



Request for Proposals (RfP)

National short-term consultant to produce communication materials for Bahari Mali project.

IUCN Tanzania – Bahari Mali Project

RfP Reference:

Welcome to this Procurement by IUCN. You are hereby invited to submit a Proposal. Please read the information and instructions carefully because non-compliance with the instructions may result in disqualification of your Proposal from this Procurement.

1. REQUIREMENTS

1.1. A detailed description of the services and/or goods to be provided can be found in Attachment 1

2. CONTACT DETAILS

2.1. During this procurement, i.e., from the publication of this RfP to the award of a contract, you may not discuss this procurement with any IUCN employee or representative other than the following contact. You must address all correspondence and questions to the contact, including your proposal.

IUCN Contact: tenders.tz@iucn.org

3. PROCUREMENT TIMETABLE

3.1. This timetable is indicative and may be changed by IUCN at any time. If IUCN decides that changes to any of the deadlines are necessary, we will publish this on our website and contact you directly if you have indicated your interest in this procurement (see Section 3.2).

DATE	ACTIVITY
26 March 2024	Publication of the Request for Proposals
29 March 2024	Deadline for submission of questions
2 nd April 2024	Planned publication of responses to questions
12 April 2024	Deadline for submission of Proposals to IUCN (“ Submission Deadline ”)
15 April 2024	Clarification of Proposals
22 April 2024	Planned date for contract award
25 April 2024	Expected contract start date

3.2. Please email the IUCN contact to express your interest in submitting a proposal by the deadline stated above. This will help IUCN to keep you updated regarding the procurement.

4. COMPLETING AND SUBMITTING A PROPOSAL

4.1. Your Proposal must consist of the following four separate documents:

- Signed Declaration of Undertaking (see Attachment 2)
- Pre-Qualification Information (see Section 4.3 below)
- Technical Proposal (see Section 4.4 below)
- Financial Proposal (see Section 4.5 below)

Proposals must be prepared in English.

4.2. Your Proposal must be submitted by email to the IUCN Contact (see Section 2). The subject heading of the email shall be Consultancy to Produce Communication Material – Bahari Mali. The bidder’s name is

the name of the company/organisation on whose behalf you are submitting the proposal, or your own surname if you are bidding as a self-employed consultant. Your proposal must be submitted in PDF format. You may submit multiple emails suitably annotated, e.g., Email 1 of 3, if attached files are too large to suit a single email transmission. You may not submit your Proposal by uploading it to a file-sharing tool.

IMPORTANT: Submitted documents must be password-protected so that they cannot be opened and read before the submission deadline. Please use the same password for all submitted documents. After the deadline has passed and within 12 hours, please send the password to the IUCN Contact. This will ensure a secure bid submission and opening process. Please DO NOT email the password before the deadline for Proposal submission.

4.3. *Pre-Qualification Criteria*

IUCN will use the following Pre-Qualification Criteria to determine whether you have the capacity to provide the required goods and/or services to IUCN. Please provide the necessary information in a single, separate document.

Pre-Qualification Criteria	
1	3 reference letters from NGOs addressed to IUCN
2	Confirm and submit all the necessary legal registrations to perform the work including: <ol style="list-style-type: none"> 1. Certificate of incorporation 2. Tax clearance certificate 3. TIN Certificate 4. NBAA Certification

4.4. *Technical Proposal*

The technical proposal must address each of the criteria stated below explicitly and separately, quoting the relevant criteria reference number (left-hand column).

Proposals in any other format will significantly increase the time it takes to evaluate, and such Proposals may therefore be rejected at IUCN's discretion.

Where CVs are requested, these must be of the individuals who will carry out the work specified. The individuals you put forward may only be substituted with IUCN's approval.

IUCN will evaluate technical proposals with regards to each of the following criteria and their relative importance:

	Description	Information to provide	Relative weight
1	Quality of technical approach	1. Description of the conceptual and methodological approach. Combine 1 & 2: Explain how you will implement and meet the deliverables and objectives specified in the ToR.	30
2	The conceptual and methodological approach	Description of the conceptual and methodological approach to be used in the process as stipulated in sect 4 of the ToR	30

4	Relevant competencies and experience	<p>Experts/Subject matter experts</p> <p>1. Education: Bachelor’s degree in journalism, film, communications, or another related field.</p> <p>2. Work experience: at least 5 years of proven experience in cinematography, photography and one of the technical areas listed above. Experience in production of natural resources films/documentaries.</p> <p>3. artistic and innovative ways of storytelling and cutting-edge stories including use of animation and background narration. Proof of innovative ways of storytelling by the consultant (From previous relevant assignments) to be attached/shared.</p>	40
TOTAL			100%

4.5. *Financial Proposal*

4.5.1. The financial proposal must be a fixed and firm price for the provision of the goods/services stated in the RfP in their entirety.

