



Recruitment of Public figure, Great Blue Wall and Kilifi Seascape Woman Influencer

Coastal and Ocean Resilience, IUCN Kenya Country Office.

RfP Reference: IUCN-24-07-P04216

Welcome to this Procurement by IUCN. You are hereby invited to submit a Proposal. Please read the information and instructions carefully because non-compliance with the instructions may result in disqualification of your Proposal from this Procurement.

1. REQUIREMENTS

- 1.1. A detailed description of the services and/or goods to be provided can be found in Attachment 1.

2. CONTACT DETAILS

- 2.1. During the course of this procurement, i.e. from the publication of this RfP to the award of a contract, you may not discuss this procurement with any IUCN employee or representative other than the following contact. You must address all correspondence and questions to the contact, including your proposal.

IUCN Contact: tenders.kenya@iucn.org

3. PROCUREMENT TIMETABLE

- 3.1. This timetable is indicative and may be changed by IUCN at any time. If IUCN decides that changes to any of the deadlines are necessary, we will contact you.

DATE	ACTIVITY
22 nd August 2024	Publication of the Request for Proposals
26 nd August 2024	Deadline for confirmation of intention to bid
27 nd August 2024	Deadline for submission of questions
29 nd August 2024	Planned publication of responses to questions
6 th September 2024	Deadline for submission of proposals to IUCN (" Submission Deadline ")
7 th September 2024	Clarification of proposals
11 th September 2024	Interviews / site visits / presentations
20 th September 2024	Planned date for contract award
1 st October 2024	Expected contract start date

- 3.2. Please email the IUCN contact to confirm whether or not you are intending to submit a proposal by the deadline stated above.

4. COMPLETING AND SUBMITTING A PROPOSAL

- 4.1. Your Proposal must consist of the following three documents:

- Signed Declaration of Undertaking (see Attachment 2)
- Technical Proposal (see Section 4.4 below)
- Financial Proposal (see Section 4.5 below)

Proposals must be prepared in English.

- 4.2. Your Proposal must be submitted by email to the IUCN Contact (see Section 2). The subject heading of the email shall be [RfP Reference – bidder name]. The bidder name is the name of the company/organisation on whose behalf you are submitting the proposal, or your own surname if you are bidding as a self-employed consultant. Your proposal must be submitted in PDF format. You may submit multiple emails suitably annotated, e.g. Email 1 of 3, if attached files are too large to suit a single email transmission. You may not submit your Proposal by uploading it to a file-sharing tool.

IMPORTANT: Submitted documents must be password-protected so that they cannot be opened and read before the submission deadline. Please use the same password for all submitted documents. After the deadline has passed and within 12 hours, please send the password to the IUCN Contact. This will ensure a secure bid submission and opening process. Please DO NOT email the password before the deadline for Proposal submission.

- 4.3. *Eligibility*

[not applicable]

- 4.4. *Technical Proposal*

The technical proposal must address each of the criteria stated below explicitly and separately, quoting the relevant criteria reference number (left-hand column).

Proposals in any other format will significantly increase the time it takes to evaluate, and such Proposals may therefore be rejected at IUCN's discretion.

Where CVs are requested, these must be of the individuals who will actually carry out the work specified. The individuals you put forward may only be substituted with IUCN's approval. IUCN will evaluate technical proposals with regards to each of the following criteria and their relative importance:

	Description	Information to provide	Relative weight
1	A track record of engagement with environmental issues	Evidence on environmental campaigns created and proof of evidence	20
2	Proficiency in various content formats (videos, blogs, podcasts, social media posts)	Provide links to sites	20
3	A history of advocacy or participation in similar campaigns	Provide links to sites	15
4	Tools and equipment: Have a smart phone and highly recommend computer if possible		15
5	Have ability to create attractive, excellent and progressive stories.	Provide links to sites	15
6	A good following that is engaged (likes, comments, shares), and fits our demographics and purpose.	Provide links to sites	15
TOTAL			100%

4.5. *Financial Proposal*

4.5.1. The financial proposal must be a fixed and firm price for the provision of the goods/services stated in the RfP in their entirety.

