

REQUEST FOR TENDERS

RFT: 2023/037_ReAd
File: AP_2/18/11
Date: 13 July, 2023
To: Interested consultants
From: Josef Pisi

Subject: Request for tenders (RFT): Pacific Regional Invasive Species Management Support Service (PRISMSS) Awareness and Outreach Consultancy, READVERTISE-MENT

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 revise and implement the Communications Plan for the Pacific Regional Invasive Species Management Support Service (PRISMSS).
- 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://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.
- 2.4. 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. Currently resides in Samoa and legally entitled to work.
 - ii. Have successfully demonstrated experience in strategic communications, journalism, media management, stake-holder engagement, social marketing or related disciplines.

- iii. Submit a detailed Curriculum vitae detailing qualification and previous relevant experience for each proposed personnel.
 - iv. Provide three referees relevant to this tender submission, including the most recent work completed;
 - v. 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*).
 - a. Provide examples of past related work outputs
 - b. For the Technical and Financial proposals you may attach these separately.
 - vi. 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**
 - 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 **26 July 2023**. A summary of all questions received complete with an associated response posted on the SPREP website www.sprep.org/tender by **28 July 2023**.
- 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
Qualification	i. A bachelor's degree or diploma in communications, journalism, media management, social marketing or related field.	5
Experience	ii. Demonstrated successful experience in proactively developing and implementing communications strategies, writing media and social media stories, development communications products and activities. iii. Must include copies of at least 5 recent communication products produced by the tenderer including details about the tenderer's role in each of the products' development	20
Communication	iv. Excellent written ,verbal, and interpersonal communications skills in English; v. Demonstrated understanding of communications and social media strategies, including experience in moving concepts into on-ground products and tools for multiple audiences. vi. Strong technical skills in the use of either either desktop publication tools (e.g., Adobe Photoshop, Canvas, Illustrator, In-Design), smartphone applications for content designing, creation and distribution on social media platforms (e.g., Facebook, YouTube, Twitter, LinkedIn.)	20
Professionalism	vii. High level of interpersonal skills, diplomacy, and tact; Ability to apply judgement in the context of assignments given, plan own work and manage conflicting priorities.	15
Planning and organising	viii. Ability to develop clear goals that are consistent with agreed strategies; identifies priority actions and assignments; adjusts priorities as required; allocates 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.	10
Teamwork	ix. A sound knowledge of the Pacific Islands region and demonstrated ability to work and collaborate within a multi-disciplinary and multi-cultural team environment with sound experience in establishing and maintaining effective relationships with a diverse group of people including different levels of government, NGOs and diverse groups of stakeholders.	10

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: 04 August 2023, 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 2023/037_ReAd: **PRISMSS Awareness and Outreach Consultancy**'

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

A Six-month Awareness and Outreach Consultancy for the Pacific Regional Invasive Species Management Support Services (PRISMSS)

2023

1. Background

SPREP is seeking the services of a qualified and experienced Awareness & Outreach Consultant (Service Based Consultancy) to revise and implement the Communication Plan for the Pacific Regional Invasive Species Management Support Service (PRISMSS) to raise its profile as the premium service for building island resilience and enabling in-country actions on the ground.

2. Objectives:

This contract is for the provision of technical services for the Managing Invasive Species for Climate Change Adaptation in the Pacific (MISCCAP) Project at SPREP to review and implement the PRISMSS communication plan. The consultant will help PRISMSS to increase:

- a) Awareness of PRISMSS services
- b) Regional, national and community awareness of the climate resilience and sustainable development benefits of investing in the management of invasive species
- c) Demand from Pacific Island countries to utilise PRISMSS services.
- d) Collaboration across PRISMSS partners and their communications teams
- e) Donor engagement and awareness of opportunities to invest in large-scale projects.

The consultant will develop awareness and outreach messages and materials for dissemination through appropriate communication channels.

3. Scope of Work

Specific responsibilities for this include but are not limited to the following:

1. Awareness and Outreach implementation

- Review and lead the implementation of current Invasive projects and PRISMSS communication action plans.
- Lead in the development of PRISMSS related news contents, press releases, brochures, videos, and other awareness materials to raise the profile of PRISMSS in the region.
- Work with all Pacific broadcast media e.g., Pasifika TV to disseminate PRISMSS media messages and content.
- Coordinate and facilitate Invasive Species awareness and outreach activities in liaison with the SPREP Communications and Outreach team, the SPREP IT, the Invasive Species team, and the PRISMSS technical leads and their communications teams.
- Work with the SPREP Communications and Outreach Unit to ensure invasive species stories are streamlined across all other programmes within SPREP (Islands and Oceans, Climate change, etc..) where relevant.
- Maintaining a calendar for outreach events and working closely with partners to plan and execute various outreach events.

2. Public relations and stakeholder engagement

- Support stakeholder engagement and communication with donors.
- Collaborate with PRISMSS partners and other stakeholders to produce press releases, brochures, social media, email campaigns and utilise high level events to market PRISMSS as the premium service for restoring island resilience.

3. Communications and Knowledge Management

- Ensure invasive species websites are up to date in consultation with the PRISMSS IT on a regular basis.
- Manage all PRISMSS Communications and social media channels and assets.
- Work with the PRISMSS Communications Officer to ensure all assets are readily available for access by the Invasive Species team and PRISMSS partners.
- Work with the PRISMSS Communications officer to produce and promote digital media contents in support of the PRISMSS Communication plan.

