

REQUEST FOR PROPOSAL (RFP)

FOR SERVICES

Project Title:	Information, outreach, and behaviour change communications supporting improved inshore fisheries management for Pacific Island communities
Nature of the services	Selection of Preferred Suppliers for: Information, outreach, and behaviour change communications supporting improved inshore fisheries management for Pacific Island communities
Location:	Pacific region
Date of issue:	1/09/2023
Closing Date:	13/10/2023
SPC Reference:	RFP23-5638

Contents

PART 1: INTRODUCTION	4
1.1 ABOUT THE PACIFIC COMMUNITY (SPC)	4
1.2 SPC'S PROCUREMENT ACTIVITIES	4
1.3 SPC'S REQUEST FOR PROPOSAL (RFP) PROCESS	4
PART 2: INSTRUCTIONS TO BIDDERS	5
2.1 BACKGROUND	5
2.2 SUBMISSION INSTRUCTIONS	5
2.3 CLARIFICATIONS	6
2.4 EVALUATION	6
2.5 CONTRACT AWARD	7
2.6 KEY DATES	7
2.7 LEGAL AND COMPLIANCE	8
2.8 COMPLAINTS PROCESS	9
PART 3: TERMS OF REFERENCE	10
A. BACKGROUND/CONTEXT	10
B. PURPOSE, OBJECTIVES, SCOPE OF SERVICES	11
C. CONTRACTING ARRANGEMENTS	12
D. SKILLS AND QUALIFICATIONS	13
E. SCOPE OF BID PRICE AND SCHEDULE OF PAYMENTS	13
F. ANNEXES TO THE TERMS OF REFERENCE	13
FISHERIES IN TONGA	14
PROJECT OBJECTIVE	14
PART 4: PROPOSAL EVALUATION MATRIX	16
4.1 EVALUATION CRITERIA & SCORE WEIGHT	16
4.2 FINANCIAL EVALUATION	17
PART 5: PROPOSAL SUBMISSION FORMS	18
ANNEX 1: BIDDER'S LETTER OF APPLICATION	18
ANNEX 2: CONFLICT OF INTEREST DECLARATION	19
ANNEX 3: INFORMATION ABOUT THE BIDDER AND DUE DILIGENCE	21
VENDOR INFORMATION	21
DUE DILIGENCE	21
SOCIAL AND ENVIRONMENTAL RESPONSIBILITY (SER)	22

SUPPORTING DOCUMENTS

23

ANNEX 4: TECHNICAL PROPOSAL SUBMISSION FORM

24

ANNEX 5: FINANCIAL PROPOSAL SUBMISSION FORM

25

Part 1: INTRODUCTION

1.1 About the Pacific Community (SPC)

The Pacific Community (SPC) is the principal scientific and technical organisation of the Pacific region, established by treaty in 1947 with the signing of the Agreement Establishing the South Pacific Commission (the Canberra Agreement).

SPC has our headquarters in Noumea, New Caledonia and has regional offices in Fiji, the Federated States of Micronesia and Vanuatu, as well as an office in France. SPC works across the Pacific and has staff in nearly all of our Pacific Island Country and Territory members.

SPC works for the well-being of Pacific people through the effective and innovative application of science and knowledge and is guided by a deep understanding of Pacific Island contexts and cultures. Our unique organisation covers more than 20 sectors and is renowned for knowledge and innovation in such areas as fisheries science, public health surveillance, geoscience and conservation of plant genetic resources for food security.

For more information about SPC and the work that we do, please visit our website: <https://www.spc.int/>.

1.2 SPC's procurement activities

SPC's procurement activities are guided by the principles of high ethical standards, value for money, open competition and social and environmental responsibility and are carried out under our Procurement Policy.

SPC's *Procurement Policy* provides the framework for ensuring that SPC obtains the best value for its purchases, in terms of both cost and quality; demonstrates financial probity and accountability to its members and development partners; manages and prevents the potential for conflicts of interest; reduces its environmental impact and manages any other risks.

