



Request for Proposals (RfP)

Expert in conducting a training program and support in the implementation of the Communication, Education, and Public Awareness (CEPA) plan for the Effective Management of Wadi El Rayan and Lake Quarun Protected Areas Project

IUCN ROWA, Effective Management of Wadi El Rayan and Lake Quarun Protected Areas, Biodiversity and Protected Areas, World Heritage Programme
RfP Reference: IUCN-24-09-P03296-002

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: Procurement, Regional Office for West Asia. procurement.rowa@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
September 24, 2024	Publication of the Request for Proposals
September 25, 2024	Deadline for submission of questions
September 26, 2024	Planned publication of answers to questions
October 02, 2024	Deadline for submission of proposals to IUCN (" Submission Deadline ")
TBD	Clarification of proposals
TBD	Planned date for contract award
TBD	Expected contract start date

- 3.2. Please email the IUCN contact to confirm whether you are intending to submit a proposal by the deadline stated below.

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 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	Quality of CV(s)	CV(s)	30%
2	Sample of similar assignments	Portfolio	30%
3	Proposed resources and timetable		20%
4	Quality of references		20%
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 inclusive of Value Added Tax.

4.5.4. *Currency of proposed rates and prices*

All rates and prices submitted by Proposers shall be in United States Dollars (USD)

Breakdown of rates and prices

Please provide a comprehensive and detailed budget according to the following format:

	Description	Quantity	Unit Price	Total Price
1				
2				
	TOTAL			

All expenditures related to this service will be managed by the consultant including but not limited: to travel, accommodation, and transportation. Etc

4.6. Additional information not requested by IUCN should not be included in your Proposal and will not be considered 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, 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. 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 requirements from the donor funding this 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.

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12. ATTACHMENTS

Attachment 1: *Specification of Requirements / Terms of Reference*

Attachment 2: *Declaration of Undertaking (select 2a for companies or 2b for self-employed as applicable to you)*

Attachment 3: *Contract Template*



Terms of Reference for IUCN Consultancy

Title: Expert to conduct a training programme and support in the implementation of the Communication, Education and Public Awareness (CEPA) plan for Effective Management of Wadi El Rayan and Lake Quarun Protected Areas project

Objective of the Consultancy

This consultancy has the following objective(s):

- Conducting training for the Protected areas rangers in Wadi El Rayan and Lake Qaroun and the NCS on implementing the CEPA plan.
- Support in the participation and preparation of content for the suggested events as mentioned in the CEPA Plan document.

Background

Project Reference: **P03296**

Donor reference: **GFL- Ecosystem Division-M99-32GFL-11207-14AC0003-SB-008233**

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About the Project

The International Union for Conservation of Nature - Regional Office for West Asia (IUCN ROWA) is currently executing the Project “*Effective Management of Wadi El-Rayan and Lake Quarun Protected Areas in Egypt*”. The project is implemented in partnership with the Egyptian Environmental Affairs Agency (EEAA) and with the support of the Global Environment Facility (GEF) and UN Environment Programme (UNEP).

The project aims to strengthen the overall management of the Wadi El-Rayan and Lake Quarun protected areas to safeguard biodiversity by addressing a range of threats. It seeks to enable community involvement, capacity building as the principle means toward improving effectiveness.

The project mainly focuses on two PAs, Wadi El Rayan Protected Area (WRPA) and Lake Quarun Protected Area (LQPA) which are located within the Fayoum Governorate.

Description of the Assignment

A communication, education and public awareness (CEPA) plan was prepared for the project, with the aim of providing communication support for various conservation efforts aimed at achieving sustainable development that enhances the quality of life for the communities of Fayoum and achieves well-being for future generations.