4.5.2. *Prices include all costs.*

Submitted rates and prices are deemed to include all costs, insurances, taxes, fees, expenses, liabilities, obligations, risk, and other things necessary for the performance of the Terms of Reference or Specification of Requirements. IUCN will not accept charges beyond those clearly stated in the Financial Proposal.

IUCN withhold 5% of the professional fee charged as withholding tax payment.

4.5.3. *Applicable Goods and Services Taxes*

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

4.5.4. *Currency of proposed rates and prices*

All rates and prices submitted by Proposers shall be in USD.

4.6. Additional information not requested by IUCN should not be included in your Proposal and will not be considered in the evaluation.

4.7. Your proposal must remain valid and capable of acceptance by IUCN for 90 calendar days following the submission deadline.

4.8. *Withdrawals and Changes*

You may freely withdraw or change your proposal at any time before the submission deadline by written notice to the IUCN Contact. However, to reduce the risk of fraud, no changes or withdrawals will be accepted after the submission deadline.

5. EVALUATION OF PROPOSALS

5.1. *Completeness*

IUCN will first check your proposal for completeness. Incomplete proposals will not be considered further.

5.2. *Pre-Qualification Criteria*

Only proposals that meet all the pre-qualification criteria will be evaluated.

5.3. *Technical Evaluation*

5.3.1. *Scoring Method*

Your proposal will be assigned a score from 0 to 10 for each of the technical evaluation criteria, such that ‘0’ is low and ‘10’ is high.

5.3.2. *Minimum Quality Thresholds*

Proposals that receive a score of '0' for any of the criteria will not be considered further.

5.3.3. *Technical Score*

Your score for each technical evaluation criterion will be multiplied with the respective relative weight (see Section 4.4) and these weighted scores added together to give your proposal's overall technical score.

5.4. *Financial Evaluation and Financial Scores*

The financial evaluation will be based upon the full total price you submit. Your financial proposal will receive a score calculated by dividing the lowest financial proposal that has passed the minimum quality thresholds (see Section 5.3.2) by the total price of your financial proposal.

Thus, for example, if your financial proposal is for a total of CHF 100 and the lowest financial proposal is CHF 80, you will receive a financial score of $80/100 = 80\%$

5.5. *Total Score*

Your proposal's total score will be calculated as the weighted sum of your technical score and your financial score.

The relative weights will be:

Technical:	70%
Financial:	30%

Thus, for example, if your technical score is 83% and your financial score is 77%, you will receive a total score of $83 * 70\% + 77 * 30\% = 58.1\% + 23.1\% = 81.2\%$.

Subject to the requirements in Sections 4 and 7, IUCN will award the contract to the bidder whose proposal achieves the highest total score.

6. **EXPLANATION OF PROCUREMENT PROCEDURE**

6.1. IUCN is using the Open Procedure for this procurement. This means that the contracting opportunity is published on IUCN's website and open to all interested parties to take part, subject to the conditions in Section 7 below.

6.2. You are welcome to ask questions or seek clarification regarding this procurement. Please email the IUCN Contact (see Section 2), taking note of the deadline for submission of questions in Section 3.1.

6.3. All proposals must be received by the submission deadline in Section 3.2 above. Late proposals will not be considered. All proposals received by the submission deadline will be evaluated by a team of three or more evaluators in accordance with the evaluation criteria stated in this RfP. No other criteria will be used to evaluate proposals. The contract will be awarded to the bidder whose proposal received the highest Total Score. IUCN does, however, reserve the right to cancel the procurement and not award a contract at all.

6.4. IUCN will contact the bidder with the highest-scoring proposal to finalise the contract. We will contact unsuccessful bidders after the contract has been awarded and provide detailed feedback. The timetable in Section 3.1 gives an estimate of when we expect to have completed the contract award, but this date may change depending on how long the evaluation of proposals takes.

7. **CONDITIONS FOR PARTICIPATION IN THIS PROCUREMENT**

7.1. To participate in this procurement, you are required to submit a proposal, which fully complies with the instructions in this RfP and the Attachments.

7.1.1. It is your responsibility to ensure that you have submitted a complete and fully compliant proposal.

7.1.2. Any incomplete or incorrectly completed proposal submission may be deemed non-compliant, and as a result you may be unable to proceed further in the procurement process.

7.1.3. IUCN will query any obvious clerical errors in your proposal and may, at IUCN's sole discretion, allow you to correct these, but only if doing so could not be perceived as giving you an unfair advantage.

7.2. In order to participate in this procurement, you must meet the following conditions:

- Free of conflicts of interest

- Registered on the relevant professional or trade register of the country in which you are established (or resident, if self-employed)
- In full compliance with your obligations relating to payment of social security contributions and of all applicable taxes
- Not been convicted of failing to comply with environmental regulatory requirements or other legal requirements relating to sustainability and environmental protection.
- Not bankrupt or being wound up
- Never been guilty of an offence concerning your professional conduct.
- Not involved in fraud, corruption, a criminal organisation, money laundering, terrorism, or any other illegal activity.

