1. World Vision expects its suppliers to have an effective environmental policy and comply with existing legislation and regulations to protect the environment.
	2. Suppliers are expected to undertake initiatives to promote greater environmental responsibility and encourage the use of environmentally friendly technologies.
	3. Suppliers should obtain wherever possible, a certified quality management system
4. Anti-corruption and Bribery –
	1. World Vision expects its suppliers to adhere to the highest standards of moral and ethical conduct, including extortion, fraud, and bribery.
	2. Apply a zero-tolerance approach to corruption and fraud, with top-quality risk management.
	3. Disclose any situation that may appear as a conflict of interest. Complete disclosure form on page 3 below.
	4. Agree to blocked party screening and criminal back ground checks

**CONFLICT OF INTEREST DISCLOSURE LETTER**

**World Vision standard form, enhanced for Suppliers**

**--February 2020 version--**

Having read the World Vision (WV) Code of Conduct and examined my(our) relationships with World Vision or Vision Fund (VF), and noting that if in doubt a relationship should be disclosed for further discussion, I have carefully reviewed each of the four statements below and marked either “yes” or “no” for each.

Note that “WV/VF” as used below refers to any World Vision or Vision Fund entity, including affiliated microfinance institutions. “A relative” refers to any individual related by blood or marriage. Circle the appropriate aanswer for each statement below:

1. Yes / No I/my company/business (or a relative of mine) receive(s) financial benefits from WV/VF. (This would include such things as serving as a volunteer or a beneficiary of WV/VF). *[If answer yes, please provide details at the end of this form.]*
2. Yes / No I or a relative of mine is a current employee for WV/VF. *[If answer yes, please provide details at the end of this form.]*
3. Yes / No I/my company (or a relative of mine) has existing business dealings with WV/VF. (This would include such things as being a consultant, a service provider, or is a supplier for WV/VF) *[If answer yes, please provide details at the end of this form.]*
4. Yes / No I/my company has a family or business relationship (outside of WV/VF) with a member of the WVI or VFI board, or with a member of the WVI or VFI senior management team. *[If answer yes, please provide details at the end of this form.]*

Please describe below the details of any positive response for items 1 – 4 above, and/or any other potential conflicts of interest, or any comments you may wish to make on the matters disclosed above. If more space is needed, kindly attach an additional sheet.

Check this box if you agree to the statement: I hereby certify that my answers to statements 1 – 4 above are accurate. If I have indicated “no” for all of statements 1- 4, I confirm that I have no relationships, business affiliations, involvements, associations, positions, financial interests, gifts, loans or other transactions requiring disclosure under the World Vision or Vision Fund Conflict of Interest Policy.

**CHILD AND ADULT SAFEGUARDING BEHAVIOUR PROTOCAL**

The protection of vulnerable children and adults in World Vision’s programs is essential to all aspects of our work. A core element of everything we do is our commitment of not harming beneficiary children and adults, respecting the beneficiaries’ rights and defending their best interests as a major consideration in any actions and decisions.

Therefore, Suppliers and/or Affiliates and their staff (i.e. World Vision partners, suppliers, contractors, consultants, and/or volunteers), shall behave in ways that protect children or adult beneficiaries, prevent sexual exploitation and abuse, and prevent any other intentional or unintentional harm to the people WV serves or works amongst.

All Suppliers and Affiliates abide by these protocols in their activities with WV, for all children anywhere and for all adult beneficiaries. In regards to safeguarding, WV uses a broad, working definition of ‘beneficiary’ to include not only direct beneficiaries of a particular project, but also any child or adult who might suffer harm caused by Suppliers or Affiliates as part of conducting business with WV where WV has programme presence.