4. Composition and Qualifications

<p>Qualification and Requirements:</p>	<ul style="list-style-type: none"> • A bachelor’s degree or diploma in communications, journalism, media management, stakeholder engagement, digital and social media marketing, or related field.
<p>Knowledge/Experience:</p>	<ul style="list-style-type: none"> • Experience: Demonstrate experience in proactively developing and implementing communications strategies, writing media and social media stories, development communications products and activities • Communication: Speaks and writes clearly and effectively in English; exhibits interest in consultative approaches; demonstrates openness in sharing information and keeping people informed; understands Monitoring and Evaluation processes in communications and how to implement these for clear guidance on activities; understands communications and social media strategies, and knowledgeable in designing, creating and distributing awareness and media contents. • Professionalism: High level of interpersonal skills, diplomacy, and tact; Ability to apply judgement in the context of assignments given, plan own work and manage conflicting priorities. • Teamwork: Works collaboratively within a multi-disciplinary and multi-cultural environment with a demonstrated ability to motivate teams and achieve goals. • Planning and Organising: Ability to develop 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.
<p>Language Requirements:</p>	<p>Fluency in English (oral and written) is a requirement, with sound written and presentation skills.</p>

5. Tasks & Deliverables

Tasks	Deliverables	Deadline
PRISMSS Communications Plan	Work together with the Mainstreaming consultant to revise and update the PRISMSS Communications Plan until June 2026. There will be a focus on completion of measurable objectives and activities within the six-month consultancy period.	Within 1 month of contract initiation
PRISMSS Communications Steering Group	Develop a Terms of Reference for working with key communications leads from all PRISMSS partners. This will focus on working together to identify key communications opportunities to promote PRISMSS with key target audiences. It is recommended that the Steering Group meet monthly and provide a monthly report to all PRISMSS partners.	Within 1 month of contract initiation
PRISMSS brochure	Support the Mainstreaming consultant in the design and production of a new brochure to promote PRISMSS services.	Within 1 month of contract initiation
PRISMSS website	Revise the PRISMSS website to enhance the core messaging around the Restoring Island Resilience strapline. Utilise the new and existing video content to enhance core messages and opportunities related to increasing climate resilience.	Within 1 month of contract initiation
PRISMSS Media Plan	<p>Work with PRISMSS team members to identify potential news and feature stories to help showcase the role invasive species management plays in Restoring Island Resilience and to promote key PRISMSS services.</p> <p>Create a database of all key media contacts and identify opportunities to pitch stories in national and regional media. Determine opportunities to support 2-way media training workshops.</p> <p>Work closely with the Mainstreaming consultant to identify opportunities to produce broadcast content for Pasifika TV and other key TV and radio broadcast partners.</p> <p>Explore opportunities to work with a range of</p>	<p>Within 2 months of contract initiation</p> <p>The minimum target is to support at least 10 published stories per month</p>

	media partners including the science media, airline magazines and mainstream media.	
PRISMSS Social Media Plan	Work with the PRISMSS team, the Communications Steering Group and the SPREP Communications Team to develop a social media plan, including cross-posting arrangements with all PRISMSS partners. The key objectives of this plan are: 1) to drive more of our target audiences to the PRISMSS website and 2) to build a stronger network of people on shared social media platforms.	<p>Within 2 months of contract initiation</p> <p>The minimum target is to support at least 5 posts per week.</p>
PRISMSS Digital Newsletter	Support production of the digital newsletter for distribution with all PRISMSS partners. Use the production of this newsletter to identify potential stories to support the media and social media plans.	Within 2 months of contract initiation
PRISMSS Events and Marketing Collateral	Work with the PRISMSS team, including the new Events Coordinator, to ensure that events and messaging is consistent with the objectives in the PRISMSS Communications Plan. Ensure that communications support is provided for all key PRISMSS events including the Battler Lounge, SPREP meeting, PRISMSS meeting and PILN meeting.	Within 2 months of contract initiation
PRISMSS Mainstreaming Plan	Work closely with the Mainstreaming consultant to support communications and behaviour change activities, particularly in the pilot countries of Tonga and Niue and the other GEF6 countries.	Within 2 months of contract initiation
PRISMSS Donor and Resource Mobilization Plan	Work closely with the PRISMSS Development Team to support stakeholder and donor communications activities.	Within 3 months of contract initiation
PRISMSS Visibility Plan	Develop a PowerPoint deck outlining Visibility guidelines and key messages for PRISMSS partners.	Within 3 months of contract initiation
PRISMSS Communications Impact Report	<p>Prepare a Communications Impact report outlining how your work has helped to increase:</p> <ul style="list-style-type: none"> a) Awareness of the climate resilience benefits of investing in the management of invasive species b) Awareness of the value provided by PRISMSS services. This could 	Within 5 months of contract initiation

	<p>include more positive stories from Pacific Island leaders, communities and donors about the benefits provided by PRISMSS.</p> <ul style="list-style-type: none"> c) Demand from Pacific Island countries to utilize PRISMSS services. d) A stronger network interested audiences across shared PRISMSS platforms. e) More stories about the need to scale up investment in the management of invasive species to increase climate resilience in Pacific Island countries. 	
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6. Working Arrangements

The consultant will be based with the invasive species team at the PRISMSS office in Apia. The 6 months consultancy is output-driven and will complete after **120 working days** upon signing. The consultant will work under the direction of the SPREP Invasive Species Adviser with monthly updates against agreed tasks and output(s) delivered. The consultant will need to demonstrate that he/she is legally entitled to work.

7. Project Management

The execution of this consultancy work requires the capacity to manage several tasks simultaneously and to ensure coordination between all parties involved, where needed. The consultant is expected to interact with the PRISMSS partner’s communication personnel and relevant stakeholders via teleconference and other virtual platforms (e.g., Zoom, Microsoft Teams). The consultant will work together with the Mainstreaming consultant to ensure consistency across communications platforms and events.

8. Duration of the Consultancy

This six-month consultancy will commence upon signing.