



SPREP

Secretariat of the Pacific Regional
Environment Programme

REQUEST FOR TENDERS

RFT: 2022/020
File: AP_3/28/1 and AP_3/19/1
Date: 21 April, 2022
To: Interested suppliers
From: Dr Melanie King, Project Coordination Unit

Subject: Request for tenders (RFT): Provision of communication services to support SPREP's climate finance project portfolio, EXTENDED

1. Background

- 1.1 The Secretariat of the Pacific Regional Environment Programme (SPREP) is an intergovernmental organisation charged with promoting cooperation among Pacific islands countries and territories to protect and improve their environment and ensure sustainable development.
- 1.2 SPREP approaches the environmental challenges faced by the Pacific guided by four simple Values. These values guide all aspects of our work:
 - We value the Environment
 - We value our People
 - We value high quality and targeted Service Delivery
 - We value Integrity
- 1.3 SPREP is an Accredited Entity to the Green Climate Fund (GCF) and the Adaptation Fund (AF), and an executing entity to the Global Environment Facility (GEF), working with 14 Member countries to access climate financing to achieve their climate ambitions. The Project Coordination Unit (PCU) functions as SPREP's operational focal point for the GCF and AF, which includes establishing and managing a portfolio of climate financing projects across a range of sectors; liaising with Member countries, donors and other stakeholders, and; championing project results, achievements and impacts.
- 1.4 The PCU provides high quality project development and management support for the benefit of its Members. The PCU works in a collaborative, cross cutting manner with other SPREP technical programmes and departments; and engages and works closely with a range of stakeholders including SPREP Member countries, Donors, international and regional entities, and public and private sectors.
- 1.5 Internally, the PCU provides leadership, guidance, advice and support to SPREP Programmes / Projects on project design, development and implementation, including the establishment and championing of project-related policies and procedures.
- 1.6 For more information see: www.sprep.org.

2. Specifications: statement of requirement

- 2.1. SPREP would like to call for tenders from qualified and experienced Communication Specialist firms to support SPREP programmes, projects and initiatives under the Project Coordination Unit include the climate financing portfolio.
- 2.2. The communication firm will play a key role in supporting organisational and Pacific region-based communication efforts. In particular, the role will provide guidance and delivery on:
- a. Outcomes and outputs supporting the strategic function of the PCU both internally and externally,
 - b. The results and impact of the projects in the portfolio,
 - c. Project outcomes and outputs supporting SPREP as an Accredited Entity / Implementing Entity to climate financing projects,
 - d. Communication outcomes on specific projects within the GCF Readiness & NAP portfolio, and
 - e. Ensuring all communication outputs are aligned to the SPREP communication guidelines.
- 2.3. The successful tenderer will be able to provide technical functionality including:
- a. strategic planning, advice and guidance
 - b. content development i.e. written and audio-visual
 - c. effective communications writing
 - d. professional editing i.e. written and audio-visual
 - e. desktop publishing
- 2.4. This role will work closely with the Project Coordination Unit (PCU) team and individual Project Managers under the climate financing portfolio (for project-related functions), to support PCU-organisational and project communication programs and messaging across a range of sectors and, donors, partners and stakeholders.
- 2.5. The role will also liaise with the SPREP Communications and Outreach Unit to ensure all outputs / deliverables are aligned with the overarching SPREP guidelines, systems and processes.
- 2.6. The role is for two-years and will be home-country based. It is expected there may be some travel as required to Samoa or other Pacific countries.
- 2.7. Tenderers will need to provide a comprehensive proposal as outlined in the attached terms of reference (Annex A).
- 2.8. The successful consultants must supply the services to the extent applicable, in compliance with SPREP's Values and Code of Conduct. https://www.sprep.org/attachments/Publications/Corporate_Documents/sprep-organisational-values-code-of-conduct.pdf. Including SPREP's policy on Child Protection, Environmental Social Safeguards, Fraud Prevention & Whistleblower Protection and Gender and Social Inclusion.
- 2.9. SPREP Standard Contract Terms and Conditions are non-negotiable.

