

## SECTION 2 – STATEMENT OF REQUIREMENTS

<b>1.0 Title</b>
Japan organic market research
<b>1.1 Background</b>
<i>A short description of the buying organisation, general objectives and this requirement's purpose, along with any relevant previous work conducted that this builds on.</i>
<p>The British Embassy in Tokyo is commissioning a research report to provide a deeper understanding of the Japanese organic food and drink market, identify potential opportunities for UK exporters and provide recommendations for activities that will help UK companies realise these opportunities.</p> <p>The UK's high quality organic produce seems to be a good fit for the Japanese market where quality and provenance is highly valued. We know the market is growing in Japan as the benefits of organic produce are increasingly recognised. We would like to better understand trends in the market, consumer preferences, specific opportunities for UK products, competitors and potential market access barriers. We will use the project outputs to inform our activities to expand exports to Japan of UK organic products.</p>
<b>1.2 Summary</b>
<i>A short summary of the requirement.</i>
<p>To produce a market research report detailing opportunities for UK organics exporters based on quantitative and qualitative analysis of the Japanese organic food and drink market. The research should consider relevant publicly available statistics as well as data collected through interviews/surveys with industry a minimum of 10 industry stakeholders. The report should provide clear recommendations for increasing UK exports of organic food and drink products including 'quick wins' as well as medium-long term opportunities. The report should potential consider competition from other exporters, and also detail any market access issues faced by exporters and the impact of expanding our existing UK-Japan organic equivalency agreement to cover livestock and alcohol products.</p>
<b>1.3 Requirement</b>
<i>All mandatory inputs and processes (not outputs) required by the supplier. Also consider any ongoing support, e.g. maintenance, updates or training. If the Authority will be providing any assets (Government Furnished Assets – GFA) to the supplier to assist in contract delivery, list these here and state if they need returning.</i>
<p>The key project output will be a market research report of no more than 50 pages covering the following:</p> <ul style="list-style-type: none"><li>- Executive Summary – summary of the report key findings and high level market overview</li><li>- Methodology</li><li>- Market introduction</li><li>- Future trends – projected growth and growth drivers</li><li>- Consumer preferences</li><li>- Focus on several key categories (to be discussed with BE Tokyo)</li><li>- Competition</li><li>- Market access issues (any instances of restrictions or business environment factors that block or delay exports or potential for UK companies to export to Japan)</li><li>- Impact of expanding organic equivalency to cover livestock and alcohol</li><li>- Opportunities for UK products and recommendations for future activity</li></ul>

**Sources of information:**

The report should draw on a combination of primary and secondary research and should include evidence gathering from sources including companies, industry associations and subject matter experts (UK and Japan-based), as well as trade statistics.

**Scope:**

As well as a general market overview, the report should provide a deep dive on several key product categories – these should be agreed in discussion with the British Embassy Project team.

**1.4a Anticipated Start Date**

11 January 2023

**1.4b Anticipated End Date**

10 March 2023

**1.5 Deliverables**

*List the tangible outputs (not processes) from this requirement, including Due Date(s), what they must entail and format(s), for example...*

Deliverable	Description	Format	Anticipated Due Date(s)
Project kick-off	Project kick off meeting between the service provider and the Project team	Microsoft Teams call	11 January 2023
Finalised Project Plan	A project plan for delivering the report to time and budget	Microsoft Word	18 January 2023
Project progress meeting	Fortnightly meeting where the supplier shares their progress and findings, and the project team has an opportunity to discuss.	Microsoft Teams call	Fortnightly through January and February
Interim report completion meeting	Meeting to share the interim research report and provide an opportunity to discuss findings and shape the final iteration of the report.	Microsoft Teams call	3 March 2023
Final report delivery	Sharing of the final report	Microsoft Word	10 March 2023

**1.6 Deliverable Acceptance Criteria**

*How we will determine whether the listed Deliverables are acceptable in order for the supplier to be paid. Time, Quality, specific information etc.*

The deliverables listed in section 1.5 should be fully met. The final report should be sent via email in Word and PDF format in English by 10 March 2023.

There must be sufficient consultation with the Authority ahead of final submission to ensure the output is fit for purpose and as required.

#### **1.7 Cyber / Data Protection**

*What data, in particular sensitive data, will be being processed (as controller vs. processor?) / GDPR?*

The market research report may contain commercially sensitive information.

#### **1.8 Training and/or On-going Support**

*Detail any training, on-going support or iterative development that is required.*

None

#### **1.9 Options**

*An Option is a legally enforceable provision to allow the Buyer to add/extend services within a Contract, e.g. to extend the period of current services or to add new services. Any Option must be defined from the outset (i.e. within the SoR), so the supplier can cost and agree it from the outset prior to Contract award.*

*The value of these options must be taken into consideration when running the procurement i.e. a contract for 12months valued at £60k with an option to extend for a further 12months at £60k must be considered as a £120k contract*

*Splitting work into Options protects the FCDO from committing to work whereby perhaps there are dependencies not known yet, e.g. pending budgetary approvals or latter 'phases' being subject to the outcome of previous 'phases'.*

n/a

#### **1.10 On-boarding & Off-boarding**

*What transition activities are required?*

*What activities will mark the end of a Contract, e.g. all Requirements complete (including delivering a transition to a new supplier if necessary) in accordance with Section 1.3, received all Deliverables in accordance with Sections 1.5 and 1.6, and the return of any issued GFA.*

Off-boarding: received all deliverables in accordance with section 1.5 and 1.6.