7.3. You must complete and sign the Declaration of Undertaking (see Attachment 2).

7.4. If you are participating in this procurement as a member of a joint venture, or are using sub-contractors, submit a separate Declaration of Undertaking for each member of the joint venture and sub-contractor, and be clear in your proposal which parts of the goods/services are provided by each partner or sub-contractor.

7.5. Each bidder shall submit only one proposal, either individually or as a partner in a joint venture. In case of joint venture, one company shall not be allowed to participate in two different joint ventures in the same procurement nor shall a company be allowed to submit a proposal both on its behalf and as part of a joint venture for the same procurement. A bidder who submits or participates in more than one proposal (other than as a subcontractor or in cases of alternatives that have been permitted or requested) shall cause all the proposals with the bidder's participation to be disqualified.

7.6. By taking part in this procurement, you accept the conditions set out in this RfP, including the following:

- It is unacceptable to give or offer any gift or consideration to an employee or other representative of IUCN as a reward or inducement in relation to the awarding of a contract. Such action will give IUCN the right to exclude you from this and any future procurements, and to terminate any contract that may have been signed with you.
- Any attempt to obtain information from an employee or other representative of IUCN concerning another bidder will result in disqualification.
- Any price fixing or collusion with other bidders in relation to this procurement shall give IUCN the right to exclude you and any other involved bidder(s) from this and any future procurements and may constitute a criminal offence.

8. CONFIDENTIALITY AND DATA PROTECTION

8.1. IUCN follows the European Union's General Data Protection Regulation (GDPR). The information you submit to IUCN as part of this procurement will be treated as confidential and shared only as required to evaluate your proposal in line with the procedure explained in this RfP, and for the maintenance of a clear audit trail. For audit purposes, IUCN is required to retain your proposal in its entirety for 10 years after the end of the resulting contract and make this available to internal and external auditors and donors as and when requested.

8.2. In the Declaration of Undertaking (Attachment 2) you need to give IUCN express permission to use the information you submit in this way, including personal data that forms part of your proposal. Where you include personal data of your employees (e.g. CVs) in your proposal, you need to have written permission from those individuals to share this information with IUCN, and for IUCN to use this information as indicated in 8.1. Without these permissions, IUCN will not be able to consider your proposal.

9. COMPLAINTS PROCEDURE

If you have a complaint or concern regarding the propriety of how a competitive process is or has been executed, then please contact procurement@iucn.org. Such complaints or concerns will be treated as confidential and are not considered in breach of the above restrictions on communication (Section 2.1).

10. CONTRACT

The contract will be based on IUCN's template in Attachment 3, the terms of which are not negotiable. They may, however, be amended by IUCN to reflect requirements from the donor funding this procurement.

11. 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.

Headquartered in Switzerland, IUCN Secretariat comprises around 1,000 staff with offices in more than 50 countries.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,300 Member organisations and some 10,000 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 people's 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/>

12. ATTACHMENTS

Attachment 1 *Specification of Requirements / Terms of Reference*

TERMS OF REFERENCE

1. Project description

The IUCN Eastern and Southern Africa Regional Office (ESARO) operates in twenty-four countries in the Western Indian Ocean (WIO). The ESARO Programme focuses on biodiversity conservation through a diverse portfolio of projects and programmatic initiatives ranging from activities at the level of individual protected areas to shaping regional policy on biodiversity conservation. Program and project implementation is done in collaboration with IUCN members, commissions and other strategic partners.

IUCN has signed a Memorandum of Understanding (MoU) with the Irish Embassy in Dar es Salaam Tanzania for the financial support of the 3 years' project called "Bahari Mali (Sustainable Blue Livelihoods in the Tanga-Pemba Seascape), Tanzania". This builds on more than four decades of operations in Tanzania working with many partners and stakeholders to implement a large and diverse portfolio of conservation projects ranging from management of protected areas, forest ecosystems, coastal and marine resources, aquatic ecosystems and climate change resilience. A program approach is adopted in the implementation of this initiative and builds on the IUCN Eastern and Southern Africa's [Blue Resilience framework](#), composed of 3 key pillars: Blue Planet, Blue People and Blue Partnerships. The project also contributes towards implementation of the Great Blue Wall Initiative.

2. Project goal, objectives and expected outputs

Project goal

The overall goal of the project is to unlock the development of a blue economy that contributes to longterm effective, equitable and inclusive conservation of coastal and marine biodiversity and ecosystem services in the Tanga-Pemba seascape. Ideally, this is aimed at supporting the establishment and operationalization of a regenerative and productive seascape in the Tanga-Pemba marine area.