3. Conditions: information for applicants

- 3.1 To be considered for this tender, interested Firms must meet the following conditions:

- i. Provide a comprehensive technical and financial proposal responding to the requirements in the attached terms of reference and as outlined in Section 4 below.
 - ii. Recent CVs of all personnel listed in the tender.
 - iii. Submission of five recent communication products produced by the tenderer.
 - iv. Provide three references relevant to this tender submission, including the most recent work completed.
 - v. Tenderers must declare any areas that may constitute conflict of interest related to this tender and sign the **Conflict of Interest form** provided.
- 3.2 Tenderer is deemed ineligible due to association with exclusion criteria, including bankruptcy, insolvency or winding up procedures, breach of obligations relating to the payment of taxes or social security contributions, fraudulent or negligent practice, violation of intellectual property rights, under a judgment by the court, grave professional misconduct including misrepresentation, corruption, participation in a criminal organisation, money laundering or terrorist financing, child labour and other trafficking in human beings, deficiency in capability in complying main obligations, creating a shell company, and being a shell company.
- 3.4 Tenderer must sign a declaration of **honour form** together with their application, certifying that they do not fall into any of the exclusion situations cited under 3.2 above and where applicable, that they have taken adequate measures to remedy the situation.

4. Submission guidelines

- 4.1. Tender documentation should demonstrate that the interested Firm satisfies the conditions stated above and below and is capable of meeting the required services and timeframes. Documentation must also include supporting examples to address the evaluation criteria.
- 4.2. Tender documentation should be submitted in English and outline the interested Firm's complete proposal, comprising:
- a. Provide a comprehensive technical and financial proposal responding to the requirements in the attached terms of reference, including the proposed methodology to undertake the functions outlined in the terms of reference, and details of relevant experience and qualifications to provide the services.
 - b. CV of the personnel listed in the tender.
 - c. Copies of five recent communication products produced by the tenderer.
 - d. Financial proposal: The financial proposal is to outline all costs associated with the undertaking of the role including professional fees (daily rate per team member including sub-contractors), communications and miscellaneous costs inclusive of all taxes. Any travel costs are to be excluded from the financial proposal.
 - e. Declaration form
 - f. Conflict of Interest form
 - g. Honour form
- 4.3. Tender submission must be in United States Dollars (USD).
- 4.4. Tenderers shall bear all costs associated with preparing and submitting a proposal, including cost relating to contract award; SPREP will, in no case, be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- 4.5. The tenderer might be requested to provide additional information relating to their submitted proposal, if the Tender Evaluation Committee requests further information for the purposes of tender evaluation. SPREP may shortlist one or more Tenderers and seek further information from them.

- 4.6. The submitted tender proposal must be for the entirety of the Terms of Reference and not divided into portions which a potential tenderer/bidder can provide services for.
- 4.7. No tender proposal may be modified after the deadline for submission of proposals.
- 4.8. The proposal must remain valid for 90 days from date of submission.
- 4.9. Tenderers / bidders must insist on acknowledgement of receipt of tender / proposals / bids.

5. Tender Clarification

- 5.1
 - a. Any clarification questions from applicants must be submitted by email to procurement@sprep.org before 17 May 2022 and responses will be posted on the SPREP website www.sprep.org/tender by 19 May 2022.
 - b. The only point of contact for all matters relating to the RFT and the RFT process is the SPREP Procurement Officer.
 - c. SPREP will determine what, if any, response should be given to a Tenderer question. SPREP will circulate Tenderer questions and SPREP's response to those questions to all other Tenderers using the SPREP Tenders page (<https://www.sprep.org/tenders>) without disclosing the source of the questions or revealing any confidential information of a Tenderer.
 - d. Tenderers should identify in their question what, if any, information in the question the Tenderer considers is confidential.
 - e. If a Tenderer believes they have found a discrepancy, error, ambiguity, inconsistency or omission in this RFT or any other information given or made available by SPREP, the Tenderer should promptly notify the Procurement Officer setting out the error in sufficient detail so that SPREP may take the corrective action, if any, it considers appropriate.

6. Evaluation criteria

- 6.1. SPREP will select a preferred Consultant on the basis of SPREP's evaluation of the extent to which the documentation demonstrates that the tenderer offers the best value for money, and that the tenderer satisfies the following criteria:
 - a) **Technical Proposal (80%)**
 - i. Provide a comprehensive technical proposal responding to the requirements in the attached terms of reference, including the proposed methodology to undertake the functions outlined in the terms of reference, and details of relevant experience and qualifications to provide the services.
 - ii. Details of the person(s) including their role and experience outlined against the qualifications and experience criteria listed above.
 - iii. CV of the consultant(s).
 - iv. Copies of five recent communication products produced by the tenderer.
 - b) **Financial Proposal (20%)**
 - i. The financial proposal is to outline all costs associated with the undertaking of the role including professional fees (daily rate per team member including sub-

contractors), communications and miscellaneous costs inclusive of all taxes. Any travel costs are to be excluded from the financial proposal.