At SPC, all procurement follows the same main steps: planning; statement of needs; requisition; solicitation; evaluation; award; receipt; and payment. Different procedures apply depending on the value of the goods, services and works to be procured.

For further information or enquiries about SPC's procurement activities, please visit the procurement pages on our website: <https://www.spc.int/procurement> or email: procurement@spc.int.

1.3 SPC's Request for Proposal (RFP) Process

At SPC, procurement valued at more than EUR 45,000 must be advertised through a Request for Proposal (RFP) with any bids received evaluated by SPC's Procurement Committee to determine the offer that provides the best value for money.

This RFP sets out SPC's requirements and it asks you, as a bidder, to respond in writing in a prescribed format with pricing and other required information. The RFP contains detailed instructions and templates to enable you to submit a compliant bid. It sets out the overall timetable; it confirms the evaluation criteria that SPC will use to evaluate proposals; it explains the administrative arrangements for the receipt of the bids; and it sets out how bidders can request further information.

Your participation confirms your acceptance of SPC's conditions of participation in the RFP process.

Part 2: INSTRUCTIONS TO BIDDERS

2.1 Background

SPC invites you to submit a bid to deliver the services as specified in [Part 3](#).

SPC has advertised this RFP on its website and may send it directly to potential vendors. The same specifications, submission and other solicitation requirements will be provided to all vendors.

SPC has compiled these instructions to guide prospective bidders and to ensure that all bidders are given equal and fair consideration.

Please read the instructions carefully before submitting your bid. For your bid to be considered, you must provide all the prescribed information by the closing date and in the format specified.

2.2 Submission instructions

Your submission must be clear, concise and complete and should only include information that is necessary to respond effectively to this RFP. Please note that you may be marked down or excluded from the procurement exercise if your submission contains any ambiguities or lacks clarity.

Your proposal must include the following documents (annexes of [Part 5](#) of the RFP):

Technical submission:

- a) Bidder's Letter of Application (Annex 1);
- b) Conflict of Interest Declaration (Annex 2);
- c) Information about the bidder and Due diligence (Annex 3) with supporting documents as:
 - i. Business Registration or Tax Identification Number as required by applicable national law;
 - ii. Professional Insurance Certificate (Professional Civil Liability / Indemnity);
- d) Technical proposal submission form (Annex 4);
- e) A Technical memo (10 pages maximum without Annexes) including:
 - i. A presentation of your organisation;
 - ii. The national and local languages in which it is able to deliver services;
 - iii. Anonymised CV of the proposed expert(s) who will carry out the Services (as annexes)
 - iv. A detailed proposal with the methodology and, approach for the case study 'Supporting improved coastal fisheries management in Tonga' (Appendix II);
 - v. At least 3 references for similar services
- f) A brief portfolio with key examples highlighting the 4 key work areas:
 - i. Development of cost-efficient information, communication and behaviour change strategies supporting resilient Pacific Island communities;
 - ii. Development, local coordination and implementation of multi-scale awareness campaigns in PICTs;
 - iii. Development of communication, media & outreach products for PICTs;
 - iv. Capacity building of government agency extension officers, civil society organizations and community representatives to improve their outreach and engagement.
- g) The example of PSA with your amendments.

Financial submission:

- a) Financial proposal submission form (Annex 5)
- b) The Price schedule (Annex 6) in excel and .pdf version (stamped and signed) including:
 - i. A budget for the detailed proposal requested on the case study 'Supporting improved coastal fisheries management in Tonga';
 - ii. Costings for certain key functions (whether contractual or indicative)

Your proposal must be submitted in **two separate emails**.

You must submit your **Technical proposal** (Annexes 1 to 4 and all their supporting documents) in English as an attachment to one email. No financial information may appear in the technical proposal.

You must submit your **Financial proposal** (Annex 5) in a separate email. All prices in the proposal must be presented in EURO. Your Financial proposal is to be password protected. SPC will request the password in the event that it is required.

Both emails are to be sent to procurement@spc.int with the subject line of your email as: **Submission RFP23-5638**.

