Request for Proposals (RfP)
BIOPAMA communication and visibility consultant

Oceania Regional Office
BIOPAMA Programme

Issue Date: 17 August 2021

Closing Date and Time: 17 September 2021 at 11:59 PM (GMT+12)

IUCN Contact:
Paul van Nimwegen
Protected and Conserved Areas Programme Coordinator
IUCN Oceania Regional Office
paul.vannimwegen@iucn.org

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.

Headquartered in Switzerland, IUCN Secretariat comprises around 950 staff 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 1,400 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 communication and visibility consultant to support the regional implementation of the Biodiversity and Protected Areas Programme (BIOPAMA) in the Pacific. The 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:
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.

Proposers must sign the “Proposer’s Declaration” and include it in their Proposal.

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.

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 11:59 PM GMT+12 on 17 September 2021 to: paul.vannimwegen@iucn.org. The subject heading of the email shall be [RfP – BIOPAMA Communication and visibility consultancy - [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.

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 30 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 – THE REQUIREMENT

2.1 Background

The Biodiversity and Protected Areas Management Programme (BIOPAMA) assists the African, Caribbean and Pacific countries to improve the long-term conservation and sustainable use of natural resources (see www.biopama.org). BIOPAMA is an initiative of the African, Caribbean and Pacific Group of States financed by the European Union's 11th European Development Fund. In the Pacific, IUCN Oceania leads the project’s implementation in partnership with SPREP and the European Commission Joint Research Centre, which consists of several streams of work:

- Provision of support and capacity building to protected area practitioners
- Establishing a protected area resource and data hub (hosted by SPREP)
- Preparation of technical reports and knowledge products
- €3 million grant facility to support on ground action in protected and conserved areas

IUCN is seeking to enhance the visibility of the outcomes from the above-mentioned activities and to promote the tools and services provided through the project through preparing communication materials for publication.

2.2 Work to be undertaken (outputs)

Under the guidance of IUCN, the consultant will take the lead with preparing a variety of communication materials that promote the outcomes of the BIOPAMA project in the Pacific region for the period of October 2021 to March 2022. Specific outputs of the consultancy will be:

<table>
<thead>
<tr>
<th>Deliverables</th>
<th>Description</th>
<th>Indicative timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detailed work plan</td>
<td>Detailed work plan with schedule of communication activities to be conducted during the consultancy</td>
<td>Mid-October 2021</td>
</tr>
</tbody>
</table>
| Online news stories                              | Prepare up to 16 online news stories showcasing the impact of grants and support activities in the region (approximately 500 -1000 words). This will involve liaising with and interviewing grant recipients to gain the relevant content. The articles may also include incorporating audio-visual content (embedded interviews from grantee interviews from YouTube). These stories will be published on the various project platforms. | Regularly over the duration of the consultancy (except over the Christmas holiday break) |}
<p>| Media releases                                   | Prepare 4 media releases that highlight the impact of the project at the country level (approximately 500 words)                                                                                                                                                                                                                                                                                          | Jan-March 2022      |
| Launch of the state of protected and conserved areas in Oceania report | Support the virtual launch of the state of protected and conserved areas in Oceania report (expected to occur in the first quarter of 2022), which will involve preparing the following communication materials: (i) visually engaging PowerPoint presentation outlining the findings of the report; and (ii) online flyer / poster to promote the event.                                                                                           | February 2022       |</p>
<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td>Short videos</td>
<td>Produce 3 simple videos highlighting the impact of specific project interventions (up to 1 minute in length). This will involve using available images and recordings. The consultant may also need to liaise with project partners.</td>
<td>Jan – March 2022</td>
</tr>
<tr>
<td>Flyers</td>
<td>Prepare and design up to 3 flyers for publishing online on the following topics: (i) overall impact of the BIOPAMA programme in the Pacific region; (ii) resource and data hub explainer; (iii) key facts and recommendations of the state of protected and conserved areas report; and (iv) impact of the grant.</td>
<td>November 2021</td>
</tr>
<tr>
<td>Pacific-inspired BIOPAMA motif</td>
<td>Design a Pacific-inspired BIOPAMA motif to be used in PowerPoint templates, fact sheets, flyers, and other communication products</td>
<td>November 2021</td>
</tr>
<tr>
<td>Retractable exhibition banner</td>
<td>Design a retractable exhibition banner to be used at conferences, exhibitions, launches and other promotional events</td>
<td>November 2021</td>
</tr>
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</table>

