

REQUEST FOR TENDERS

RFT: 2023/067
File: AP_2/41
Date: 14 December, 2023
To: Interested consultants
From: Mathilde Kraft, Kiwa Project Development Coordinator

Subject: Request for tenders (RFT): Consultancy services to develop a social media awareness campaign on Nature-based Solutions for Climate Change Adaptation in the Pacific

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. For more information, see: www.sprep.org.

2. Specifications: statement of requirement

- 2.1. SPREP wishes to call for tenders from qualified and experienced consultants who can offer their services to support a social media awareness campaign on Nature-based Solutions (NbS) for Climate Change Adaptation (CCA).
- 2.2. The Terms of Reference of the consultancy are set out in Annex A.
- 2.3. The successful consultant must supply the services to the extent applicable, in compliance with SPREP's Values and Code of Conduct: <https://library.sprep.org/sites/default/files/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.
- 2.4. SPREP Standard Contract Terms and Conditions are non-negotiable.

3. Conditions: information for applicants

- 3.1. To be considered for this tender, interested consultants must meet the following conditions:
 - i. Submit a detailed Curriculum vitae detailing qualification and previous relevant experience for each proposed personnel;
 - ii. Provide three referees relevant to this tender submission, including the most recent work completed;

- iii. Complete the **tender application form** provided (*Please note you are required to complete in full all areas requested in the Form, particularly the Statements to demonstrate you meet the selection criteria – DO NOT refer us to your CV. Failure to do this will mean your application will **not** be considered*).
Provide examples of past related work outputs
For the Technical and Financial proposals you may attach these separately.
 - iv. Provide a copy of valid business registration/license.
- 3.2 Tenderers must declare any areas that may constitute conflict of interest related to this tender and sign the **conflict of interest form** provided.
- 3.3 **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 in 3.3 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 consultant satisfies the conditions stated above and in the Terms of Reference and is capable of meeting the specifications 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 consultant's complete proposal:
- a) **SPREP Tender Application form and conflict of interest form.** (*Please note you are required to complete in full all areas requested in the Form, particularly the Statements to demonstrate you meet the selection criteria – DO NOT refer us to your CV. Failure to do this will mean your application will **not** be considered*).
Provide examples of past related work outputs
For the Technical and Financial proposals you may attach these separately.
 - b) **Honour form and Declaration of Integrity**
 - c) **Curriculum Vitae** of the proposed personnel to demonstrate that they have the requisite skills and experience to carry out this contract successfully.
 - d) **Technical Proposal** which contains the details to achieve the tasks outlined in the Terms of Reference.
 - e) **Financial Proposal** – provide a detailed outline of the costs involved in successfully delivering this project submitted in United States Dollars (USD) and inclusive of all associated taxes.
- 4.3. Provide three referees relevant to this tender submission, including the most recent work completed.
- 4.4. Tenderers/bidders 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/bidder 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. The Proposal must remain valid for 90 days from date of submission.
- 4.8. Tenderers must insist on an acknowledgement of receipt of tender.

5. Tender Clarification

- 5.1. a. Any clarification questions from applicants must be submitted by email to procurement@sprep.org before 12 January 2024. A summary of all questions received complete with an associated response posted on the SPREP website www.sprep.org/tender by 15 January 2024.
- 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 tender satisfies the following criteria:
- 6.2. A proposal will be rejected if it fails to achieve 70% or more in the technical criteria and its accompanying financial proposal shall not be evaluated.

I. Technical Score – 80%

Criteria	Detail	Weighting
Experience	i. A bachelor's degree or diploma in communications, journalism, media management, stakeholder engagement, digital and social media marketing, or related field.	10
	ii. At least 5-year experience in proactively developing and implementing communications strategies, including designing,	30

	<p>creating and distributing communications, awareness and media contents and products.</p> <p>iii. Must include copies of at least 3 recent communication products produced by the tenderer including details about the tenderer's role in each of the products' development</p>	
	<p>iv. Demonstrated experience in developing appropriate and effective sustainability and environment communications, including on social media, for a range of relevant stakeholders in Pacific Island contexts.</p> <p>v. Excellent written, verbal, and interpersonal communications skills in English;</p>	20
Technical Proposal / Methodology	<p>vi. Proposed methodology and workplan to undertake the tasks outlined in these terms of reference, including timelines to complete the deliverables.</p>	20

