



Request for Proposals (RfP)

Community-based tourism partnership for the IUCN Sustainable Tourism project

Global Protected Areas Programme

Issue Date: 20 August 2021

Closing Date and Time: 31 August 2021, 23:59 CET

IUCN Contact :

[Ulrika Åberg](#), Programme Officer, IUCN Global Protected Areas Programme

PROJECT:

SUSTAINABLE TOURISM AND PROTECTED AREAS IN A POST-COVID WORLD

Call for Proposals:

Enhancing resilient community-based tourism in and around protected and conserved areas to help recovery from COVID-19 impacts.

PART 1 – INSTRUCTIONS TO PROPOSERS AND PROPOSAL CONDITIONS

1.1. About IUCN

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,400 Member organisations and some 18,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being.

www.iucn.org

<https://twitter.com/IUCN/>

1.2. Summary of the Requirement

IUCN invites you to submit a Proposal for the Community-based tourism partnership for the 'Sustainable Tourism and Protected Areas in a Post-COVID World' project led by IUCN on behalf of GIZ and the German BMZ Ministry. The detailed Terms of Reference can be found in Part 2 of this RfP.

1.3. The procurement process

The following key dates apply to this RfP:

RfP Issue Date	20 August 2021
RfP Closing Date and Time	31 August 2021
Estimated Contract Award Date	15 September 2021

1.4. Conditions

IUCN is not bound in any way to enter into any contractual or other arrangement with any Proposer as a result of issuing this RfP. IUCN is under no obligation to accept the lowest priced Proposal or any Proposal. IUCN reserves the right to terminate the procurement process at any time prior to contract award. By participating in this RfP, Proposers accept the conditions set out in this RfP.

IUCN requires Proposers to refrain from corrupt and fraudulent/prohibited practices in participating in this procurement. To this end, Proposers must sign the "[Proposer's Declaration](#)" and include it in their Proposal.

Proposers shall permit IUCN to inspect all accounts, records and other documents relating to the submission of the Proposal and contract performance (in case of an award), and to have them audited by auditors appointed by IUCN.

1.5. Queries and questions during the RfP period

Proposers are to direct any queries and questions regarding the RfP to the above IUCN Contact. No other IUCN personnel are to be contacted in relation to this RfP.

Proposers may submit their queries no later than 27 August.

As far as possible, IUCN will issue the responses to any questions, suitably anonymised, to all Proposers. If you consider the content of your question confidential, you must state this at the time the question is posed.

1.6. Amendments to RfP documents

IUCN may amend the RfP documents by issuing notices to that effect to all Proposers and may extend the RfP closing date and time if deemed appropriate.

1.7. Proposal lodgement methods and requirements

Proposers must submit their Proposal to IUCN no later than 23:59 CET on 31 August 2021 by email to: ulrika.aberg@iucn.org. The subject heading of the email shall be [RfP – Community based tourism partnership for the IUCN Sustainable Tourism project - [Proposer Name]]. Electronic copies are to be submitted in PDF and native (e.g. MS Word) format. Proposers may submit multiple emails (suitably annotated – e.g. Email 1 of 3) if attached files are deemed too large to suit a single email transmission (10MB).

Proposals must be prepared in English and in the format stated in Part 3 of this RfP.

1.8. Late and Incomplete Proposals

Any Proposal received by IUCN later than the stipulated RfP closing date and time, and any Proposal that is incomplete, will not be considered. There will be no allowance made by IUCN for any delays in transmission of the Proposal from Proposer to IUCN.

1.9. Withdrawals and Changes to the Proposal

Proposals may be withdrawn or changed at any time prior to the RfP closing date and time by written notice to the IUCN contact. No changes or withdrawals will be accepted after the RfP closing date and time.

1.10. Validity of Proposals

Proposals submitted in response to this RfP are to remain valid for a period of 90 calendar days from the RfP closing date.

1.11. Evaluation of Proposals

The evaluation of Proposals shall be carried out exclusively with regards to the evaluation criteria and their relative weights specified in part 3 of this RfP.

