



## REQUEST FOR TENDERS

RFT: 2022/018  
File: AP\_2/29  
Date: 21 April, 2022  
To: Interested consultants  
From: Karen Baird, Threatened and Migratory Species Adviser

**Subject: Request for tenders (RFT): To develop a poster series on the Regional Marine Species Action Plans 2022-2026**

### 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](http://www.sprep.org).

### 2. Specifications: statement of requirement

- 2.1. SPREP wishes to call for tenders from qualified and experienced writers and artists who can offer their services to develop a series of posters illustrating the Regional Marine Species Action Plans (RMSAP) 2022-2026. We are seeking a writer, French translator and graphic designer to develop an informative poster series based on the RMSAP 2022 - 2026. It must be noted this can be undertaken by a single company, person, or be a collaboration across a team.
- 2.2. The successful applicant will need to provide a comprehensive proposal in response to the attached TOR. The "work" is expected to be completed and submitted within 6 months from the date a contract is signed.
- 2.3. The Terms of Reference of the consultancy are set out in Annex A.
- 2.4. The successful consultant 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/spreporganisational-values-code-of-conduct.pdf](https://www.sprep.org/attachments/Publications/Corporate_Documents/spreporganisational-values-code-of-conduct.pdf). Including SPREP's policy on Child Protection, Environmental Social Safeguards, Fraud Prevention & Whistleblower Protection and Gender and Social Inclusion.
- 2.5. SPREP Standard Contract Terms and Conditions are non-negotiable

### 3. Conditions: information for applicants

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- 3.1. To be considered for this tender, interested consultants must meet the following conditions:
- Submit a detailed Curriculum vitae detailing qualification and previous relevant experience for each proposed personnel;
  - Provide three referees relevant to this tender submission, including the most recent work completed;
  - Must include copies of two recent art communication products produced;
  - 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*).  
*For the Technical and Financial proposals you may attach these separately.*
  - Submit a Financial Proposal which outlines the schedule of priced tasks in accordance with outputs outlined under the Terms of Reference; and
  - 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:
- 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*).  
*For the Technical and Financial proposals you may attach these separately.*
  - Honour form**
  - Curriculum Vitae** of the proposed personnel to demonstrate that they have the requisite skills and experience to carry out this contract successfully.
  - Technical Proposal** which contains the details to achieve the tasks outlined in the Terms of Reference.



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- 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](mailto:procurement@sprep.org) before 03 May 2022. A summary of all questions received complete with an associated response posted on the SPREP website [www.sprep.org/tender](http://www.sprep.org/tender) by 05 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 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.

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## I. Technical Score – 80%

Criteria	Detail	Weighting
<b>Experience</b>	<ul style="list-style-type: none"><li>(i) Expertise or familiarity in one or more groups of migratory marine species.</li><li>(ii) Demonstrated experience in communications and developing illustrative artwork for public awareness purposes. Including copies of <u>two</u> recent art communication products produced.</li><li>(iii) Excellent writing skills and ability to illustrate technical content into accessible and attractive products</li></ul>	80%
<b>Financial Proposal</b>	<ul style="list-style-type: none"><li>(i) Detailed financial proposal inclusive of all fees (and applicable taxes) which should cover expenses such as insurance, translation services, and other associated costs for duration of the consultancy</li></ul>	20%

## II. Financial Score

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

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- 8.1. **The due date for submission of the tender is: 12 May 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 2022/018: To develop a poster series on the Regional Marine Species Action Plan 2022 - 2026'**

Mail: SPREP

Attention: Procurement Officer

PO Box 240

Apia, SAMOA

Email: [tenders@sprep.org](mailto: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

### To develop poster series on the Regional Marine Species Action Plans 2022-2026

#### BACKGROUND:

**SPREPs Strategic Plan 2017-2026** defines four core priorities for the ten-year period: Ecosystem and Biodiversity Protection, Climate Change Resilience, Waste Management and Pollution Control and Environmental Governance. Threatened and migratory marine species sits under Ecosystem and Biodiversity Protection; however, all priorities significantly impact threatened and migratory marine species. The work set out through this contract will help in achieving Regional Goal 2 *“Pacific people benefit from healthy and resilient island and ocean ecosystems”*

The European Union programme entitled the “Capacity Building related to Multilateral Environmental Agreements (MEAs) in African, Caribbean and Pacific (ACP) Countries” is implemented by the United Nations Environment Programme (UNEP) and known as the ACP MEA III Programme is being implemented by SPREP. SPREP provides strategic guidance for protection of threatened and migratory marine species including through the Convention on Migratory Species (CMS) and the Convention on International Trade in Endangered Species (CITES).

SPREP and its Members have produced a series of 5-year strategic plans on threatened and migratory marine species since 2003. We have just produced our most recent series 2022-2026, with funding support through by ACP MEA III. The species groups are marine turtles, whales and dolphins, seabirds, sharks and rays and dugong.