7. Variation or Termination of the Request for Tender

- 7.1 a. SPREP may amend, suspend or terminate the RFT process at any time.
- b. In the event that SPREP amends the RFT or the conditions of tender, it will inform potential Tenderers using the SPREP Tenders page (<https://www.sprep.org/tenders>).
- c. Tenderers are responsible to regularly check the SPREP website Tenders page for any updates and downloading the relevant RFT documentation and addendum for the RFT if it is interested in providing a Tender Response.
- d. If SPREP determines that none of the Tenders submitted represents value for money, that it is otherwise in the public interest or SPREP's interest to do so, SPREP may terminate this RFT process at any time. In such cases SPREP will cancel the tender, issue a cancellation notice and inform unsuccessful bidders accordingly.

8. Deadline

8.1 The due date for submission of the tender is: 23 June, 2022, midnight (Apia, Samoa local time).

8.2 Late submissions will be returned unopened to the sender.

8.3 Please send all tenders clearly marked 'RFT 2022/020: **Provision of communication services to support SPREP's climate finance project portfolio** to one of the following methods:

Mail: SPREP
Attention: Procurement Officer
PO Box 240
Apia, SAMOA

Email: tenders@sprep.org (MOST PREFERRED OPTION)

Fax: +685 20231

Person: Submit by hand in the tenders box at SPREP Reception,
Vailima, Samoa.

Note:

Submissions made to the incorrect portal will not be considered by SPREP. SPREP is made aware of the error in submission prior to the deadline, the applicant will be advised to resubmit their application to the correct portal. However, if SPREP is not made aware of the error in submission until after the deadline, then the application is considered late and will be returned unopened to the sender.

SPREP reserves the right to reject any or all tenders and the lowest or any tender will not necessarily be accepted.

SPREP reserves the right to reject any or all tenders and the lowest or any tender will not necessarily be accepted, thereby incurring no liability to the affected tenderer/bidder, nor any obligation to inform the affected tenderers/bidders of the grounds for SPREP's action.

SPREP reserves the right to enter into negotiation with respect to one or more proposals prior to the award of a contract, split an award/awards and to consider localised award/awards between any proposers in any combination, as it may deem appropriate without prior written acceptance of the proposers.

A binding contract is in effect once signed by both SPREP and the successful tenderer. Any contractual discussion/work carried out/goods supplied prior to a contract being signed does not constitute a binding contract.

For any complaints regarding the Secretariat's tenders please refer to the Complaints section on the SPREP website
<http://www.sprep.org/accountability/complaints>.

Annex A: Terms of Reference

**Secretariat for the Pacific
Regional Environment
Programme**

Terms of Reference

For

**Communication Services to
support the Climate Finance
Project Portfolio**

1. Introduction

The Secretariat of the Pacific Regional Environment Programme (SPREP) is an intergovernmental organisation charged with promoting cooperation among Pacific islands countries and territories to protect and improve their environment and ensure sustainable development.

SPREP approaches the environmental challenges faced by the Pacific guided by four simple Values. These values guide all aspects of our work:

- We value the Environment
- We value our People
- We value high quality and targeted Service Delivery
- We value Integrity

SPREP is an Accredited Entity to the Green Climate Fund (GCF) and the Adaptation Fund (AF), and an executing entity to the Global Environment Facility (GEF), working with 14 Member countries to access climate financing to achieve their climate ambitions. The Project Coordination Unit (PCU) functions as SPREP's operational focal point for the GCF and AF, which includes establishing and managing a portfolio of climate financing projects across a range of sectors; liaising with Member countries, donors and other stakeholders, and; championing project results, achievements and impacts.

The PCU provides high quality project development and management support for the benefit of its Members. The PCU works in a collaborative, cross cutting manner with other SPREP technical programmes and departments; and engages and works closely with a range of stakeholders including SPREP Member countries, Donors, international and regional entities, and public and private sectors.

Internally, the PCU provides leadership, guidance, advice and support to SPREP Programmes / Projects on project design, development and implementation, including the establishment and championing of project-related policies and procedures.

For more information see: www.sprep.org.

1.1. The Need

We are seeking a Communications Specialist Firm who will support SPREP programmes, projects and initiatives under the Project Coordination Unit including the climate financing project portfolio.

The communication firm will play a key role in supporting organisational and Pacific region-based communication efforts.