PART 2 – TERMS OF REFERENCE

2.1 Background

Protected Areas play a crucial role in maintaining the health of the planet and our health as a species. They are crucially important in conserving biodiversity and ecosystem services, such as food, clean water supply, medicines and protection from the impacts of natural disasters. Their role in helping mitigate and adapt to climate change is also increasingly recognized; it has been estimated that the global network of protected areas stores at least 15% of terrestrial carbon.

In addition, protected areas play a critical role in maintaining human health and well-being. The World Health Organization (WHO) suggests that up to a quarter of all deaths could be avoided simply by improved management of environmental issues such as air pollution, water contamination and dust from degraded drylands, which are all major killers. Research

has linked deforestation and forest fragmentation with the emergence of diseases such as HIV, Ebola and COVID-19, through increased contact between humans and wildlife carriers. Importantly, natural landscapes have been shown to provide health benefits to people with mental health or substance abuse problems. Pleasant places actually make us feel better.

Tourism is a key economic driver to support protected areas, and provide a key way of fostering the public's connections to protected areas. Visitor experiences can be transformative for an individual's personal growth and well-being, while instilling an increased sense of stewardship and support for protected area values. Protected area tourism's economic benefits - which depend on beautiful natural areas, healthy wildlife and nature, and authentic cultures - can also be a powerful argument for conservation. Tourism in protected areas is a major part of the global tourism industry whose scale and impacts are enormous. Within the context of the global COVID-19 pandemic, tourism is one of the most impacted sectors, impacting economies, livelihoods, public services and opportunities on all continents. The global pandemic is having immediate and longer-term [effects on protected and conserved areas](#). The pandemic has already resulted in the closure of parks and protected areas in many countries.

As part of the 'Sustainable Tourism and Protected Areas in a Post-COVID World' project led by IUCN on behalf of GIZ and the German BMZ Ministry, the Proposer will play a key role in delivering site-based technical support, facilitation, networking and learning in Peru and / or Vietnam, as well as contributing to global knowledge on the future of tourism post-pandemic in and around protected and conserved areas, including World Heritage Sites.

The project will focus on two protected areas in Peru and at least five in Vietnam, working with local stakeholders and communities to address the challenges in sustaining a viable tourism product in these areas, and supporting recovery post-COVID-19.

IUCN is seeking an expert agency or institution to provide key support to community-based tourism development and recovery in and around protected and conserved areas, as well as to contribute to the global knowledge-base on this important component of sustainable development and nature conservation.

2.2 Proposal Submission and timeframe

The deadline for IUCN to receive the Proposal is 23:59 CET on Tuesday 31st August by email to ulrika.aberg@iucn.org.

IUCN will evaluate all bids and communicate the result by Friday 3rd September, when the contracting process will commence.

A minimum 12-month engagement is foreseen, from mid-September 2021 to October 2022. All reporting and submission of outputs must be received by IUCN by early-October 2022.

It is likely that a follow-on phase will allow a second phase of activities in 2023, through a follow-on RfP.

A key consideration will be the ability of the partner to include the target sites and activities into their own ongoing programmes and support networks.

2.3 Elements

There are three distinct elements to this Terms of Reference. Proposals for each one will be evaluated separately according to the criteria below. IUCN may select Proposers for one, two or three elements. As such, Proposers are requested to send a Proposal for one or more elements. IUCN welcome combined Proposal submittals that address all of the elements, link two of the elements, or just focus on delivery of one Element.

Element 1: Global – supporting IUCN in shaping and sharing knowledge on how to enable community-based tourism in a post-COVID 19 scenario

Element 2: Peru – supporting at least two protected areas in Peru to plan and implement community-based tourism recovery actions

Element 3: Vietnam – supporting at least five protected areas in Vietnam to plan and implement community-based tourism recovery actions

2.4 Summary of tasks and outputs per element

Element 1: Global:

- Contribute to an IUCN-produced Whitepaper on the role of community-based tourism in pandemic recovery and prevention efforts in and around protected areas;
- Compile information and analysis on COVID-19 impacts on community livelihoods from tourism in and around protected areas, drawing on project sites in Peru, Vietnam and global case studies in collaboration with IUCN units and expert commission networks;
- Contribute to virtual technical discussion and exchange sessions;
- Design and adapt training materials for community-based tourism in and around protected and conserved areas, including World Heritage Sites, that incorporate pandemic recovery and prevention (One Health principles):
 - o One training course module produced on protected area destinations and itinerary and product development for small-scale and local community visitor management and operations;
 - o One training course module produced on marketing and promotion for community-based tourism in protected area destinations, adapted to post-COVID-19 recovery and 'One Health' protocols;
- Advice on and support the design and development of another two training course modules in collaboration with IUCN units and expert commission networks:
 - o One training course module on 'One Health' principles for post-COVID-19 recovery of tourism operations in and around protected areas;
 - o One training course sub-module produced on women and community-based tourism in protected areas;
- Help promote technology solutions as part of community-based tourism, including virtual tours.

Element 2: Peru (Amarakaeri Communal Reserve and Rio Abiseo World Heritage Area):

- Engage local stakeholders, including marginalized groups, to develop gender-sensitive, community-led action plans for COVID-19 response measures based on baseline diagnosis reports for the two Protected Areas, as well as response measures, disaggregated to favour women's participation and benefit, in collaboration with the local communities;
- Deliver one training course on protected area destinations and itinerary and product development for small-scale and local community visitor management and operations;
- Deliver one training course on marketing and promotion for community-based tourism in protected area destinations, adapted to post-COVID-19 recovery and 'One Health' protocols;
- Together with IUCN, co-support the delivery of one training course on 'One Health' principles for post-COVID-19 recovery of tourism operations in and around protected areas;
- Together with IUCN, co-support the delivery of one training course on women and community-based tourism in protected areas;
- Contribute to benchmark evaluation reports on the status of community livelihoods and well-being in and around the two Protected Areas;
- Support IUCN and partners in key elements of implementation of the community-based action plans,
 - o including advisory and technical support for a 'cash for work' scheme that supplements local income using project financing mechanisms.

Element 3: Vietnam (Con Dao National Park, Pu Mat National Park, Cuc Phuong - Van Long National Park, Son Tra National Park and Phong Nha Ke Bang National Park)

- Engage local stakeholders, including marginalized groups, to develop gender-sensitive, community-led action plans for COVID-19 response measures based on baseline diagnosis reports and market-ready tourism itineraries for each of the Protected Areas;
- Deliver one training course on protected area destinations and itinerary and product development for small-scale and local community visitor management and operations;
- Deliver one training course on marketing and promotion for community-based tourism in protected area destinations, adapted to post-COVID-19 recovery and 'One Health' protocols;
- Together with IUCN, co-support the delivery of one training course on 'One Health' principles for post-COVID-19 recovery of tourism operations in and around protected areas;
- Together with IUCN, co-support the delivery of one training course on women and community-based tourism in protected areas;

- Contribute to benchmark evaluation reports on the status of community livelihoods and well-being in and around the Protected Areas.

2.5 Selection criteria

In the Proposal, IUCN require a clear description of how the tasks and outputs of each element will be achieved in the 12-months timeframe, and an estimated budget of costs for implementation. The Proposal should address each of the following criteria:

- Demonstrated institutional experience, expertise and suitability for delivery of the element(s);
- Experience and reputation at the required level for each element (global or national);
- A clear pathway to delivery of the outputs of each element is defined, logical and realistic;
- Demonstrated work plan exhibiting set time-frames for the different tasks and outputs, and inter-dependency between activities;
- Demonstrated understanding of the role of community-based tourism as a tool for sustainable development;
- Demonstrated capacity to deliver knowledge, enable learning and share experiences;
- Cost-effectiveness and ability to meet tight deadlines;
- Consideration for sustainability of engagement and products beyond the initial timeframe;
- Responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work;
- Ability to mobilize relevant supporting networks and peers.

2.6 Budget

IUCN request that each Proposal submittal express a cost-effective, realistic budget. IUCN will select the budget that is the most realistic, achievable and cost-effective. Please ensure the budget reflects actual costs and is based on your experience in delivering similar activities and programmes.