Your proposal must be received no later than **13/10/2023** by **3PM Noumea Time**. Only one bid per bidder is permitted.

SPC will send a formal acknowledgement to each proposal received before the deadline.

SPC reserves the right to exclude from consideration any proposal not received by the deadline, with incomplete information or in incorrect form.

2.3 Clarifications

You may submit questions or seek clarifications on any issue relating to this RFP. The questions are to be submitted in writing to procurement@spc.int with the subject line: **Clarification RFP23-5638**. The deadline for submission of clarifications is **2/10/2023** by **3PM (Noumea Time)** .

Details will be kept of any communications between SPC and bidders. This assists SPC to ensure transparency of the procurement process. While SPC prefers written communication in the RFP process, at any point where there is phone call or other conversation, SPC will keep a record or a file note of the exchange with prospective bidders.

2.4 Evaluation

Validity

Each proposal will be assessed for compliance with the submission requirements by the Bids Opening Committee. At this stage, basic due diligence will also be undertaken.

To assist in the examination, evaluation and comparison of proposals, SPC may ask the bidder for clarification of its proposal or additional information. The request for clarification will be in writing.

Technical

All valid proposals will be assessed against the technical evaluation criteria set out in Part 4. The criteria are provided with weighted scores according to the relative importance of each. SPC will not change the evaluation criteria set out in the RFP at any stage of the procurement process. Any changes in the evaluation criteria will result in the RFP process being re-issued.

Bidders are expected to familiarise themselves with local conditions and take these into account in preparing their proposal. Where minimum qualifications are set as specific evaluation criteria (which may include educational qualification, professional accreditation or certification, licensing, experience and expertise), proposals submitted must necessarily meet these criteria.

Financial

Any bids that pass the minimum technical evaluation requirements will pass onto financial evaluation.

During the financial evaluation, if there is a discrepancy between the unit price and the total price, the lower price shall prevail. If there is a discrepancy between words and figures the amount in words will prevail.

The total cost of the proposal must be submitted inclusive of taxes in accordance with the applicable legislation, and is not subject to revision.

The financial offer submitted as part of this RFP includes:

- The hourly rates for certain key functions implemented under the contract, which will be contractual.
- The figures are given for information only (and are not contractually binding) and are intended to ensure a fair evaluation of the bids:
 - The case studies.
 - Hourly rates for functions that may be implemented as a function of the assignments requested under this PSA (Preferred Supplier Agreement).

2.5 Contract award

The purpose of this RFP is to implement non-exclusive Preferred Supplier Agreements (PSAs).

An example of a PSA is attached to this RFP for information purposes.

SPC may award the contract once the Procurement Committee has determined that a bidder has met the prescribed requirements and the bidder's proposal has been determined to be the most responsive to the RFP documents, provide the best value for money and best serve the interests of SPC.

Framework contracts are established for an initial period of one (1) year and may be renewed for a period not exceeding three (3) years, depending on the results and quality of the services provided.

SPC's [General Terms and Conditions of Contract](#) will apply to any contracts awarded under this RFP, unless otherwise agreed. Any requested changes to the General Terms and Conditions of Contract must be foreshadowed in the submission.

The award of the contract will be made by a written contract signed and dated by both parties.

In the absence of requests for amendments, the General Conditions of Contract and the clauses of the PSA type contract shall be deemed to be known, understood and accepted by the bidder.

2.6 Key dates

Please see the proposed procurement timetable in the table below. This timetable is intended as a guide only and while SPC does not intend to depart from the timetable, it reserves the right to do so at any stage.

STAGE	DATE
RFP advertised	1/09/2023
Deadline for seeking clarification	2/10/2023
RFP Closing Date	13/10/2023

2.7 Legal and compliance

Child and vulnerable adult protection: SPC is committed to the well-being of children and vulnerable adults. All SPC contractors are required to commit to the principles of SPC's Child and Vulnerable Adult Protection Policy ([XI.G Manual of Staff Policies](#)). Breach of this requirement can result in SPC terminating any contract with a successful bidder. Any allegations of potential misconduct in relation to this RFP involving children or vulnerable adults should be sent to complaints@spc.int.