4.5.2. *Prices include all costs*

Submitted rates and prices are deemed to include all costs, insurances, taxes (except VAT, see below), fees, expenses, liabilities, obligations, risk and other things necessary for the performance of the Terms of Reference or Specification of Requirements. IUCN will not accept charges beyond those clearly stated in the Financial Proposal. This includes applicable withholding taxes and similar. It is your responsibility to determine whether such taxes apply to your organisation and to include them in your financial offer.

4.5.3. *Applicable Goods and Services Taxes*

Proposal rates and prices shall be exclusive of Value Added Tax.

4.5.4. *Currency of proposed rates and prices*

All rates and prices submitted by Proposers shall be in [Kenyan shillings].

4.5.5. *Breakdown of rates and prices*

For information only, the price needs to be broken down as follows:

	Description	Quantity	Unit Price	Total Price
1	Assigned quarterly deliverables	1	As per IUCN policy	As per IUCN policy
2				
3				
4				
5				
6				
	TOTAL			

4.6. Additional information not requested by IUCN should not be included in your Proposal and will not be taken into account in the evaluation.

4.7. Your proposal must remain valid and capable of acceptance by IUCN for a period of 90 calendar days following the submission deadline.

4.8. *Withdrawals and Changes*

You may freely withdraw or change your proposal at any time prior to the submission deadline by written notice to the IUCN Contact. However, in order to reduce the risk of fraud, no changes or withdrawals will be accepted after the submission deadline.

5. **EVALUATION OF PROPOSALS**

5.1. *Completeness*

IUCN will firstly check your proposal for completeness. Incomplete proposals will not be considered further.

5.2. *Technical Evaluation*

5.2.1. *Scoring Method*

Your proposal will be assigned a score from 0 to 10 for each of the technical evaluation criteria, such that '0' is low and '10' is high.

5.2.2. *Minimum Quality Thresholds*

Proposals that receive a score of '0' for any of the criteria will not be considered further.

5.2.3. *Technical Score*

Your score for each technical evaluation criterion will be multiplied with the respective relative weight (see Section 4.4) and these weighted scores added together to give your proposal's overall technical score.

5.3. *Financial Evaluation and Financial Scores*

The financial evaluation will be based upon the full total price you submit. Your financial proposal will receive a score calculated by dividing the lowest financial proposal that has passed the minimum quality thresholds (see Section 5.2.2) by the total price of your financial proposal.

Thus, for example, if your financial proposal is for a total of CHF 100 and the lowest financial proposal is CHF 80, you will receive a financial score of $80/100 = 80\%$

5.4. *Total Score*

Your proposal's total score will be calculated as the weighted sum of your technical score and your financial score.

The relative weights will be:

Technical:	70%
Financial:	30%

Thus, for example, if your technical score is 83% and your financial score is 77%, you will receive a total score of $83 * 70\% + 77 * 30\% = 58.1\% + 23.1\% = 81.2\%$.

Subject to the requirements in Sections 4 and 7, IUCN will award the contract to the bidder whose proposal achieves the highest total score.

6. EXPLANATION OF PROCUREMENT PROCEDURE

- 6.1. IUCN is using the Invitation Procedure for this procurement. This means that only invited bidders may submit a proposal. IUCN typically invites from four to six bidders to submit a proposal.
- 6.2. You are welcome to ask questions or seek clarification regarding this procurement. Please email the IUCN Contact (see Section 2), taking note of the deadline for submission of questions in Section 3.1.
- 6.3. All proposals must be received by the submission deadline in Section 3.1 above. Late proposals will not be considered. All proposals received by the submission deadline will be evaluated by a team of two or more evaluators in accordance with the evaluation criteria stated in in this RfP. No other criteria will be used to evaluate proposals. The contract will be awarded to the bidder whose proposal received the highest Total Score. IUCN does, however, reserve the right to cancel the procurement and not award a contract at all.
- 6.4. IUCN will contact the bidder with the highest-scoring proposal to finalise the contract. We will contact unsuccessful bidders after the contract has been awarded and provide detailed feedback. The timetable in Section 3.1 gives an estimate of when we expect to have completed the contract award, but this date may change depending on how long the evaluation of proposals takes.

7. CONDITIONS FOR PARTICIPATION IN THIS PROCUREMENT

- 7.1. To participate in this procurement, you are required to submit a proposal, which fully complies with the instructions in this RfP and the Attachments.
 - 7.1.1. It is your responsibility to ensure that you have submitted a complete and fully compliant proposal.

