

Working with EBRD – Consultant Opportunities for Czech Consultants

Strategy for Winning Contracts

Dilek Macit

Director

Consultancy & Corporate Procurement Department
EBRD

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Strategy for Winning Contracts – Basics (1)

Be pragmatic when drafting Expression of Interest (EoI) or proposal

(1) Main objective **is not** to describe how to successfully carry out the assignment in the EoI or technical proposal

(2) Main objective **is** to address the requirements as per procurement notice or Request for Proposal package and to be awarded the contract



Strategy for Winning Contracts – Basics (2)

- Focus on smaller assignments awarded via Selection from Shortlist first (the first contract with EBRD enables you to demonstrate your excellence)
- The expression of interest (EoI) matters (starting point)
- Level of competition? Do you have any comparative/competitive advantage (e.g. opportunities funded by the Czech ODA TC Fund, experts fluent in Russian)?



Strategy for Winning Contracts – Assess Notice & Evaluation Criteria

- What are the specific submission requirements/evaluation criteria for Eols/proposals?
 - Project references:** Previous similar project experience? Similar budget/duration? Similar services/objectives/activities? Similar country/region?
 - Key experts/CVs:** Relevant previous professional experience? Language requirements? How many key (!) experts?
 - For proposals: **Methodology, comments on Terms of Reference (“ToR”), work plan**



Strategy for Winning Contracts – Assess Notice & Evaluation Criteria

Pay attention to detail! Is your expression of interest/proposal responsive?

Albert Einstein:

“Not everything that counts can be counted and not everything that can be counted counts”



Strategy for Winning Contracts – Join Forces (1)

Be realistic! Can you match the submission/evaluation criteria? If not, consider

(i) **consortia** or sub-contracting opportunities, identify potential local, regional or international **partner firms** to complement your firm's strengths (know-how, project references, key experts)

(ii) engaging **external experts** to satisfy requirements related to key personnel



Strategy for Winning Contracts – Join Forces (2)

- Know the countries/markets (EBRD, World Bank, IFC, EuropeAid etc.). Research and assess:
 - (1) Contracts awards
 - (2) Previous shortlists for similar assignments
 - (3) Statistics
- EBRD Contract award notices/shortlists information available under:

<http://www.ebrd.com/pages/workingwithus/procurement/consultancy.shtml>



EBRD Contract award notices/shortlists

<http://www.ebrd.com/pages/workingwithus/procurement/reports.shtml>

October 2010

EBRD Signed Date	Success Status	Consultant Name	Consultant Nation
24/09/2010	Winner	COWI A/S	DENMARK
	Short Listed	CONSORTIUM ALPHA PLUS CONSULTING LLC	ARMENIA
	Short Listed	ENVIRON CIS LTD	RUSSIAN FEDERAT
	Short Listed	FICHTNER GMBH	GERMANY
	Short Listed	GRONTMIJ CARL BRO AS	DENMARK
	Short Listed	PARSONS BRINKERHOFF LTD	UNITED KINGDOM
15/10/2010	Winner	ADIYA OYUNGEREL	MONGOLIA
18/10/2010	Winner	FERGAL TRACE	IRELAND
	Short Listed	JEREMY DREW	UNITED KINGDOM
	Short Listed	DAVID NORRIS	UNITED KINGDOM
07/10/2010	Winner	OESTERREICHISCHE BUNDESFORSTE AG, CONSULTING	AUSTRIA
	Short Listed	ANRICA	AUSTRIA



Strategy for Winning Contracts – Contract Award Notices (other “Donors”)

1. EuropeAid

<http://www.europeaidcontracts.com> (commercial site)

2. World Bank

<http://web.worldbank.org/WBSITE/EXTERNAL/PROJECTS/0,,menuPK:51565~pagePK:95864~piPK:95915~theSitePK:40941,00.html>

3. United Nations Development Programme (UNDP)

http://procurement-notice.undp.org/view_awards.cfm

4. Asian Development Bank

<http://www.adb.org/site/business-opportunities/operational-procurement/consulting/contracts-awarded>



Strategy for Winning Contracts – Build Experts' Experience & Capacity

The EBRD's Small Business Support (SBS) team seeks **individual advisors** to provide assistance to micro, small and medium-sized enterprises:

(1) Enterprise Growth Programme (EGP)

<http://www.ebrd.com/pages/workingwithus/sbs/how/egp.shtml>

(2) Business Advisory Services (BAS)

<http://www.ebrd.com/pages/workingwithus/sbs/how/bas.shtml>



Strategy for Winning Contracts – “Be Kind to the Evaluators” (1)

(1) The key is to enable the evaluators to quickly and easily find and assess the relevant information

(2) Remember Blaise Pascal who wrote:

“I would have written a shorter letter but I did not have the time!”



Strategy for Winning Contracts – “Be Kind to the Evaluators” (2)

Key Question: Who is addressee? Who will evaluate/contract selected firm?

EBRD or the Client?

Are evaluators “EBRD bankers, managers of private company, civil servants, employees of municipality”?



Strategy for Winning Contracts – “Be Kind to the Evaluators” (2)

- Consider your application from perspective of evaluation committee. Are you able to easily assess your firm’s strengths and compliance with evaluation criteria?
- Submit documents that are
 - (i) tailored (adapt your regular standard documents)
 - (ii) focussed (all key points/evaluation criteria addressed?)
 - (iii) concise (table of content, clear structure & headlines, easy to assess, short sentences, use tables instead of running text when appropriate etc.)
 - (iv) accessible (submit one pdf-file not many)



Strategy for Winning Contracts - Example for Project References

Reference No.		Assignment Title:						
Name Firm	Country	Overall Assignment Budget (EUR)	Proportion carried out by Consultant (%)	No of Staff provided	Name of Client (public/private)	Funding Source/ Donor	Duration	Partners
Detailed Description of Assignment					Consulting Services Provided			
1) Background					1) Key Tasks per Objective			
2) Overall Objectives					2) Activities per Key Tasks			
3) Results/Outcome					3) Deliverables/Outputs			



Strategy for Winning Contracts - Example for Describing Experts' Experience

Assignment Title:	
Duration: (m/year) to (m/year)	
Country:	
Company/Client/ Donor:	
Expert's Position/ Job Title:	
Description:	<ul style="list-style-type: none">▪ Relevant Responsibilities/Tasks▪ Relevant Activities▪ Relevant Deliverables/Outputs



Strategy for Winning Contracts – Avoid the Big Don'ts

- Do not submit financial offer when selection is based on quality and do not add financial offer to EoI (unless otherwise requested)
- Do not reveal financial offer (ensure confidentiality!)
- Do not apply if your firm is not eligible (check eligibility clause in notice)
- Do not submit late
- Do not liaise with EBRD/Client after publication of notice (apart from requests for clarifications via instructions)
- Do not stay silent on conflict of interest!



Thank You! Questions?

Dilek Macit

Director

Consultancy & Corporate Procurement

Department

EBRD

Ph.: +44 20 7338 6863

macitd@ebrd.com