Project objectives

The project has four objectives:

1. Improve livelihood and socio-economic status of coastal communities particularly women and youth as an approach towards enhancing resilience of coastal communities in the TangaPemba Seascape.
2. Improve management of marine and coastal ecosystems in the Tanga-Pemba Seascape through enhanced adaptive governance.
3. Improve knowledge and awareness among key stakeholders in Tanga-Pemba Seascape and the Western Indian Ocean region for improved conservation of ecosystems and coastal and marine resources.
4. Enhance advocacy in blue economy for effective conservation of ecosystems and coastal and marine resources in the Tanga-Pemba seascape.

Project expected outputs

In order to achieve the expected project objectives, this initiative operates under four main components, namely (i) Livelihoods, (ii) Governance, (iii) Research, analysis and communication and (iv) Advocacy.

1. Livelihoods - as an approach of enhancing resilience of coastal communities' particularly women and youth to climate change and promoting sustainable utilization of marine resources.
2. Governance – As an approach to strengthen management of marine and coastal ecosystems to sustain their goods and services for humankind, including support for adaptation and mitigation to climate change.
3. Research, analysis and communication – this aimed at generating knowledge that can be utilized to develop informed policies and plans to support proper management of marine coastal ecosystems and support sustainable blue economy.
4. Advocacy – intended to advocate for sustainable blue economy in particular the linkage between conservation of marine and coastal ecosystems and blue economy opportunities.

Objective of the consultancy

This consultancy aims at supporting IUCN in developing high-quality communication materials for Bahari Mali project. The task will see the production of a comprehensive documentary and associated communication materials that will effectively communicate and promote the Sustainable and Resilient Blue livelihoods while raising awareness, educating stakeholders, and fostering engagement in support of the project's conservation and sustainability initiatives.

Scope of work

The scope of work for this consultancy falls under major results as follows.

- A. Production of a high resolution and quality five-minute video documentary. This documentary is produced to highlight the positive outcomes of Sustainable Blue Livelihoods through the existing Blue Economy Incubation Groups. These include beneficiary stories (personal narratives from individuals and communities whose livelihoods have been positively impacted by the project, highlight success stories, showcasing how sustainable practices have improved their lives and the environment. The documentary

will also highlight the success of community restoration interventions through Beach Management Units (BMU) and Linkages between restoration and Livelihoods options within the seascape.

The documentary will also focus on Visual documentation of on-the-ground efforts, such as sustainable fishing practices, aquaculture initiatives, and community-led conservation efforts.

- B. A Bank of High-resolution photographs (Not less than 150 photos) of various project areas showcasing the project interventions, sea sceneries, aqua-culture plantations (Mangrove plantations)
- C. Design and printing of a 2-page Swahili Flyer on the Bahari Mali project, explaining all the project components and aligning testimonials from the project beneficiaries.

Key Responsibilities and Tasks

The consultant (s) will have the following functions and responsibilities.

1. Search, collect and review relevant documentaries to inform execution of this assignment.
2. Prepare an inception report detailing:
 - A comprehensive description of the consultant's understanding of the Terms of Reference and indicating any major inconsistency or deficiency in the terms of reference proposed amendments.
 - Methodologies to be used to carry out this assignment. The proposed methodologies should provide sufficient information needed under each of the three results areas of this assignment as stipulated under the scope of work above. This includes the proposed script for the documentary production.
 - A complete work plan for the entire period of undertaking this assignment.
3. With the support of project, organize and conduct field visit along the project areas for consultations with relevant stakeholders.
4. Prepare a draft Video documentary and Flyer and share with IUCN for review and comments.
5. Incorporate comments from IUCN to produce the final outputs.

Qualification and experience of the consultant

The consultant (s) to undertake this consultancy is expected to have the following qualifications and experience.

- A team leader holds at least a bachelor's degree in journalism, film, communications, or another related field.
- A team leader will have at least 5 years of proven experience in cinematography, photography and one of the technical areas listed above. Experience in production of natural resources films/documentaries is strongly an added advantage.
- A consultant with artistic and innovative ways of storytelling and cutting-edge stories. The documentary is expected to be more didactic, using animation and background narration. Proof of innovative ways of storytelling by the consultant (From previous relevant assignments) will also be considered. Applicants are encouraged to share links of their previous related work in their proposals.
- Excellent English and Kiswahili communication skills

Deliverables and Schedule of payments

This assignment is expected to be conducted for a maximum of 20 consecutive days. The payments will be subjected to withholding tax deduction of 5% for Tanzania residents as per Tanzania tax regulations.

Deliverables	Payment structure
Submission and presentation of the inception report	30%
Submission of draft video documentary, raw photographs and draft flier artwork.	40%
Submission of final accepted deliverables	30%