### 2.3 Requirements

The consultant should have the following qualifications and experience:

**Essential:**
- Exceptional English communication writing skills and a proven record of preparing high-quality and engaging articles
- Excellent graphic design skills, including a proven record of producing visually appealing content (using editing software such as Adobe InDesign, Illustrator, Photoshop and Premiere Pro)
- Graduate qualifications in communication and / or natural resource management fields
- More than five years of post-qualification experience in communication and design, preferably with involvement in the conservation sector or similar
- Ability to work flexibly, and adapt to changing deadlines or priorities
- Demonstrated ability to prioritise and plan, as well as organise work elements in a dynamic environment
- Good interpersonal and communication skills, and the ability to work as part of a team
- Superior command of the English language

**Preferred:**
- Previous experience and knowledge of the Pacific region
- Established network in the communications and media community of practice in the region
- An understanding of biodiversity conservation, including protected and conserved areas management

Citizens of Pacific Island countries / territories and Timor-Leste are encouraged to apply for this consultancy opportunity.

### 2.4 Duration and Location

The consultancy will be carried out over a period of six months and will comprise of 40 person/day. The consultant will be home based.
PART 3 – SUBMISSION REQUIREMENTS AND EVALUATION MODEL

3.1 Submission
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, and how this information will be used to select the best Proposal. Proposers are discouraged from sending additional information, such as sales brochures, that are not specifically requested. The consultancy is open to both self-employed individuals and companies.

The following must be submitted as separate documents:

Declaration
Please read and sign the declaration attached as Annex 1 (self-employed) or Annex 2 (organisation) and include this in your proposal.

Brief technical Proposal
• Statement addressing the requirements of the consultancy
• Methodology that will be used for each of the deliverables
• The expected timeline for each deliverable
• CV of the team members
• Example of past work

Financial proposal
• Budget linked with the deliverables
• Daily rate
• Time allocated to each deliverable

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

3.2 Evaluation criteria
The following criteria will be used to evaluate proposals:

• Qualifications and experience related to communication writing and graphic design (20%)
• Quality and relevance of previous work (30%)
• Knowledge and experience of biodiversity conservation (10%)
• Knowledge and experience of the Pacific region (10%)
• Financial offer (30%)

3.3 Contract
Proposers will be expected to sign the IUCN standard consultancy contract (self-employed individual or organisation), which can be provided upon request.
**PART 4 – DEFINITIONS**

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

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contract</td>
<td>Means any contract or other legal commitment that results from this Request for Proposals.</td>
</tr>
<tr>
<td>Contractor</td>
<td>Means the entity that forms a Contract with IUCN for provision of the Requirement.</td>
</tr>
<tr>
<td>Instructions</td>
<td>Means the instructions and conditions set out in Part 1 of this Request for Proposals.</td>
</tr>
<tr>
<td>IUCN</td>
<td>Means IUCN, International Union for Conservation of Nature and Natural Resources.</td>
</tr>
<tr>
<td>IUCN Contact</td>
<td>Means the person IUCN has nominated to be used exclusively for contact regarding this Request for Proposals and the Contract.</td>
</tr>
<tr>
<td>Proposal</td>
<td>Means a written offer submitted in response to this Request for Proposals.</td>
</tr>
<tr>
<td>Proposer</td>
<td>Means an entity that submits, or is invited to submit, a Proposal in response to this Request for Proposals.</td>
</tr>
<tr>
<td>Requirement</td>
<td>Means the supply to be made by the Contractor to IUCN in accordance with Part 2 of the RfP.</td>
</tr>
<tr>
<td>RfP</td>
<td>Request for Proposals</td>
</tr>
</tbody>
</table>
ANNEX 1: RFP DECLARATION (ORGANISATION)

I, the undersigned, hereby confirm that I am an authorised representative of the following organisation:

Registered Name of Organisation (the “Organisation”): _______________________

Registered Address (incl. country): _______________________________________

Year of Registration:__________________________________________________

I hereby authorise IUCN to store and use the information included in the attached Proposal in accordance with section 5.5 of the RfP. Where the Proposal includes Personal Data as defined by the European Union's General Data Protection Regulation (GDPR), I confirm that the Organisation has been authorised by each Data Subject to share this Data with IUCN for the purposes stated in section 5.5 of the RfP.