#### **1.11 Quality accreditations**

*E.g. ISO9000, ISO2007, Cyber Essentials... that are essential to the requirement/deliverable*

n/a

#### **1.12 Intellectual Property Rights (IPR)**

*What IPR do we require to ascertain for any resultant IP generated (i.e. Foreground IP) from this Contract, e.g. we own, or supplier own but we have user rights?*

*Consider this for all Deliverables within Section 1.5 because there may be different IPR for different Deliverables.*

*Consider future use and distribution, e.g. within FCDO, wider-government, general public and/or other private organisations.*

The ownership of the document for future use and distribution of the final report will rest with FCDO and the British Embassy Tokyo. The Contractor is not permitted to make further use of this material once the work is completed.

#### **1.13 Contract Management**

*Think about any specific requirements for managing this contract i.e. weekly meetings, progress reports*

Contract management will be via the progress meetings detailed in 1.5 as well as ad hoc email/calls as required.

#### **1.14 Constraints**

*List anything that might be a constraint to either appointing a supplier or to the supplier providing the service: i.e. access to Government Offices, security restrictions.*

None

### **1.15 Duty of Care**

The supplier of the services is responsible for the safety and well-being of their Personnel and Third Parties affected by their activities under this contract, including appropriate security arrangements. They will also be responsible for the provision of suitable security arrangements for their domestic and business property. FCDO will share available information with the Supplier on security status and developments in-country where appropriate.

The Supplier is responsible for ensuring appropriate safety and security briefings for all of their Personnel working under this contract and ensuring that their Personnel register and receive a briefing as outlined above. Travel advice is also available on the FCDO website and the Supplier is responsible for and must ensure they (and their Personnel) are up to date with the latest position.

Suppliers must develop their Proposal on the basis of being fully responsible for Duty of Care. They must confirm in their Proposal that:

- They fully accept responsibility for Security and Duty of Care.
- They understand Proposal the potential risks and have the knowledge and experience to develop an effective risk plan.
- They have the capability to manage their Duty of Care responsibilities throughout the life of the contract.

Acceptance of responsibility must be supported with evidence of capability (no more than two A4 pages and the FCDO reserves the right to clarify any aspect of this evidence).

In providing evidence Suppliers should consider the following questions:

- Have you completed an initial assessment of potential risks that demonstrates your knowledge and understanding, and are you satisfied that you understand the risk management implications (not solely relying on information provided by the FCDO)?
- Have you prepared an outline plan that you consider appropriate to manage these risks at this stage (or will you do so if you are awarded the contract) and are you confident/comfortable that you can implement this effectively?
- Have you ensured or will you ensure that your staff are appropriately trained (including specialist training where required) before they are deployed and will you ensure that on-going training is provided where necessary?
- Have you an appropriate mechanism in place to monitor risk on a live / on-going basis (or will you put one in place if you are awarded the contract)?
- Have you ensured or will you ensure that your staff are provided with and have access to suitable equipment and will you ensure that this is reviewed and provided on an on-going basis?

Have you appropriate systems in place to manage an emergency / incident if one arises?

### SECTION 3 – ASSESSMENT SCORE AND EVALUATION CRITERIA

1. The tender process will be conducted to ensure that the tenders are evaluated fairly to ascertain the most economically advantageous tender from the point of view of the purchasing Authority.
2. Account will be taken of any factor emerging from the tendering process which impacts a Bidder's suitability and relates to information previously provided by the Bidder as part of the pre-qualification process, in particular any additional information which comes to light in respect of its financial standing.
3. Your response to our requirement will be evaluated under the following headings based on an **60:40** split between the quality/technical aspects to your tender and the pricing thereof
4. No importance should be attached to the order in which these criteria are listed. Any tender that is not compliant with the Conditions of Contract may be rejected.
5. Bidders are requested to ensure their answers are concise and relevant to this specific contract, and refrain from uploading extensive generic corporate documentation or marketing literature. Excessive generic material may result in the bid being deemed unacceptable and excluded from the process.
6. The Authority will evaluate each response in line with the published scoring methodology and reserves the right to exclude any bid that scores either;
  - a) a "Fail" against question 6
  - b) an "Unacceptable-Non compliant" for any question or
  - c) scores two (2) or more "Serious Reservations"
7. The Authority wishes to advise all bidders that there is a limited budget for this work. All proposals will be assessed from both technical and commercial perspectives to ensure that best value for Tax Payer's money is being achieved. Should the highest scoring bid be unaffordable (i.e. over the maximum budget set), the Authority reserves the right to seek clarification on the rates and hours submitted and if necessary reduce the scope of work involved in order to maximise the budget available. If the solution cannot be tailored to meet budget, the Authority may elect to move to the next highest scoring bid that is affordable.

