

## REQUEST FOR TENDERS

RFT: PBS- 2023- 002  
File: AP\_2/43  
Date: 25<sup>th</sup> April 2023  
To: Interested consultants  
From: Karen Baird - Responsible officer

**Subject: Request for tenders (RFT):** (Service-Based Consultancy) Design and Implement a major turtle protection public awareness campaign in PNG.

### 1. Background

- 1.1. The Secretariat of the Pacific Regional Environment Programme (SPREP) is an intergovernmental organization 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 consultants (Service-Based Consultancy) who can offer technical capacity to address challenges in marine turtle conservation in Papua New Guinea, by developing and leading a national Public Awareness Campaign targeting high priority areas in collaboration with the Papua New Guinea Government
- 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/sprep-organisational-values-code-of-conduct.pdf](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 & Whistle-blower 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**
  - 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](mailto:procurement@sprep.org) before 10<sup>th</sup> May 2023. 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 15<sup>th</sup> May 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
<b>Experience</b>	Must have technical knowledge and experience in developing and leading successful public awareness ( PA ) /communications programmes relating to the environment.	10
	Have associated demonstrated skills such as writing media releases, working with radio and television, and preparing PA materials for public and schools.	10
	Have at least some technical knowledge of marine turtles or have been involved in marine turtle management or PA campaigns.	10

	Ideally have at least 5 years' experience of working successfully in PNG previously or are locally based and have an understanding and respect for the local cultures. Being able to converse in Tok Pisin is desirable.	10
	Have extensive experience of working with government agencies and local government and have experience in planning and running workshops.	10
	Have extensive experience working with local communities, ideally in PNG.	10
<b>Technical Proposal / Methodology</b>	Provide a costed work plan for 3 years to develop a public awareness campaign, develop and produce campaign resources and implement the campaign.	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: 31<sup>st</sup> May 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 PBS – 2023- 002 (Service-Based Consultancy) Design and Implement a major turtle protection public awareness campaign in PNG”**



Sustainable, transformative and resilient for a Blue Pacific

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

# Implement a turtle Protection Public Awareness Campaign in Papua New Guinea

## Background and Context

SPREP is implementing a proposed component within the framework of an existing Financing Agreement between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union (EU) for the implementation of the Intra-African Caribbean Pacific (ACP) Support Programme for ACP Small Island Developing States (SIDS) and Coastal Countries. The programme has been approved for a total of EUR 35 million under the Intra-ACP Cooperation–11<sup>th</sup> European Development Fund Strategy Paper and Indicative Programme 2014-2020 programming actions for ACP regional organizations/institutions and countries. The programme contributes directly to Sustainable Development Goals (SDGs) 14 and 15, as well as the three Rio Conventions - the United Nations Convention on Biological Diversity (UNCBD), the United Nations Convention to Combat Desertification (UNCCD) and the United Nations Framework Convention on Climate Change (UNFCCC). It will also promote gender equality and good governance. Its overall goal is to support implementation of SDGs 14 (Life Below Water) and SDG 15 (Life on Land) concentrating on climate change, resilience building and the environment and to contribute to addressing the development challenges of ACP SIDS and coastal countries by focusing on the implementation of the SAMOA Pathway.

The programme component for the Pacific ACP region with the title The Pacific Biodiversity and Sustainable Land-Seascapes (Pacific BioScapes) Programme is being managed and implemented by the Secretariat of the Pacific Regional Environment Programme (SPREP). The programme will contribute to the sustainable development of Pacific SIDS by supporting and improving the management and sustainable use of marine and coastal resources. It provides an opportunity to address critical issues concerning coastal and marine biodiversity, and ecosystem-based responses to climate change adaptation. Pacific SIDS continue to face growing environmental challenges with the potential to drastically impact the natural assets upon which the foundation of their national economies and community livelihoods depends. The programme will apply ridge-to-reef and other management approaches to consider both marine and terrestrial environments and to contribute to addressing barriers to effective conservation and sustainable use of biodiversity. In total, there are 30 activities to be funded by the programme to address Key Result Area (KRA) 1: strengthened capacities of Pacific countries to effectively manage coastal and marine biodiversity and enhance resilience to climate change and KRA 2: support regional, national, and local efforts to assess, conserve, protect, manage, and sustainably use marine and terrestrial biodiversity.

As well as region-wide and sub-regional actions that comply with decisions of all SPREP Member countries, 11 Pacific countries (Cook Islands, Fiji, Kiribati, Republic of the Marshall Islands, Federated States of Micronesia, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, and Vanuatu) will implement activities to be funded by the Programme with support ranging from national to community levels. SPREP will work with several nationally based NGO and civil society partners to facilitate effective in-country and sub-regional delivery of the actions.