I further confirm that the following statements are correct:

1. The Organisation is duly registered in accordance with all applicable laws.
2. The Organisation is fully compliant with all its tax and social security obligations.
3. The Organisation and its staff and representatives are free of any real or perceived conflicts of interest with regards to IUCN and its Mission.
4. The Organisation agrees to declare to IUCN any real or perceived emerging conflicts of interests it or any of its staff and representatives may have concerning IUCN. The Organisation acknowledges that IUCN may terminate any contracts with the Organisation that would, in IUCN sole discretion, be negatively affected by such conflicts of interests.
5. None of the Organisation’s staff has ever been convicted of grave professional misconduct or any other offence concerning their professional conduct.
6. Neither the Organisation nor any of its staff and representatives have ever been convicted of fraud, corruption, money laundering, supporting terrorism or involvement in a criminal organisation.
7. The Organisation acknowledges that engagement by itself or any of its staff in fraud, corruption, money laundering, supporting terrorism or involvement in a criminal organisation will entitle IUCN to terminate any and all contracts with the Organisation with immediate effect.
8. The Organisation is a going concern and is not bankrupt or being wound up, is not having its affairs administered by the courts, has not suspended business activities, is not the subject of proceedings concerning those matters, or in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
9. The Organisation complies with all applicable environmental regulatory requirements or other legal requirements relating to sustainability and environmental protection.
10. The Organisation is not included in the UN Security Council Sanctions List, EU Sanctions Map, US Office of Foreign Assets Control Sanctions List, or the World Bank listing of ineligible firms and individuals. The Organisation agrees that it will not provide direct or indirect support to firms and individuals included in these lists.
11. The Organisation has not been, is not, and will not be involved or implicated in any violations of Indigenous Peoples’ rights, or injustice or abuse of human rights related to other groups or individuals, including forced evictions, violation of fundamental rights of workers as defined by the International Labour Organization’s (ILO) Declaration on the Fundamental Principles and Rights at Work, child labour, sexual exploitation, sexual abuse, or sexual harassment.

______________________________________________________
<Date and Signature of authorised representative of the Proposer>
ANNEX 2: RFP DECLARATION (SELF EMPLOYED INDIVIDUAL)

I, the undersigned, hereby confirm that I am self-employed and able to provide the service independent of any organisation or other legal entity.

Full name (as in passport):

Home or Office (please delete as appropriate) Address (incl. country):

I hereby authorise IUCN to store and use the information included in the attached Proposal, including any Personal Data as defined by the European Union’s General Data Protection Regulation (GDPR), in accordance with section 5.5 of the RfP.

I further confirm that the following statements are correct:

1. I am legally registered as self-employed in accordance with all applicable laws.
2. I am fully compliant with all my tax and social security obligations.
3. I am free of any real or perceived conflicts of interest with regards to IUCN and its Mission.
4. I agree to declare to IUCN any real or perceived emerging conflicts of interests I may have concerning IUCN. I acknowledge that IUCN may terminate any contracts with me that would, in IUCN sole discretion, be negatively affected by such conflicts of interests.
5. I have never been convicted of grave professional misconduct or any other offence concerning my professional conduct.
6. I have never been convicted of fraud, corruption, money laundering, supporting terrorism or involvement in a criminal organisation.
7. I acknowledge that engagement in fraud, corruption, money laundering, supporting terrorism or involvement in a criminal organisation will entitle IUCN to terminate any and all contracts with me with immediate effect.
8. I am not included in the UN Security Council Sanctions List, EU Sanctions Map, US Office of Foreign Assets Control Sanctions List, or the World Bank listing of ineligible firms and individuals. I agree that I will not provide direct or indirect support to firms and individuals included in these lists.
9. I have not been, am not, and will not be involved or implicated in any violations of Indigenous Peoples’ rights, or injustice or abuse of human rights related to other groups or individuals, including forced evictions, violation of fundamental rights of workers as defined by the International Labour Organization’s (ILO) Declaration on the Fundamental Principles and Rights at Work, child labour, sexual exploitation, sexual abuse, or sexual harassment.

______________________________________________________

<Date and Signature>