- 7.1.2. Any incomplete or incorrectly completed proposal submission may be deemed non-compliant, and as a result you may be unable to proceed further in the procurement process.
- 7.1.3. IUCN will query any obvious clerical errors in your proposal and may, at IUCN's sole discretion, allow you to correct these, but only if doing so could not be perceived as giving you an unfair advantage.
- 7.2. In order to participate in this procurement, you must meet the following conditions:
- Free of conflicts of interest
 - Registered on the relevant professional or trade register of the country in which you are established (or resident, if self-employed)
 - In full compliance with your obligations relating to payment of social security contributions and of all applicable taxes
 - Not been convicted of failing to comply with environmental regulatory requirements or other legal requirements relating to sustainability and environmental protection
 - Not bankrupt or being wound up
 - Never been guilty of an offence concerning your professional conduct
 - Not involved in fraud, corruption, a criminal organisation, money laundering, terrorism, or any other illegal activity.
- 7.3. You must complete and sign the Declaration of Undertaking (see Attachment 2)
- 7.4. If you are participating in this procurement as a member of a joint venture, or are using sub-contractors, submit a separate Declaration of Undertaking for each member of the joint venture and sub-contractor, and be clear in your proposal which parts of the goods/services are provided by each partner or sub-contractor.
- 7.5. Each bidder shall submit only one proposal, either individually or as a partner in a joint venture. In case of joint venture, one company shall not be allowed to participate in two different joint ventures in the same procurement nor shall a company be allowed to submit a proposal both on its behalf and as part of a joint venture for the same procurement. A bidder who submits or participates in more than one proposal (other than as a subcontractor or in cases of alternatives that have been permitted or requested) shall cause all the proposals with the bidder's participation to be disqualified.
- 7.6. By taking part in this procurement, you accept the conditions set out in this RfP, including the following:
- It is unacceptable to give or offer any gift or consideration to an employee or other representative of IUCN as a reward or inducement in relation to the awarding of a contract. Such action will give IUCN the right to exclude you from this and any future procurements, and to terminate any contract that may have been signed with you.
 - Any attempt to obtain information from an employee or other representative of IUCN concerning another bidder will result in disqualification.
 - Any price fixing or collusion with other bidders in relation to this procurement shall give IUCN the right to exclude you and any other involved bidder(s) from this and any future procurements and may constitute a criminal offence.
- 8. CONFIDENTIALITY AND DATA PROTECTION**
- 8.1. IUCN follows the European Union's General Data Protection Regulation (GDPR). The information you submit to IUCN as part of this procurement will be treated as confidential and shared only as required to evaluate your proposal in line with the procedure explained in this RfP, and for the maintenance of a clear audit trail. For audit purposes, IUCN is required to

retain your proposal in its entirety for 10 years after the end of the resulting contract and make this available to internal and external auditors and donors as and when requested.

- 8.2. In the Declaration of Undertaking (Attachment 2) you need to give IUCN express permission to use the information you submit in this way, including personal data that forms part of your proposal. Where you include personal data of your employees (e.g. CVs) in your proposal, you need to have written permission from those individuals to share this information with IUCN, and for IUCN to use this information as indicated in 8.1. Without these permissions, IUCN will not be able to consider your proposal.

9. COMPLAINTS PROCEDURE

If you have a complaint or concern regarding the propriety of how a competitive process is or has been executed, then please contact procurement@iucn.org. Such complaints or concerns will be treated as confidential and are not considered in breach of the above restrictions on communication (Section 2.1).

10. CONTRACT

The contract will be based on IUCN's template in Attachment 3, the terms of which are not negotiable. They may, however, be amended by IUCN to reflect particular requirements from the donor funding this particular procurement.