II. Financial Score – 20%

The following formula shall be used to calculate the financial score for ONLY the proposals which score 70% or more in the technical criteria:

$$\text{Financial Score} = a \times \frac{b}{c}$$

Where:

a = maximum number of points allocated for the Financial Score

b = Lowest bid amount

c = Total bidding amount of the 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: 26 January 2024, 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 2023/067: **Consultancy services for Kiwa social media awareness campaign on NbS for Climate Change Adaptation**'

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. If 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 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

Consultancy services to develop a social media awareness campaign on Nature-based Solutions for Climate Change Adaptation

Background

1. Officially started in March, 2020, the “Kiwa Initiative – Nature-based Solutions for climate resilience” is the first programme ever to gather five donors (France, the European Union, Canada, Australia and New Zealand) and regional/national partners (IUCN-ORO/SPREP/SPC) around a common objective : to enhance access to funding for rights-based gender-sensitive and socially-inclusive climate change adaptation through Nature-based Solutions (NbS) for Pacific Island Countries and Territories (PICTs)¹, including local, national and regional authorities as well as civil society organisations. Taking action to protect biodiversity (conservation/restoration) and developing NbS to anticipate, reduce vulnerabilities and strengthen adaptive capacities of Pacific Island Countries and Territories in the face of climate change are the core governing principles of the Initiative.
2. The Kiwa Initiative is designed to increase the capacities of PICTs to access climate funding mechanisms and to protect, restore, and enhance biodiversity in order to adapt to climate change impacts and to strengthen the resilience of their socio-ecological systems. The main activities within the scope of the Initiative can be summarised into three main components: regional projects (grants for projects including at least two eligible countries or territories managed by the Kiwa Initiative Secretariat), local projects (for very small, small or medium-sized grants, managed by IUCN-ORO), and a technical assistance programme provided by SPC/SPREP.
3. As part of the regional technical assistance they provide to the implementation of the Kiwa Initiative, SPC and SPREP are delivering a joint capacity-building programme to help PICTs stakeholders upscale the implementation of quality Nature-based Solutions for climate change adaptation. This programme builds on lessons learned from related programmes and initiative currently or recently implemented in the region and the priorities identified by PICTs stakeholders, captured in a capacity needs assessment conducted from October 2022 to June 2023, accessible at the following link: [Kiwa Initiative Capacity Needs Assessment for Implementing Nature-based Solutions for Climate Change Adaptation \(sprep.org\)](https://www.sprep.org/kiwa-initiative-capacity-needs-assessment) .
4. The report highlighted among others the need for more awareness raising among high-level decision-makers around NbS for CCA mainstreaming into policies, strategies and planning and implementation of NbS-related policies, and among local community members contextualising the terminology and criteria around NbS with local examples.

Objectives and scope of work

5. SPREP would like to call for tenders from qualified and experienced consultants to design an awareness campaign on social media on Nature-based Solutions for Climate Change Adaptation in the Pacific.

¹ The 19 PICTs eligible to the Kiwa Initiative are: Cook Islands, Federated States of Micronesia, Fiji, French Polynesia, Kiribati, Republic of Marshall Islands, New Caledonia, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Timor-Leste, Tokelau, Tonga, Tuvalu, Vanuatu, and Wallis and Futuna.