Confidentiality: Unless otherwise agreed by SPC in advance or where the contents of the RFP are already in the public domain when **shared** with the bidder, bidders shall at all times treat the contents of the RFP and any related documents as confidential. SPC will also treat the information it receives from the bidders as confidential.

Conflict of interest: Bidders must take all necessary measures to prevent any situation of conflict of interest. You must notify SPC in writing as soon as possible of any situation that could constitute a conflict of interest during the RFP process. If you have any familial connection with SPC staff, this must be declared, and approval will then be sought for you to engage in the RFP process. Breach of this requirement can result in the exclusion of the bidder from the RFP process or in SPC terminating any contract with a successful bidder.

Cost of preparation of proposals: Under no circumstances will SPC be liable for any proposal submission costs, expenditure, work or effort that you may incur in relation to your provision of a proposal (including if the procurement process is terminated or amended by SPC).

Currency, validity, duties, taxes: Unless specifically otherwise requested, all proposals should be in EURO and must be net of any direct or indirect taxes and duties and shall remain valid for 120 days from the closing date. The successful bidder is bound by their proposal for a further 60 days following notification they are the preferred bidder so that the contract may be awarded. No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted at any time during this period.

Eligibility: Bidders are required to disclose to SPC whether they are subject to any sanction or temporary suspension imposed by any international organisation, or whether they are subject to bankruptcy proceedings. You may not be bankrupt or suspended, debarred, or otherwise identified as ineligible by any international organisation. Failure to disclose such information may result in debarment and termination of any contract issued to the bidder by SPC.

Fraud and corruption: SPC has zero tolerance for fraud and corruption. All contractors have an obligation to report potential fraud and corruption. Breach of this requirement can result in the exclusion of the bidder from the RFP process or in SPC terminating any contract with a successful bidder. Allegations of potential misconduct by an SPC staff member or contractor involving fraud or corruption can be sent to complaints@spc.int.

Good faith: The information in this RFP is provided by SPC in good faith. No representation, warranty, assurance or undertaking (express or implied) is or will be made, and no responsibility or liability will be accepted by SPC in relation to the adequacy, accuracy, completeness or reasonableness of this RFP or any information provided by SPC in relation to this RFP.

Modifications: Any clarifications, corrections or modifications will be published on the SPC website prior to deadline. In the event a bidder has submitted a bid before the clarification, correction or modification, the bidder will be informed and may modify the bid. The modified bid will still need to be received before the deadline.

No offer of contract or invitation to contract: This RFP is not an offer to contract or an invitation by SPC to enter into a contract with you.

Privacy: The bidder is to comply with the requirements of applicable legislation and regulatory requirements in force for the use of personal data that is disclosed for the purposes of this RFP. SPC will handle any personal information it receives under the RFP in line with its [Privacy Policy](#), and the [Guidelines for handling personal information of bidders and grantees](#).

Right to amend, seek clarity, withdraw, not award: SPC reserves the right to: (1) amend, add to or withdraw all or any part of this RFP at any time, or to re-invite bids on the same or any alternative basis; (2) seek clarification or documents in respect of any bidder's submission; (3) choose not to award a contract as a result of this RFP; (4) make whatever changes it sees fit to the timetable, structure or content of the procurement process, depending on approvals processes or for any other reason. Please note that while SPC will not change the evaluation criteria set out in the RFP without the RFP process being re-issued, SPC does reserve the right at the time of award of contract to vary the quantity of services and goods specified in the RFP and to accept or reject any proposal at any time prior to award of the contract without incurring any liability to the affected bidder or any obligation to inform the affected bidder/s of the grounds for SPC's action.

Right to disqualify: SPC reserves the right to disqualify: (1) any bidder that does not submit a proposal in accordance with the instructions in this RFP; (2) any bidder that misrepresents information to SPC; (3) any bidder that directly or indirectly canvasses any SPC employee concerning the award of a contract.

