



**INTER-AMERICAN INSTITUTE FOR COOPERATION  
ON AGRICULTURE (IICA)**

**INSTITUTIONAL BIDDING PROCESS No. 01-2021**

**“Development of alternative technologies materials to augment the availability  
of high-quality training opportunities to comply with the Produce Safety Rule.”**

March 2021

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The Inter-American Institute for Cooperation on Agriculture (IICA), whose Headquarter is located in San José, Costa Rica, will receive financial and technical bids, in electronic (PDF) format, in English language, until 16:30 hours (Costa Rica Time) on April, 23<sup>th</sup> of 2021, from companies/individuals interested in participating in the Institutional Bidding Process No.01-2021 “*Development of alternative technologies materials to augment the availability of high-quality training opportunities to comply with the Produce Safety Rule*” (*international*) whose general and specific conditions are set out below.

All queries should be sent by email to [servicios@iica.int](mailto:servicios@iica.int)

IICA will provide any complementary information, clarifications related to the Call for Tenders, and replies to queries from potential bidders to all interested parties by email.

**OBJECTIVE OF THE INSTITUTIONAL BIDDING PROCESS**

To procure a set of mobile and web-based application training materials and platform for owners, supervisor, and growers to support the implementation of the FSMA Produce Safety Rule; from international bidders that offer IICA the specialized services and competitive rates it requires; under the Federal Award *Implementation of U.S. Food Safety Modernization Act - Identifying, Researching, and Implementing Alternative Methods to Expand the Reach across the Global Supply Chain project*, financed with external resource from FDA.

## I. GENERAL CONDITIONS

1. Interested companies/individuals should send their technical and economic offers electronically to the address [servicios@iica.int](mailto:servicios@iica.int) until the date indicated above, with the following legend:

*Inter-American Institute for Cooperation on Agriculture (IICA)*

*Administrative Services Management/Corporate Purchasing Committee*

*Institutional Bidding Process No. 01/2021*

*“Development of alternative technologies materials to augment the availability of high-quality training opportunities to comply with the Produce Safety Rule.”*

IICA will confirm receipt of the bids as soon as they arrive.

2. Bidders should provide and attach to their bids the following information:
  - a. Legal Name of Company/Individual(s)
    - i. Company’s Authorized Representative(s) (Name/Title) (in the case of a Firm)
    - ii. Full address
    - iii. Telephone and Fax numbers
    - iv. Skype Address
    - v. Email address
    - vi. Website
    - vii. Number of technical persons in the company
    - viii. A copy of their corporate ID as an artificial person, or identity document (if the bidder is participating as a natural person)
  - b. The number of clients to which they are currently providing their services and at least three written references from clients using a service like the one offered to IICA.
  - c. Description of types of operation and service
  - d. Recent certified financial statements (2019 - 2020–2021)
  - e. Certification stating that they are up to date with their social security and other related payments.

- f. In addition to their offer, bidders must submit a notarized sworn statement that indicates that no lawsuits have been filed against the company; otherwise, it should indicate and describe the nature of those legal proceedings.
3. Based on its regulations and procedures, IICA establishes that it has up to 30 days to settle the invoices presented under the terms of the contract, which means that bidders should include in their bid a minimum period of 30 days for the settlement of invoices, which should not include taxes. The contractor should submit bills in United States dollars and the Institute will settle them in the same currency. Payment will be made via bank transfer, following the presentation of the invoices.
4. The Institute reserves the right to accept any or all the bids received, or to reject them if they do not meet the requirements described in the Call for Tenders.
5. The presentation and signing of the bids are expressly understood to mean that the bidder has carefully read the requirements, which it expressly accepts without reservations, and that, if the bidder is awarded the Contract, its bid will be an integral part thereof.
6. The act of opening bids will be executed in IICA Headquarters offices in Costa Rica by the Corporate Purchasing Committee in a private forum, without the presence of the public or bidders. Communication by IICA of the awarding act will be no later than June 2nd, 2021. Subsequently, bidders will have 7 business days to submit any inquiries.
7. The Corporate Purchasing Committee will follow the guidelines established in IICA's regulations and procedures to ensure impartiality in its analysis of the bids and decision regarding the awarding of the contract.
8. In its decision, IICA will call for a Contract of 5 months and will also specify that a thorough review be carried out 2 months after the Contract has been signed and implemented.
9. Once awarded, IICA may rescind the Contract signed before its expiration date if it is not satisfied with the services received. IICA shall inform the corresponding legal representative 30 days or advance.

## II. SPECIFIC CONDITIONS

1. The bid for the provision of services and the financial bid should fulfill all the requirements and characteristics described herein, as they meet the Institute's needs.
2. Description of the action:

The multiyear **Cooperative Agreement** between IICA and FDA general objective is to develop and test alternative technologies/methods to greatly augment the availability of high-quality training opportunities using existing curriculum and develop other training materials if needed (such as low literacy material) in support of the Produce Safety Rule (PSR).

Based on the idea that populations across the Americas require roughly the same type of training materials and that there are no significant differences between Regions (Caribbean, Central America, Andean Region, Southern South America) regarding expectations around training materials and learning styles and the access, attitudes and perceived use of technology countries and there is no significant difference in attitude towards the use of e-learning between people from different countries, it is planned to deliver web- and mobile application-based training materials that incorporate requisite training per the curriculum; and use these same platforms to provide easy links to relevant portions of the rule and other important documents so that the user can refresh their knowledge as needed.

These materials/applications may be complimentary to the Produce Safety Alliance curriculum and include basic and intermediate concepts to help small scale producers bridge the gap between their current knowledge and education and skills required under FSMA.