Please also demonstrate how you will manage finances and administer the activities. Evidence of similar programmes and projects will be valuable.

PART 3 – THE EVALUATION MODEL

The proposals received will be evaluated in accordance with the criteria and associated relative weights as indicated in the table below. This evaluation weighting will be carried out for each Element of the RfP. Proposals for two or more Elements will be evaluated against the criteria for each specific Element before a decision is made on the overall value of the combined Proposal.

3.1 Criteria Weight

1. Relevant and fully validated experience and expertise of the Proposer, demonstrated by past work and qualifications: 30%
2. Technical Proposal shows clear understanding of the objectives of the partnership: 15%
3. Approaches suggested in the technical Proposal are well-defined, relevant and correspond directly to the TORs: 25%
4. Approaches suggested in the technical Proposal, including work plan, are feasible and provide clear path for successful, on-time, on-budget completion of the work, with a description of how the sustainability of the engagement beyond the timeframe may be supported by the Proponent: 25%
5. Demonstrated excellent ability to incorporate diverse and multiple rounds of feedback and work under tight timelines: 5%

Total 100%

PART 4 – INFORMATION TO BE PROVIDED BY PROPOSERS

By participating in this RfP, Proposers are indicating their acceptance to be bound by the conditions set out in this RfP.

This Part details all the information Proposers are required to provide to IUCN. Submitted information will be used in the evaluation of Proposals. Proposers are discouraged from sending additional information, such as sales brochures, that are not specifically requested.

Each of the following must be submitted as a separate document, and will be evaluated separately.

4.1 Declaration

Please read and sign the [Declaration](#) and include this in your proposal.

4.2 Technical information

- i. Proposals showing clear understanding of the objectives of the partnership and how they will be fulfilled for the 12-months partnership duration, with strategic outlines, creative approaches and efficient work plans for meeting the objectives that are well-designed, relevant and correspond to the RfP.
- ii. Relevant examples of the proposer's work corresponding well to the objectives of the RfP.
- iii. A summary of the team the Proposer will assign to this project and their expected roles with a brief overview of their skills, competencies and experience relevant to implement the objectives of the RfP.

4.3 Pricing information

4.3.1 Prices include all costs

Submitted rates and prices are deemed to include all costs, insurances, taxes, fees, expenses, liabilities, obligations, travels, risk and other things necessary for the performance of the

Requirement. Any charge not stated in the Proposal as being additional, will not be allowed as a charge against any transaction under any resultant Contract.

4.3.2 Applicable Goods and Services Taxes

Proposal rates and prices shall be exclusive of Value Added Tax.

4.3.3 Currency of proposed rates and prices

Unless otherwise indicated, all rates and prices submitted by Proposers shall be in Swiss Francs (CHF) OR Euros (EUR) OR US Dollars (USD). If the budget is not in Swiss Francs then it must also include a column with conversion to Swiss Francs with exchange rate and date indicated.

4.3.4 Rates and Prices

Include estimated hours of work, plus material, travel and overhead if applicable, for total amounts estimated for each of the Element tasks. The total amounts for Element tasks cumulatively shall add up to the total budget for this RfP.

PART 5 – DEFINITIONS

For the purposes of this Request for Proposal (RfP) the following definitions apply:

Contract	Means any contract or other legal commitment that results from this Request for Proposals.
Contractor	Means the entity that forms a Contract with IUCN for provision of the Requirement.
Instructions	Means the instructions and conditions set out in Part 1 of this Request for Proposals.
IUCN	Means IUCN, International Union for Conservation of Nature and Natural Resources.
IUCN Contact	Means the person IUCN has nominated to be used exclusively for contact regarding this Request for Proposals and the Contract.
Proposal	Means a written offer submitted in response to this Request for Proposals.
Proposer	Means an entity that submits, or is invited to submit, a Proposal in response to this Request for Proposals.
Requirement	Means the supply to be made by the Contractor to IUCN in accordance with Part 2 of the RfP.
RfP	Request for Proposals