Use of material: Bidders shall not use the contents of the RFP or any related material for any purpose other than for the purpose of considering submitting, or submitting, a bid to SPC.

Warranty, representation, assurance, undertaking: The bidder acknowledges and agrees that no person has any authority to give any warranty, representation, assurance or undertaking on behalf of SPC in connection with any contract which may (or may not) follow on from this RFP process.

2.8 Complaints process

Bidders that consider they were not treated fairly during any SPC procurement process may lodge a protest. The protest should be addressed to complaints@spc.int. The bidder must provide the following information: (1) full contact details; (2) details of the relevant procurement; (3) reasons for the protest, including how the alleged behaviour negatively impacted the bidder; (4) copies of any documents supporting grounds for protest; (5) the relief that is sought.

Part 3: Terms of Reference

Project title: Information, outreach, and behaviour change communications supporting improved inshore fisheries management for Pacific Island communities

A. Background/context

The Pacific Community (SPC) is the Pacific Island region's principal technical and scientific organisation. It delivers technical, scientific, research, policy and training support to Pacific Island countries and territories in public health, geoscience, agriculture, forestry, water resources, disaster management, fisheries, education, statistics, transport, energy, ICT, media, human rights, gender, youth and culture. For more information, visit www.spc.int

Through this Request for Proposals, the Pacific Community wishes to set up Preferred Supplier Agreement for which it may be asked to provide punctual Services, without however guaranteeing the nature or volume of the work entrusted.

This Request for Proposal is being carried out as part of the Coastal Fisheries and Aquaculture Programme of the SPC Fisheries, Aquaculture & marine ecosystems (FAME) Division.

The other SPC Divisions, programmes, and projects may use the selected bidders to implement **Information, outreach, and Behaviour Change communications supporting sustainable development for Pacific Island communities**.

Coastal Fisheries and Aquaculture Programme

Within the FAME Division of SPC, the Coastal Fisheries and Aquaculture Programme's goal is to guide and advise on, and respond to, members' needs to effectively manage and equitably benefit from their coastal resources and aquaculture development options through emerging technologies, evidence-based management and people-centred approaches. Most coastal communities are highly dependent on healthy, resilient marine resources to support food security, livelihoods and cultural practices. However, with increasing population pressures and needs for livelihoods, including cash income to meet basic needs and other development aspirations, these resources face many threats from overharvesting. The increasing fishing pressure on coastal fishery resources is a concern for many Pacific Island countries and territories (PICTs).

In the fisheries sector, the role of women is often invisible or diminished. To achieve empowered and resilient communities, both women, young people and other marginalised groups need to play a greater role in decision making and have more equitable access to the benefits from fisheries and aquaculture.

Decline of marine resources

Recognising that coastal resources are under increasing threat of overfishing, now exacerbated by climate change, PICTs have put in place national rules and legislations to empower the state to effectively manage inshore fisheries. The regulations include restrictions for fishing gears, spawning seasons bans, size limits, quotas, etc. However, quite often, the stakeholders are not well-informed on the urgency of the issue of overfishing and are not aware or convinced of the benefits of the management actions. PICTs have also agreed through regional and subregional policies to scale-up coastal fisheries management incorporating community-based fisheries management (CBFM) approaches.

Information as a key component to drive changes

As stated in the Framework for Action, “provision of relevant information to all communities is a critical step in upscaling community-based fisheries management. The goal is to provide equal access for all communities to information that allows them to assess issues and apply best practices and to be aware of national fisheries rules and administration “. Information activities also contribute to empowering community leaders, people fishing and harvesting marine resources, and marginalised groups to provide feedback and information to government and raise concerns.

More generally, information, outreach, and behaviour change communications are also an essential lever for changing behaviour in all the technical areas supported by SPC.