In particular, the role will provide guidance and delivery on:

- (a) outcomes and outputs supporting the strategic function of the PCU both internally and externally,
- (b) the results and impact of the projects under the portfolio,
- (c) project outcomes and outputs supporting SPREP as an Accredited Entity / Implementing entity to climate financing projects, and
- (d) communication outcomes on specific projects within the GCF Readiness & NAP portfolio).
- (e) Ensuring all communication outputs are aligned to the SPREP Communication guidelines.

It is expected the successful tenderer will be able to provide technical functionality including:

- (a) strategic planning, advice and guidance
- (b) content development i.e. written and audio-visual
- (c) effective communications writing
- (d) professional editing i.e. written and audio-visual
- (e) desktop publishing

This role will work closely with the Project Coordination Unit (PCU) team and individual Project Managers under the climate financing portfolio (for project-related functions), to support PCU-organisational and project communication programs and messaging across a range of sectors and, donors, partners and stakeholders.

The role will also liaise with the SPREP Communications and Outreach Unit to ensure all outputs / deliverables are aligned with the overarching SPREP guidelines, systems and processes.

The role is for two-years and will be home-country based. It is expected there may be some travel as required to Samoa or other Pacific countries.

2. Scope of Work

To increase the visibility of SPREP's climate financing portfolio, including outcomes and results achieved through the portfolio - with external stakeholders including donors, Member Countries and other stakeholders, and internally within SPREP – and to deliver against the recognised need outlined above, the expected scope of work will cover two components: (a) Organisational level in providing communication support to the Project Coordination Unit in managing the climate finance portfolio, and (b) Project level in providing communication support to the individual Readiness and NAP projects.

This will include:

- (a) developing and implementing effective Unit (corporate) and project communication and knowledge management strategies;
- (b) planning and leading internal and external communication efforts to strengthen awareness and understanding of the project results and impact, and raising the profile and visibility of the results with donors and other stakeholders;
- (c) developing content including project-related information, tools, products, promotional materials, publications, e-news, project bulletins and other means of communication and dissemination;
- (d) undertaking communication activities such as website management, social media and other engagement mechanisms to disseminate core project findings and key messages to various target audiences;
- (e) guidance and mentoring to PCU and project staff to enhance internal capacity for communication, knowledge sharing and outreach; and
- (f) reporting against indicators to demonstrate effectiveness.

3. Expected Outcomes and Deliverables

The Communications Specialist Firm will deliver on the following:

A. Climate finance portfolio (Organisational)

i. Leadership and Strategy

- Develop and implement the PCU's Climate Financing Portfolio Communication & Knowledge Management Strategy and Action Plan including core indicators.

- In collaboration with the PCU, develop annual work plans and budgets providing a programme of deliverables against the requirements of the climate financing project portfolio.
- Develop and oversight the implementation of, the SPREP climate financing portfolio's branding.
- Lead the development, including content / editing and desktop publishing, of a wide-range of communication and promotional materials that highlight the climate financing portfolio's corporate function and projects.
- Mentoring to the climate financing team and specific project teams on the development and implementation of communication tools and products to achieve effective results.

ii. Implementation of internal and external communication efforts

- Produce various communication materials on project activities and results including but not limited to - tools, publications, information materials e.g. factsheets, brochures, promotional materials, project briefs, articles, media releases, social media posts, audio-visual materials, website updates and other innovative informational formats - for a variety of communication pathways including hardcopy distribution, websites, blogs, e-news, media and other communication channels.
- Produce case studies / success stories highlighting the impact of project activities on target sectors and communities.
- Develop a climate financing newsletter including the development of engaging content. This will involve working with project members to source material, incorporating strategic project updates etc.
- Work with the PCU to consult and work with target stakeholders, communities, sectors, partners and other stakeholders to address communication needs.
- Develop the climate financing portfolio's webpages, including development of the branding e.g. 'look and feel' (in line with the SPREP website guidelines) and content, on the SPREP website.
- Any other relevant task required to facilitate project progress.

iii. Monitoring and Evaluation

- Work with the PCU and project managers to develop and implement an appropriate monitoring and evaluation framework for the communication effort.
- Make adjustments to the overall strategy and programming as appropriate. Advocate for capture of experiences, lessons learned and successful initiatives.

B. Readiness and NAP projects

i. Leadership and Strategy

- Develop and implement Communication & Knowledge Management Strategies for the individual SPREP Readiness and NAP projects, including core indicators, as appropriate.