11. ABOUT IUCN

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together. Headquartered in Switzerland, IUCN Secretariat comprises around 1,000 staff with offices in more than 50 countries.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,300 Member organisations and some 10,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being.

www.iucn.org

<https://twitter.com/IUCN/>

12. ATTACHMENTS

Attachment 1 *Specification of Requirements / Terms of Reference*



Title: Recruitment of Public figure, Great Blue Wall and Kilifi Seascape Woman Influencer

Objective of the Consultancy

This consultancy has the following objective(s):

1. Recruit women to form a cohort of local, digital NbS influencers and Public figures

Background

Project Reference: P04216

Donor reference: Donor project reference (not donor reporting code!), where applicable

About IUCN

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,400 Member organisations and around 15,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

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About the Project

The Regenerative Seascapes for People, Nature, and Climate (ReSea) programme, implemented by Mission Inclusion (Mi), IUCN and Groots Kenya, The aims of the project is to enhance the physical and socioeconomic resilience of people living in coastal communities to the adverse impacts of climate change. It contributes to the African-led Great Blue Wall (GBW) initiative by supporting the establishment of a network of sustainable, resilient, and inclusive Kilifi. The GBW initiative's key pillars aim to scale and enhance management effectiveness of protected and conserved coastal and marine areas (Blue Planet), restore degraded areas (Blue Nature) and promote a regenerative Blue Economy (Blue People)

Under the Blue Nature pillar, the ReSea Program seek to enhance the adoption of gender-responsive NbS for effective management and sustainable use of coastal and marine resources in the WIO region (Intermediate outcome 1200), using the 8 criteria of the IUCN Global Standard for Nature-based Solutions: 1) societal challenges; 2) design at scale; 3) biodiversity net gain; 4) economic feasibility; 5) inclusive governance; 6) balance trade-offs; 7) adaptive management; 8) mainstreaming & sustainability.

Gender-responsive NbS will reduce coastal communities' vulnerability to climate change by supporting the sustainable and inclusive management and restoration of ecosystems that themselves help communities, including women, adapt to climate change impacts (e.g. through storm protection, erosion control) whilst building the economic and social resilience of communities (e.g. by providing livelihoods for coastal communities). Close adherence to the IUCN Global Standard for NbS will mitigate the risk of NbS being maladapted, as NbS will be selected based on a combination of scientific knowledge and indigenous local knowledge, with extensive participatory stakeholder consultation and environmental, economic and social analyses to ensure the right solution for the right context at the right time.

Description of the Assignment

The role of public figure, Great Blue Wall and Kilifi Seascape Woman Influencer

1. **Advocacy and Awareness:** Local women influencers serve as advocates for Great Blue Wall initiatives within their communities, raising awareness about the importance of marine conservation and sustainable practices.
2. **Educational Outreach:** They educate community members, especially women and youth, about the benefits of Great Blue Wall, such as mangrove restoration, coral reef protection, and sustainable fisheries management.
3. **Preservation of Indigenous Knowledge:** They integrate traditional ecological knowledge into conservation strategies, ensuring that Great Blue Wall initiatives respect and incorporate local customs and beliefs.
4. **Enhanced Resilience:** By leveraging traditional knowledge, they contribute to enhancing the resilience of coastal communities to climate change impacts and natural disasters.
5. **Project Implementation:** Women influencers lead or collaborate closely on ReSea project, contributing their expertise in community organizing, project management, and ecosystem stewardship.
6. **Policy Advocacy:** They advocate for policies that support Great Blue Wall efforts at local, national, and international levels, influencing decision-makers to prioritize sustainable development and conservation.
7. **Income Diversification and blue economy:** They promote sustainable livelihoods linked to Great Blue Wall, such as eco-tourism, sustainable fisheries, and handicrafts based on natural resources.
8. **Women's Economic Empowerment:** Through their involvement in NbS initiatives, they empower women economically, enhancing their roles in decision-making and resource management.
9. **Data Collection:** They actively participate in monitoring marine and coastal ecosystems, providing valuable data on biodiversity trends and ecosystem health.
10. **Skill Development:** They participate in training programs and capacity-building activities, enhancing their skills in conservation management, community engagement, and leadership.
11. **Networking and Collaboration:** They build networks with other stakeholders, including NGOs, government agencies, and academic institutions, fostering collaboration and knowledge exchange to strengthen NbS and GBW initiatives.
12. **Identify Risks:** Recognize potential risks such as negative publicity, misinformation, or disengagement.
13. **Mitigation Strategies:** Develop strategies to mitigate these risks effectively.