The other SPC divisions (Geoscience, Energy and Maritime, Climate Change and Environmental Sustainability and Public Health Divisions for example) could therefore use selected service providers to implement information, awareness-raising and communication activities aimed at changing behaviour to support the sustainable development of Pacific Island countries and territories.

B. Purpose, objectives, scope of services

The overall aim of the service is to significantly increase the delivery of information on sustainable coastal fisheries management to Pacific Island communities. This will be delivered through national government and relevant local networks/partners to achieve nationally significant coverage and ensure viable and improved feedback loops from communities to improve decision-making across the region.

For each work area presented below, the lists of activities are not exhaustive. Additional services may be requested based on written terms of reference for a corresponding quotation.

Preferred service providers could be expected to undertake all the following work areas:

1. Development of cost-efficient information, communication and behaviour change strategies supporting resilient Pacific Island communities

- The strategies should be in line with SPC, members and partners strategic documents, including with the recommendations of the regional Framework for Action on scaling up community-based fisheries management (CBFM).
- The strategies should include development of communication mechanisms to raise community concerns and feedback regularly at national level.

2. Development, local coordination and implementation of multi-scale awareness campaigns in PICTs (Pacific Islands and Country Territories)

The area is related to the design and, coordination, implementation of outreach activities, including:

- Development of messaging, and branding platforms
- Media broadcast, such as TV and radio campaigns in partnership with national media services
- Extensive and targeted dissemination of information through high volume events, public places, markets, etc
- Designing and implementing surveys to monitor and evaluate information materials, awareness campaigns and information feedback from communities to government.

3. Development of communication, media and outreach products for PICTs

Including, but not limited to:

- booklets, posters, banners

- videos
 - radio content and coordination
 - website development, web design and mobile app development
 - press releases, media relations
 - community management, social media tiles
4. **Capacity building of government agency extension officers, civil society organisations and community representatives** to improve their outreach and engagement.
- through the facilitation and running of workshops, including but not limited to in-country logistical organisation, preparation of content and reports
 - and the production of e-learning modules

Approach

The implementation of services will incorporate a gender and social inclusion approach and will be in line with the SPC PLANET Principles (Appendix I). For the FAME division, the approach of the selected service suppliers will also align with SPC key partners principles, including with the Locally Managed Marine Area (LMMA) Network International social contract principles when the work implemented is part of a partnership with LMMA (Appendix I). More information on the LMMA Network International, please visit the website www.lmmanetwork.org

C. Contracting arrangements

Within the framework of this Preferred Supplier Agreement (PSA), each assignment will be the subject of specific terms of reference detailing:

- The SPC representative (to whom Contractor will report)
- The services and deliverables expected (these must be within the scope of this contract).
- Reporting arrangements.
- The timeline for completion
- Terms of payment
- The conditions under which travel will be paid for and organised.

A Technical and financial proposal in line with the specific terms of reference of the assignment will be requested.

(i) Reporting

- For some projects, the service provider may need full time or part-time information coordinators based in specific PICTs.
- All the documents (videos, pictures, etc) produced as a result of this consultancy will be delivered free of right for SPC, without any time or use limit, including for print, web and television.

(ii) Duty station and travel

- Duty station and travel: If travel is required, this will be approved in advance by SPC and either organised by the Contractors or separately under the direct authority of SPC.
- All travel shall be in compliance with SPC travel policy and submitted to validation. The Contractors are solely responsible for obtaining and payment of any visa and travel insurance required for the performance of the Services, including any tax or other liabilities incurred during the conduct of the Services.

D. Skills and qualifications

The contract is open to non-government and civil society organizations as well as to private companies.

The service provider must meet the following competency requirements:

- Demonstrated capacity and experience in developing, coordinating, and monitoring successful nationwide awareness campaigns related to sustainable development (such as coastal fisheries management).
- Capacity and experience in creating context-appropriate outreach tools communities, including print, video, and radio.
- Proven track record in building capacity of government agency extension officers, civil society organizations and community representatives to improve their outreach and engagement.
- Experience in delivering the work areas in one or several Pacific Island countries and Territories.
- Experience in delivering the work areas in SPC's scientific/technical disciplines (<https://www.spc.int/about-us>), especially with challenges addressed by the Fisheries division such as the scaling up of Community-based fisheries management (please see here: <https://cbfm.spc.int/>)
- Proven track record of integrating gender and social inclusion in the production of information material, the design and implementation of awareness campaigns.