The plans highlight the cultural importance and conservation challenges faced by these species. The plan provides a strategic framework with identified actions grouped under themes and objectives for each species group. Themes include:

- Research and monitoring
- Climate change
- Ecosystems and habitat protection
- Threat reduction
- Cultural significant and value
- Legislation, policy and management
- Ecotourism and livelihoods
- Capacity building and collaboration
- Education, awareness and communication

A key objective under education, awareness and communication is to *“Improve awareness and understanding of marine species conservation issues and the importance of marine species in ecosystems, recognising the importance of culture”*.

One of the overarching actions is to *“Develop regionally and nationally tailored education and awareness tools and resources (e.g. brochures, posters, documentaries) incorporating scientific and traditional knowledge (known threats; species diversity, distribution and status, including migration;*

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*key conservation projects; traditional knowledge and customs; role of climate change) for all marine species groups. Translate into French and local languages where relevant.”*

The overall objective is therefore to increase understanding of the vulnerability of our threatened migratory marine species and the threats they face, by making the plans more accessible and easier to understand through the poster series. Essentially, they will be a snapshot of their importance both culturally and in their environments, threats to their survival and some solutions we want to highlight.

#### **PROPOSAL:**

SPREP is seeking a writer, French translator and graphic designer to develop an informative poster series based on the RMSAP 2022 - 2026. It must be noted this can be undertaken by a single company, person, or be a collaboration across a team.

We are seeking the development of an informative poster series (preferably cartoon style) in both French and English, highlighting key aspects of the plans for marine species. It must be noted these posters will contain blocks of text, further highlighted by imagery.

The primary audience of these posters is broad. It consists of different groups from across our Pacific islands. This includes government workers, school students of all ages, coastal community groups, fishers, private sectors, NGO's and media agencies. The posters will be distributed freely, they will be part of SPREP's outreach resources that are non-commercial, educational and awareness purposes only.

These posters will highlight what we know (both traditional and scientific) about the lifestyles of marine species, and how that contributes to ecosystems and cultural importance and value. We also want to highlight their conservation status and the key threats for each species group and some possible solutions or actions being taken by communities and the value of regional cooperation. Some species in particular offer important income generating opportunities for communities through tourism.

Key threats which affect nearly all species include:

- Over harvesting/direct take
- Fisheries interactions including by-catch and impacts from abandoned, lost and discarded fishing gear
- Habitat loss including impacts from coastal development
- Climate change including impacts from sea level rise and extreme weather events, rising temperatures and ocean acidification
- Invasive species (mainly species that breed on land such as seabirds and marine turtles)
- Pollution and pathogens including noise, light, plastics, oils spills, disease etc.

The plans themselves will be the key resource on which to develop the poster text. This will be guided by the Threatened and Migratory Marine Species Adviser (TAMSA) of SPREP, who can also advise of other resources to assist with planning and writing the text.

The final posters will be available online in e-format, as well as printed for distribution across the primary audiences in our Pacific islands. Given the large amount of content within each poster we are aiming for them to be A2 (or close to) in size.

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The posters must appeal to a Pacific Island audience, involve appropriate fun and humour and be a useful tool to help understanding and appreciation of the natural world.

#### **SCOPE OF WORK:**

We are seeking a writer, French translator and graphic designer to undertake the following work. The successful supplier will work under the guidance of the TAMSA, supported by the SPREP Communications and Outreach Unit (CAU).

The output will be a series of 10-11 colour posters in both French and English (total of 22). The final number and titles of each poster will be agreed upon with TAMSA. One poster for each of the five marine species groups will focus on the species group lifestyles - how they live and interact with their environment, conservation status, cultural value and some examples of how they contribute to ecosystem functioning or economic importance such as tourism for communities.

- Review and research the Regional Marine Species Action Plans 2022-2026 to develop text for each poster, as guided and final approval by the TAMSA.
- Design the English version of the posters seeking input from the TAMSA and CAO before finalising.
- Translating the English text of all the final, approved posters into French.
- Design the French version of the English posters for approval.
- Once approved to prepare all the print and e-files noting we seek print/high-res version in pdf bleed, and no bleed as well as low resolution versions with no bleed for online sharing and easy downloading.
- Share InDesign files of the poster for storage with the SPREP Knowledge Management Team.
- The SPREP Style Guide, and the SPREP Identity Guideline will be shared with the successful supplier.

#### **Information for Applicants:**

- Due to COVID travel restrictions, there is no travel expected during the consultancy. All meetings and discussions will be via virtual collaboration platforms.
- SPREP will provide technical support and guidance to the consultants as required.
- The successful consultant will be guided by SPREP on the development of the posters. All these sessions will be virtual.

#### **TIMEFRAME**

All activities are to be completed within 6 months from when the contract is signed.

#### **REPORTING**

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The Consultant will report to Ms. Karen Baird, Threatened and Migratory Marine Species Adviser.