The plan aims to facilitate the mission of protectorates in Fayoum by proposing a course of procedures and tools to implement the communication, education and public awareness plan, as the main goal of the plan is to enhance the performance of environmental awareness programs and allow for concrete practical programs. The plan is flexible so that it can be adapted to the needs and problems facing different protectorates. The plan also aims to develop a partnership network between the protectorates in Fayoum and other interested partners. While implementing the CEPA plan, protectorates’ management should focus on activities related to information dissemination and awareness of natural resources. Also, protectorates should focus on tourism products, with the aim of promoting and marketing them. Creating a new tourism destination and highlighting local community engagement within protectorates may also support community livelihoods and create investment opportunities for them. At the same time, it helps develop more responsible interaction and sustainable behaviors. The current RfP, highlighting the priority activities to be implemented with the tight time frame of the project between September till November 2024.

Scope of work

- Conducting training for the Protected areas rangers in Wadi El Rayan and Lake Qaroun and the NCS on implementing the CEPA plan. The CEPA Plan will be provided to guide in the training material preparation.
 - The trainer should provide the following:
 - Training package.
 - Training agenda.
 - The training report contains fully signed attendance sheets for all days, pictures, evaluation results pre/post the training.
- Support in the participation and preparation of content for the suggested events as mentioned in the following table. The proposed content should be provided to the IUCN and the EEAA team for review and approval in advance.

#	Event name	Date
1	Celebrating world migratory birds' day.	12 th October 2024
2	Organising two cleaning-up campaigns in cooperation with tourism companies and civil society organisations.	October & November 2024

Duration of the Assignment

From 1st of October till the 30th of November 2024

Deliverables and Activities

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

Deliverable/Activity	Description	Deadline
D1	- Training for the Protected areas rangers in both reserve and the NCS on implementing the CEPA plan including (<i>Training package, Agenda, training report, fully signed attendance sheets for all days, pictures, evaluation pre/post the training</i>).	15 October 2024
D2	- Participation and preparation of content for celebrating world migratory birds' day including (<i>event package, Agenda, brief report, fully signed attendance sheets</i>).	15 October 2024
D3	- Participation and preparation of content for the Organising the two cleaning-up campaigns in cooperation with tourism companies and civil society organisations. Including (<i>event package, Agenda, brief report, fully signed attendance sheets</i>).	30 November 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
Submission of D1 – 30 September 2024	30%
Submission of D2 – 15 October 2024	40%
Submission of D3 – 30 November 2024	30%

Skills and Experience

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

- Master's or PhD degree in environmental science, conservation, communication, education, or a related field.
- Minimum 10+ years of professional experience in Managing Protected and/or conserved areas and the field of biodiversity.

- Minimum 5+ years of professional experience in implementing strategies related to Communication, Education and Public Awareness (CEPA).
- Good interpersonal and communication skills, including working as part of a team. Along with strong communication skills in Arabic Language to deliver the training for the local community.
- Familiarity with the socio-cultural and environmental context of Egypt, particularly in Al-Fayoum
- Computer proficiency, including Internet and Microsoft Office.
- Proficiency in designing and delivering training programs and capacity-building initiatives
- Proven ability to liaise and work with various stakeholders, including government agencies, the private sector, and local communities, and in support of regional and national institutions.
- Leadership skills in facilitating group discussions, workshops, and training sessions
- A good understanding of the IUCN's mission and a general attitude of serving others.

Supervision and coordination

The consultant will report to and work under the supervision of Eng. Natalia BOULAD - Protected areas, Biodiversity and World Heritage Programme Manager.

Important note:

Consultation sessions can be done physically or virtually (conference call, online sessions) or both depending on the country situation. The consultant shall support in the preparation and organization of any physically held session if needed.

1. All the deliverables from the consultants, whether reports, presentations, documents, etc. should include (IUCN, EEAA, GEF and UNEP) logos and the four institutions should be mentioned whenever this activity is mentioned.
2. Any pictures, figures, charts, etc. used in this consultancy must include the copyrights.
3. Any works on maps for this consultancy, the shape files and map packages will need to be submitted (JPEG and PDF).
4. The final compiled reports for this assignment will need to follow the IUCN's visual identity and publication guidelines, which will be provided by the IUCN.