14. Obtain and Develop Success stories: Have ability to create attractive, excellent and progressive stories.

Duration of the Assignment

01 September 2024 to 30th August 2025 with consultations and feedback up to February 2026

Deliverables and Activities

The consultant will provide the following deliverables and carry out the following activities:

Deliverable/Activity	Description	Deadline
Great Blue wall and digital women influencers		
Deliverable 1	2,000 individuals reached through advocacy campaigns and awareness events in the respective ward	10 months from October 2024
Deliverable 2	Conduct educational Outreach and Mentorships to 10 community groups within the wards	10 months from October 2024
Deliverable 3	Contribute to at least 6 consultations meetings for policy change or review	10 months from October 2024
Deliverable 4	Facilitate 10% increase on economic impact and revenue generation of 5 Nature-based solutions	10 months from October 2024
Deliverable 5	Value chains to support 6 job creation through blue economy initiatives	10 months from October 2024
Deliverable 6	Influence at least 10 women blue voices	10 months from October 2024
Deliverable 7	Develop 6 quarterly reports based on data collection surveys or monitoring sessions	Every quarter from October 2024
Deliverable 8	Conduct at least 100 individual data collection per ward for monitoring and follow ups	10 months from October 2024
Deliverable 9	Create at least 4 internal exchange visit and networking forums within the ward	10 months from October 2024
Public figures	10 success stories and case studies documented and published	10 months from October 2024
	15 media features or publications about success stories	10 months from October 2024

Payment Schedule

The Timetable below summarises the chronological order of deliverables and indicates milestones at which IUCN will pay the Consultant.

Deliverable	Milestone payment
Quarterly deliverables - reached 500 individual on advocacy and awareness - conducted outreach educational outreach and mentorship to 2 community groups - at least 1 consultation meeting with the community done	

• 10% increased on economic impact and revenue generation for 2 nature-based value chains • At least 1 job created through blue economy initiatives • Influenced at least 2 women blue voices • Developed at least 1 quarterly reports based on data collection surveys or monitoring sessions. • Conducted at least 1 data collection per ward for monitoring and follow ups. • At least 1 internal exchange visit and networking forums within the ward conducted • 2 success stories and case studies documented and published • 3 success stories media featured and published	25% paid per quarter
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Skills and Experience

The consultant must have the following skills, education and experience as a minimum:

- Expertise: A track record of engagement with environmental issues: including sustainability, conservation, and environmental protection. OR an understanding of the environmental issues currently affecting the seascape.
- Willingness to Share Knowledge: Should be open to share expertise, best practices, and resources with the wider community.
- Geographical relevance: Have a strong influence within the Kilifi seascape and among local authorities and community leaders, with an understanding of local environmental challenges and opportunities. During application the influencers, need to indicate the ward they come from (Watamu, Matsangoni, Dabaso, Kibarani, Sokoni, Mnarani, Magarini, Gongoni, Sabaki, Adu, Malindi town, Jilore, Shella, Ganda).
- Authenticity and credibility: Passionate about environmental issues, has an authentic voice and are considered a credible source of information for our target audience. Ability to inspire and mobilize their audience through personal stories or impactful content.
- Creativity: Ability to create engaging, informative, and visually appealing content.
- Communication Skills: Effective communication skills to convey complex issues in an understandable and relatable manner.
- Multimedia Proficiency: Proficiency in various content formats (videos, blogs, podcasts, social media posts).
- Professionalism: Alignment with the project's goals and proven ability to work collaboratively. Demonstrated professionalism in their interactions and content creation.
- Long-Term Planning: Develop a long-term plan for sustaining the program beyond initial funding and efforts.
- Identify Risks: Recognize potential risks such as negative publicity, misinformation, or disengagement.
- Mitigation Strategies: Develop strategies to mitigate these risks effectively.
- Requirements

- Audience reaches and engagement: A good following that is engaged (likes, comments, shares), and fits our demographics and purpose.
- Creativity: Ability to create engaging, informative, and visually appealing content.
- Advocacy for Women's Inclusion: Actively promotes the inclusion and advancement of women in leadership and governance
- Impact: A history of advocacy or participation in similar campaigns. Evidence of past impact in raising awareness or driving change preferably on environmental/women's issues.
- Tools and equipment: Have a smart phone and highly recommend computer if possible
- Obtain and Develop Success stories: Have ability to create attractive, excellent and progressive stories.

Supervision and coordination

The consultant will report to and work under the supervision of **Pillar Leads**.