6. The main stakeholders' categories targeted, across the 19 PICTs, are:
 - the governments / decision-makers
 - local communities.
7. The objective of this consultancy is to support SPREP and SPC Kiwa Technical Assistance teams to raise awareness of the potential of NbS for climate change adaptation by:
 - **targeting Pacific communities**, contextualising the terminology and criteria around NbS with local examples and promoting traditional practices and knowledge including traditional governance systems – as a priceless cultural heritage to be preserved.
 - **targeting PICTs decision-makers**, enhancing the role of NbS as a driver of climate action / climate change adaptation and potential to realise a range of policy outcomes.
8. The expected outputs (2 items) for this consultancy are the following:

#1 Dissemination strategy (1): The contractor is expected to develop a dissemination strategy for awareness material developed by SPC and SPREP in the framework of their Technical Assistance to the Kiwa Initiative. The strategy should:

- be deployed by SPREP, the Kiwa Secretariat, SPC and IUCN-ORO in English and French on LinkedIn, Facebook, X (ex Twitter), Instagram and YouTube (see social media handles in table 1), with recommendations for other relevant media (e.g., television, radio, ePOP Network)
- be implemented from June 2024 until March 2025 (10 months)
- target relevant audiences in all 19 Kiwa-eligible PICTs
- cover awareness material in English and French to be provided by Kiwa partners (see table 2) and include recommendation for any relevant additional production.
- present 3 dissemination options with their associated budgets
- propose a monitoring framework with objectives (e.g., number of people reached by geography) and Key Performance Indicators

#2 SEO strategy (1): This strategy will aim to boost organic traffic to the Kiwa Initiative website as well as social media platforms. This work includes optimising meta titles and descriptions, relevant keywords and backlinks.

9. Particular attention should be paid to the accessibility and inclusivity of all material developed and activities implemented, especially with regards to Gender Equity, Disability and Social Inclusion. Any reference or use of LITK must be done in an appropriate and culturally sensitive manner with Free, Prior and Informed consent from the relevant community, with the utmost respect and protection of all intellectual property and cultural rights.
10. All material developed should follow SPREP and Kiwa Initiative Communications guidelines, in particular Kiwa Communication Handbook and Graphic Charter.

Table 1 Relevant social media handles

Media	Kiwa Initiative	SPREP	SPC	IUCN-ORO
Facebook	KiwaInitiative	SPREP.PROE	Pacific Community - SPC	IUCN Oceania

X (ex Twitter)	@InitiativeKiwa	@SprepChannel	@spc_cps	@IUCN_Oceania
LinkedIn	https://www.linkedin.com/company/kiwa-initiative/	https://www.linkedin.com/company/sprep/	https://www.linkedin.com/company/the-pacific-community/	/
YouTube	@kiwainitiative1192	@SprepChannel	@spcnc1	@iucnoceania1893
Instagram	/	/	@spc_cps	/

Table 2 Kiwa awareness material for diffusion

Target audience	Material (all material is available in English and French)
Decision-makers	1 factsheet
	Interactive NbS guide
	MOOC – self-paced e-learning course on NbS for climate change adaptation
	Series of 20 visuals including key messages and figures on NbS for climate change adaptation
Local communities	Series of 4/5 animated explainer videos and social media capsules on NbS benefits for climate change adaptation in key sectors (e.g. agriculture, coastal protection, natural resources management)
	3 Posters
	Series of 20 visuals on NbS in local Pacific contexts

Project deliverables and timeline

11. All activities should be completed by May 2024, according to the following indicative schedule and timeline:

Table 3 Timeline

Tasks	Prototype – v1	Development (v2 and 3)	Final production
#1- Dissemination strategy	February 2024	March-April 2024	May 2024
#2- SEO	March 2024	April 2024	May 2024

Table 4 Deliverables

#1 – word document + budget options

#2 – word document + budget options

12. The tenderer will explain how the timeframe will be met in the technical offer. If bidders feel they need more time, they should describe and justify this in their technical offer.

Working arrangements

13. The consultant(s) will report to the Kiwa project development Coordinator at SPREP.
14. The implementation of all activities in a coherent manner is the responsibility of the consultant(s), under the supervision and coordination of SPREP and SPC Kiwa Initiative project teams. Regular meetings should be planned with them and with possible participation of AFD/the Kiwa Secretariat and IUCN as members of the Kiwa Technical Task Force (TTF).
15. The mission is expected to be conducted from the consultant's home office. No travels are foreseen.
16. The consultant will be responsible for scheduling meetings with SPREP, taking minutes, and distributing these for comment prior to finalising.