**Acceptable Behaviour – Suppliers and Affiliates (and their staff):**

* 1. create and maintain an environment which prevents sexual exploitation and abuse of children and adult beneficiaries and promotes the implementation of these Behavior Protocols;
	2. Are careful about perception and appearance in their language, actions and relationships with children and vulnerable beneficiaries. Their behavior—including in person and on digital platforms, both online and offline—demonstrates a respect for children and adult beneficiaries and their rights;
	3. ensure that all physical and online contact with children and beneficiaries is appropriate in the local culture;
	4. use positive, non-violent methods to manage children’s behavior;
	5. accept responsibility for personal behavior and actions as a representative of the organization;
	6. are always accountable for their response to a child’s behavior, even if a child behaves in a sexually inappropriate manner; adults avoid being placed in a compromising or vulnerable
	7. position with children;
	8. where possible and practical, follow the ‘two-adult’ rule while conducting WV work, wherein two or more adults supervise all activities that involve children, and are visible and present at all times;
	9. comply with safeguarding related investigations (internal and external) and make available any documentary or other information necessary for the completion of the investigation;
	10. comply with applicable data privacy laws and with relevant WV data privacy and information security policies, including WV digital child safeguarding protocols, when handling any personal data about individual children or adult beneficiaries, noting in general that collecting or using such data must be limited to the minimum necessary, and that such data must be maintained and transferred in a secure, confidential manner;
	11. Immediately report through established reporting mechanisms any known or suspected safeguarding incident or breach of this Policy by a WV employee or affiliate, or a humanitarian aid worker from any other agency. ‘Humanitarian aid worker’ includes all paid employees, volunteers, contractors, and other affiliates of organizations providing emergency relief or development aid. Such organizations include UN agencies, INGOs, LNGOs, and CBOs.

 **Unacceptable Behavior – Suppliers and Affiliates (and their staff) do not**:

1. Behave in an inappropriate physical manner, or develop a sexual relationship with a child (under 18 years old), regardless of the country specific legal age of consent or age of majority. This also includes consenting or condoning the above behavior (including fostering or condoning child marriage (under 18 years old));
2. Develop or seek a sexual relationship with any beneficiary of any age; such relationships are not acceptable and will not be tolerated since they are based on inherently unequal power dynamics. Such relationships undermine the credibility and integrity of WV's humanitarian aid or development work;
3. sexually exploit or abuse any beneficiary (adult or child); such behavior constitutes an act of gross misconduct;
4. exchange money, employment, goods, or services for sex (including sexual favors, other forms of humiliating, degrading, or exploitative behavior, or hiring sex workers) or other exploitative demands is strictly prohibited. This includes exchange of assistance that is already due to beneficiaries;
5. fondle, hold, kiss, hug or touch children or adult beneficiaries in an inappropriate or culturally insensitive way;
6. use language, make suggestions or offer advice to a child or adult beneficiary which is inappropriate or abusive, including language that causes shame or humiliation, or is belittling or degrading;
7. spend excessive or unnecessary time alone with a child or adult beneficiary, away from others or behind closed doors or in a secluded area;
8. condone or participate in behavior with children or adult beneficiaries which is illegal, unsafe or abusive; including harmful traditional practices, spiritual or ritualistic abuse;
9. Hire children in any form of child labor (including as “house help”) unless it is within the best interest of the child and in alignment with local law and international standards (‘Child labor’ is work that is mentally, physically, socially or morally dangerous and harmful to children, or that interferes with their schooling. ‘Child work’ in contrast may be beneficial if permitted by International Labour Organization (ILO) Conventions and puts the child’s interests ahead of any benefits gained by adults.);
10. hit or use other corporal punishment against a child while the child is in WV care or the WV employee or affiliate is conducting WV work;
11. take a child alone in a vehicle for WV work, unless it is absolutely necessary, and with parental/guardian and managerial consent;
12. misuse or be careless with personal data about individual children or adult beneficiaries;
13. Communicate with a child in WV's program areas via digital platforms (e.g. Facebook, Twitter), via mobile technology (e.g. texting, WhatsApp, Skype), or online without consent and knowledge of his/her parents. Further, WV employees or affiliates never communicate on mobile, digital or online platforms with children or adult beneficiaries in ways that are inappropriate or sexual;
14. Stay silent, cover up, or enable any known or suspected safeguarding incident or breach of Safeguarding Policy by a WV employee or affiliate.

Check this box if you agree to the statement: I have read, fully understand, and agree to comply with World Vision’s Child and Adult Safeguarding Behaviour Protocols above.

**WV Supplier Code of Conduct Statement of Acknowledgement**

My signature below confirms that I/we/supplier, have read, fully understand and agree to WV’s Supplier Code of Conduct principles set forth above and authorizes WV to conduct all background checks as applicable. I understand that any action inconsistent with this Supplier Code of Conduct, including failure to take action mandated by these protocols may result in termination of the business relationship with World Vision.

Print name and Title of Supplier Representative Signature

Company / Supplier Name Date

Print name and Title of Supplier Representative Signature

Company / Supplier Name Date