3. The main tasks/activities are as follows:
  - a. Development of mobile and web-based application training materials for access on any device.
    - i. Training content needs to be developed for three different categories of potential users, considering with their particularities:
      1. Growers and Workers: Low literacy level and basic technical knowledge,
      2. Supervisors,
      3. Managers and Owners,

to serve the different audiences on the farm and allow the multiplier model under certain circumstances.

- ii. Training materials developed should take into consideration and reflect the culture, reality, practices, and language use of the target audiences in Latin-American and Caribbean countries.
- iii. The program should summarize the content of the PSR, the draft guidance other materials available, and adapt it in modules.
- iv. The materials developed should include practical examples related to the main commodity groups exported to the United States from Latin-American and Caribbean countries, to make it more relatable and easier to implement.
- v. The program should include evaluation tools based on the produce safety rule and the draft guidance.
- vi. Material development needs to be easy to use and register, loaded with a great number of graphics/pictures and short videos to make it very visual and appealing; lessons should last approximately 10 or 15 minutes, so the grower's attention is not lost. Participants want more practical programs and less theory.
- vii. The program must help growers to raise awareness and must be intuitive and easy to follow, indicating how to do things.
- viii. Any content must be relatable and include real-life, everyday situations. For this, the developer must visit growers from various countries and regions to include in the program activities that they perform.
- ix. The use of the grower's language is key; simple language, very visual, practical scenarios, and easy to use. Some of the workers, who carry out the activities in the field, may have minimal or no education levels, so it is more effective to explain food safety concepts to them using images or short and dynamic videos using simple language. Friendly, fun simple, interactive, and dynamic content loaded with images and videos.
- x. The language used in the development of the web-based application and training tools should be streamlined with PSR and FDA terminology.
- xi. The program should consider the use of social media tools.
- xii. Consider additional platform requirements such as Content Delivery Networks (CDN) or On-demand media encoders for video, that will optimize materials to reach areas with slow internet connections.

- xiii. Development must comply with current web and app development best practices.
- b. Content needs to be developed based of the Food Safety Modernization Act:
  - i. Produce Safety Rule (PSR)
  - ii. Draft Guidance for Industry: Standards for the Growing, Harvesting, Packing, and Holding of Produce for Human Consumption.
  - iii. Produce Safety Alliance (PSA) standardized curriculum.
  - iv. Additional information from the FDA website regarding PSR should also be incorporated.
  - v. Supplementary materials from official sources

And adapt it in modules using practical examples, creating a very intuitive program, and indicating how to do things using applications.

- c. Training programs must be segmented according to the target audience (owners, supervisors, and workers) within the farm, developed in Spanish and English, considering cultural aspects present in Latin America and the Caribbean, like expressions, good practices, relevant crops, etc.
  - d. Along the training materials development process, the provider will participate in periodic meetings with an experts' panel appointed by IICA and FDA/LAO.
  - e. Once the training materials are completed it will be evaluated by a panel of expert/reviewers to make suggestions on the content or delivery methods. The suggestions will be incorporated in the program.
4. The main deliverables expected are:
- a. Set of mobile and web-based application training materials and platform for owners, supervisors, and growers, for access on any device and providing download options for programs/tools/apps that once downloaded for the first time do not require further internet access. A web-based application and platform for access on any device. This needs to be easy to use and register, loaded with many images and short videos.
5. Main Characteristics of the content:
- a. Developed by levels to serve the different audiences on the farm and allow the multiplier model under certain circumstances.
  - b. Simple language, very visual, considering practical scenarios, and easy to use.

- c. Summarize the content of the PSR and the draft guideline and the PSA curriculum, adapt it in modules using practical, real life examples.
  - d. Create a glossary of terms based on PSR curricula and FDA key words to standardize the use of acronyms and concepts.
6. Period: The action should be conducted over five months: June 2021 - November 2021.
7. The Technical Proposal should provide the following information:
  - a. A description of the firm's/company's/consortium experience on comparable assignments
  - b. At least three client references, with information regarding similar services must be provided along with contact information (name, telephone numbers and e-mail addresses).
  - c. A detailed description of work plan/schedule for performing the assignment.
  - d. Recent CVs of principal/key staff members
  - e. A detailed description of the proposed action, including the following aspects:
    - i. Executive Summary,
    - ii. General Objective
    - iii. Specific Objectives,
  - f. Specific description of the products to be developed for each one of the target audiences:
    - i. Growers/workers: Low literacy level/ basic knowledge level
    - ii. Supervisors
    - iii. Managers/Owner
  - g. Action plan and Schedule of activities
8. The Financial Proposal should list all costs associated (costs broken down by activity) with the assignment.
9. The cost of preparing and submitting the proposal is not reimbursable as a direct cost of the assignment.
10. The bid should contain a detailed description of the services offered, the resolution of problems, costs, delivery times, and other aspects of interest that reliably demonstrate

the competitive advantage of the bidder. IICA may seek confirmation of the information presented in the bid if deemed pertinent.

11. IICA will evaluate the following aspects of the bids submitted:

- a. Specific experience in the development and implementation of similar actions (minimum of three assignments).
- b. Demonstrated knowledge of FSMA and the Produce Safety Rule.
- c. Demonstrated experience in the development of digital tools.
- d. The firm/company/consortium's approach and methodology for implementing the project.
- e. Experience in carrying out consultancy assignments for Latin America and the Caribbean Region and other equivalent international development partners/stakeholders would be an advantage.

12. Submission

The completed proposal must be submitted by end of business until 16:30 hours (Costa Rica Time) on April 23<sup>th</sup> of 2021. Proposals should be submitted electronically to: [servicios@iica.int](mailto:servicios@iica.int).

The files submitted should include a) the technical bid; b) the financial bid; and c) the legal documents (only applicable for Firms/Companies).

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