#### EVALUATION CRITERIA

Qualification	
Evaluation Criteria	Criteria Weighting
<ul style="list-style-type: none"><li>• Acceptance of FCDO terms and conditions as detailed in Section 4;</li><li>• The FCDO reserves the right to seek and act upon independent legal, financial or market advice to corroborate information provided or to assist in its evaluation</li><li>• The Authority will conduct its own Due Diligence prior to contract signing</li></ul>	Mandatory

Evaluation Criteria – Quality/Technical (Questions 1 - 6) <i>You must provide answers (no more than two pages for each answer) to the relevant section of this envelope</i>	Criteria Weighting	Evaluation Methodology
<b>1. Knowledge</b>  Please demonstrate a thorough understanding of the Authority's requirement and evidence of your knowledge about the subject matter within the context of the Japanese organic food and drink industry.	15	0 – 4 score

<b>2. Experience</b>  Please provide relevant track records of successful <u>operation or implementation</u> of similar projects, including the results and impacts made.  Experience of delivering similar market research reports (including deliverables in English) and recommendations for government will be essential.	15	0 – 4 score
<b>3. Resources</b>  Please provide details about your existing resources, including expertise, connections, local partners, and supporting networks that could be made useful or leveraged to deliver stipulated outputs and maximize impacts.  Provide an <b>uncosted</b> resource plan proposing the number of chargeable hours you expect each team member to undertake in delivering this project.	20	0 – 4 score
<b>4. Operational Capacity</b>  Please provide detailed description of the management structure and governance arrangement you will employ to operate this project;  Details on project management and delivery capacity, relevant evidence of your capacity to operate this project.  Capability in managing in sub-contractors if applicable; Where sub-contractors will play a significant role in the delivery of the services, a separate annex with details of supply chains is required	10	0 – 4 score
<b>5. Project Plan &amp; Risk Management</b>  Please provide the following: <ul style="list-style-type: none"> <li>• A project plan referring to the Statement of Requirements, detailing milestones, deliverables, and timeline.</li> <li>• Identify any key risks and explain how they will be mitigated.</li> <li>• Indicate how the project will be monitored to ensure it is delivered in terms of quality, timeliness and cost.</li> <li>• Ensuring a people-centred approach &amp; Gender Equality Act compliance for quality programme delivery</li> </ul>	15	0 – 4 score
<b>6. Duty of Care</b> <ul style="list-style-type: none"> <li>• Please refer to the Duty of Care section within the Terms of Reference. Outline how you will fulfil your obligations under this requirement and provide all necessary statements</li> </ul>	Pass / Fail	Pass /Fail
<b>TOTAL – Quality/Technical</b>	<b>60%</b>	<b>Max Score 300</b>

<b>Evaluation Criteria – Pricing &amp; Commercial</b>	<b>Criteria Weighting</b>	<b>Evaluation Methodology</b>
Competitiveness of fee rates and overall project cost in relation to the market to demonstrate value for money.	40%	Inverse Percentage



Please complete and submit worksheet "Schedule of Prices & Rates" for the pricing structure.		
<b>TOTAL – Pricing &amp; Commercial</b>	<b>40%</b>	<b>Max Score 200</b>
<b>GRAND TOTAL EVALUATION CRITERIA</b>	<b>100%</b>	<b>Max Score 500</b>

#### Assessment Score

All tenders will be scored as above in accordance with the marking system set out below:

Score Key Assessment	Score	Interpretation
Good	4	Satisfies the requirement with additional benefits. Above average demonstration by the Tenderer of the understanding and evidence in their ability/proposed methodology to deliver a solution for the required supplies/services. Response identifies factors that will offer potential added value, with evidence to support the response.
Acceptable	3	Satisfies the requirement. Demonstration by the Tenderer of the understanding and evidence in their ability/proposed methodology to deliver a solution for the required supplies/services.
Minor Reservations	2	Satisfies the requirement with minor reservations. Some minor reservations of the Tenderer's understanding and proposed methodology, with limited evidence to support the response. Tenderer has accepted FCDO standard terms and conditions of contract.
Serious Reservations	1	Satisfies the requirement with major reservations. Major reservations of the Tenderer's understanding and proposed methodology, with little or no evidence to support the response.
Unacceptable	0	Does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate that the Tenderer has the understanding or suitable methodology, with little or no evidence to support the response. Tenderer has rejected FCDO standard terms and conditions of contract.
Price / Commercial	Score awarded on inverse percentage difference from most financially attractive offer to the Authority	

Prices will be benchmarked and scores awarded based on the lowest compliant bid. The most financially attractive offer to the Foreign & Commonwealth Office following detailed analysis will receive the maximum score available with the remaining bids awarded scores based upon an inverse percentage of the difference in price.

[example: Bid A = £75K = 200 pts, Bid B = £80K = 187.5 pts (£75K/£80k x 200)]. The weighting will then be applied to the scores.]