Implementation and coordination are being undertaken within the SPREP Island and Ocean Eco-systems Programme with specific engagement of all sub-programmes: Coastal and Marine Ecosystems; Threatened and Migratory Species; Biodiversity; Invasive Species.

## Protection of marine turtles in Papua New Guinea

The protection of marine turtles in Papua New Guinea is an ongoing issue. Under the current legislation, only leatherback turtles are fully protected, while other species can be caught through traditional methods. However, marine turtles including the leatherback turtle and their eggs continue to be killed and collected, consumed, or sold domestically.

Under **KRA 1, Activity 1.2.6** is to *Design and implement major turtle protection public awareness campaign in districts where illegal or excessive turtle take is occurring. Includes educational resources for schools and media campaign for communities.*

SPREP will engage a consultant or expert to develop and lead a comprehensive public awareness campaign in collaboration with the Papua New Guinea government and Provincial governments over a period of 3 years. This will include developing resources and materials as required to implement the campaign.

### Description of Services

The services to be provided include:

1. Collaborate with CEPA, NFA, provincial governments, NGOs, SPREP, other relevant government departments and other agencies and other experts in key areas to create and implement a comprehensive communications and public awareness plan for turtle education in PNG to combat excessive and illegal harvest of turtles, especially leatherback turtles which are Critically Endangered and have key regional populations in PNG. This should incorporate suggestions outlined below.
2. The project will be initiated with an inception meeting with agencies outlined above to assist in development of the detailed work plan for sign off by SPREP.
3. Collaborate with CEPA, provincial governments, NGOs, SPREP, and other experts to review and update legal status of turtles and discuss potential to establish local bans on sale of turtles in markets with local authorities as part of consultations.
4. Collaborate with CEPA and SPREP to undertake workshops with national and provincial governments in priority provinces (Central Province, National Capital District, Western, Milne Bay and Manus) and targeted communities where illegal or excessive harvest has been identified.
5. Use existing successful marine turtle programmes such as the Conflict Islands Conservation Initiative <https://www.cici.org.au/> to showcase positive benefits of turtle conservation for communities.
6. Work with CEPA, NFA, Provincial governments, local NGOs and other experts who have worked in the region to identify key communities to target.
7. Conduct a baseline assessment on the impact of the public awareness campaign in town and local markets (where turtles are sold), schools and communities, before implementation and as a follow-up to check progress and methods.
8. Conduct a Human rights / Gender and Social Inclusion assessment of all campaign activities and materials prior to implementation..
9. Work with turtle experts to distil important key messages on turtle biology and conservation threats to incorporate into communication materials.
10. Publicise and socialise Marine Biologist and Marine Conservationist, Job Opu's report especially to CEPA and Provincial governments. <https://library.sprep.org/content/assessment-marine-turtle-exploitation-papua-new-guinea>
11. Collaborate with SPREP and CEPA to collate all existing public awareness materials which may be reused or repurposed for this campaign and design new materials for outreach in local languages targeting key communities, markets, and schools, including video and social media as appropriate.

12. Apply local media opportunities – local radio for interviews and local papers and revive/establish social media platforms aimed at promoting national marine turtle conservation efforts, organisations, champions, news, etc
13. Coordinate distribution of communications and awareness materials throughout PNG, including monitoring of distribution numbers and locations, online usage, etc. Materials should be targeted to where the impact on turtle conservation will be maximised.
14. Take photos, videos, and conduct interviews at project locations for use in SPREP and CEPA media releases Note: It will be important to collaborate with other SPREP turtle work which will be initiated following the establishment of this contract, where funding for monitoring will be made available for communities monitoring their turtles. This will provide some of the best opportunities for effective implementation of the campaign.

### **Communications**

The consultant will follow the Pacific BioScapes Programme Communications and Visibility Strategy in the development and approval of all external documents and media publications. The Pacific BioScapes Programme has a communications and outreach specialist who can provide advice.

### **Remuneration**

The budget for services provided is up to USD 130,000 based on submission and acceptance by the Threatened and Migratory Species Adviser a report of agreed deliverables and invoices.

All travel costs, development, and production of public awareness materials within Papua New Guinea will be covered in the Consultancy Fee.

### **Work Arrangements**

The consultant will be expected to work in-country in Papua New Guinea and report to the SPREP, Threatened and Migratory Species Adviser and the SPREP, Turtle Database and Conservation Officer through regular virtual calls or emails.

### **Duration of Consultancy**

This consultancy is expected to run for 36 months and will end no later than 30<sup>th</sup> August 2026.