- Lead the development, including content / editing and desktop publishing, of a wide-range of communication and promotional materials as per the individual project plans.

ii. Implementation of internal and external communication efforts

- Produce various communication materials on project activities and results targeting project stakeholders. This will include but not limited to - tools, publications, information materials e.g. factsheets, brochures, promotional materials, project briefs, articles, media releases, social media posts, audio-visual materials, website updates and other innovative informational formats - for a variety of communication pathways including hardcopy distribution, websites, blogs, e-news, media and other communication channels.
- Produce case studies / success stories highlighting the impact of project activities on target sectors and communities.
- Work with the Project Managers to consult and work with target stakeholders, communities, sectors, partners and other stakeholders to address communication needs.
- Any other relevant task required to facilitate project progress.

iii. Monitoring and Evaluation

- Work with the project manager to develop and implement an appropriate monitoring and evaluation framework for the communication effort.

4. Qualifications & Experience

Interested tenderers should provide details of the proposed expertise as part of the team to undertake the functions. The team should consist of a Team Leader and other expertise as required to fulfill the functions under this terms of reference. The Team Leader should have at least 12 years of experience related to providing strategic communication guidance and on-ground application in an international development context. The role of the Team Leader will be defining the strategy(s), approach and methodologies, guiding and managing the team, leading the communication aspects during key country missions where applicable, drafting and revising content, and presenting the outputs.

The team's experience should include:

- Postgraduate qualifications in communications or other related fields such as journalism, media, public affairs, international relations and / or equivalent of qualifications and experience.
- Prior experience in developing and implementing communication and knowledge management strategies in a project context in an international development setting, Pacific region setting is desirable.
- Demonstrated expertise in content production across multiple mediums and platforms, to achieve the targeted outcomes and results.
- Demonstrated understanding of communications and social media strategies, including experience in moving concepts into on-ground products and tools for multiple audiences.
- Strong technical skills related to desktop publishing (e.g. Photoshop, Illustrator, InDesign), and in web design and social media platforms.
- Skills in audio-visual production would be an advantage.
- Demonstrated culturally sensitive, friendly, and effective inter-personal and communication skills that are conducive to effective presentations and networking, and building trust required to complete tasks.

- Experience and knowledgeable about environmental issues, climate change impacts, water vulnerability challenges and resilience building opportunities particular to Pacific Small Island Developing States.
- Excellent English communication skills.

Competencies

- **Professionalism:** Good knowledge of climate change issues in the Pacific. Ability to apply good judgement in the context of assignments given, plan own work and manage conflicting priorities. Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; shows persistence when faced with difficult problems or challenges; solutions based. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.
- **Leadership:** Establishes and maintains relationships with a broad range of people to understand needs and gain support; anticipates and resolves conflicts by pursuing mutually agreeable solutions.
- **Communication:** Speaks and writes clearly and effectively; exhibits interest in consultative approaches; correctly interprets messages from others and responds appropriately; asks questions to clarify and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.
- **Teamwork:** Works collaboratively with colleagues to achieve goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others' places team agenda before personal agenda; supports and acts in accordance with final group discussion, even when such decisions may not entirely reflect own position; shares credit for team accomplishments.
- **Planning and Organising:** Develops clear goals that are consistent with agreed strategies; identifies priority actions and assignments; adjusts priorities as required; allocated appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary.
- **Language Requirements:** Fluency in English (oral and written) is a requirement, with sound written and presentation skills using plain English.

5. Assessment Criteria

Tenders will be assessed against the submission of a full proposal to include:

1. Proposed methodology to undertake the function(s) outlined in the terms of reference.
2. Track record in delivery on similar roles evidenced through submission of five communication products produced by the tenderer.
3. Details of the team including their role and experience (noting the minimum requirements of the team as outlined in Section 4). It should be noted that where sub-contractors may be involved (e.g creative design, desktop publishing, audio-visual etc) the details of this must be clearly outlined in the proposal and costings budgeted for, and included in the financial proposal.
4. CVs of the team.
5. Financial proposal: The financial proposal is to outline all costs associated with the undertaking of the role including professional fees (daily rate per team member including sub-contractors), communications and miscellaneous costs inclusive of all taxes.

7. Schedule of the Assignment

This appointment is for a two-year period equivalent for approximately 200 days (10 months) per year. The communication firm will be under the supervision of the Manager, Project Coordination Unit and will work closely with the climate financing portfolio project specialists and project managers of the individual projects where appropriate.

8. Payment Schedule

Payments will be paid on a monthly basis in arrears and based on performance and delivery of the communication outcomes and outputs as per the agreed-to annual work plans.

The Agreement template outlining terms and conditions is attached to this tender for consortium's information and reference (Annex B).

Annex B. SPREP Service Agreement