E. Scope of Bid Price and Schedule of Payments

The amount for the services will be defined per project according to the terms of reference sent for each assignment. The financial proposals will then have to comply at least with the rates defined as contractual under this contract. All other services will be costed on an ad hoc basis depending on the specific nature of the assignment.

The contracts of implementation to be signed under the Preferred Supplier Agreement will be paid upon the delivery and acceptance of milestones.

F. Annexes to the Terms of Reference

Appendix I: SPC PLANET Principles and Principles of the LMMA Social Contract - <https://hrsd.spc.int/people-centred-approach>

Appendix II: Case study: 'Supporting improved coastal fisheries management in Tonga'

Fisheries in Tonga

Tongan communities are heavily dependent on fisheries and ocean resources for food, economic development, and culture. Recognising that coastal resources are under increasing threat of overfishing, the Ministry of Fisheries of Tonga adopted the Special Management Area (SMA) Program in 2002 as a management tool for sustainable management of coastal fisheries in Tonga waters. Under Fisheries Management Act 2002, coastal communities are allowed to establish SMAs for the purpose of community-based fisheries management in their coastal areas.

Project objective

The project objective is to support the Ministry of Fisheries of Tonga as well as the local stakeholders to deliver information on sustainable coastal fisheries management to communities and scale-up the SMA program. The project will directly strengthen the knowledge and skills of Tonga staff and associated networks working with communities.

Expected activities and deliverables

Activity	Deliverables
<ul style="list-style-type: none">• Desk review and interviews of key stakeholders.• A 3-day Strategic Communications Workshop in Tonga	<ul style="list-style-type: none">• Background research summary (partners and key stakeholder interview summary).• Workshop report (List of participants of the workshops, programme and key findings)
<ul style="list-style-type: none">• The production of an information strategy and associated workplan	Information strategy This should include key tactics to reach out to communities, potential campaign branding/themes, core messaging, and proposed activities and tools, and measurements.

Institutional arrangement

- The service provider will report to the SPC Information and Outreach Officer and the SPC Community Based Fisheries Management Adviser.
- The service provider is expected to collaborate actively with the government, community networks and local NGOs

Duty station

- This desk review and interviews can be done either remotely or in Tonga. The workshop is expected to be done in Tonga.
- If travel is required, this will be approved in advance by SPC and organised separately under the direct authority of SPC. All travel shall be in compliance with SPC travel policy and submitted to validation. The Contractors are solely responsible for obtaining and payment of any visa and travel insurance required for the performance of the Services, including any tax or other liabilities incurred during the conduct of the Services.

Budget

The detailed budget should include:

- The production of the expected deliverables
- The flights, accommodation, and associated costs of the service provider team (but not for the participants)
- The cost for the venue and food catering for the workshop

Part 4: PROPOSAL EVALUATION MATRIX

4.1 Evaluation criteria & Score Weight

A two-stage procedure will be utilised to evaluate the proposals, with evaluation of the **Technical proposal** being completed prior to any **Financial proposal** being opened and compared.

The competencies which will be evaluated are detailed in [Part 3](#).

The evaluation matrix below also reflects the obtainable score specified for each evaluation criterion (technical requirement) which indicates the relative significance or weight of the items in the overall evaluation process.

The technical component, which has a total possible value of 700 points, will be evaluated using the following criteria.

Evaluation criteria	Score Weight (%)	Points obtainable
Mandatory requirements		
Each applicant is requested to provide the documents detailed in Part 2 – 2.2 Submission instructions .	Bidders will be disqualified if any of the requirements are not met	
Technical requirements		
1. Key qualifications and competence for the work area(s)		
<ul style="list-style-type: none"> - Degree/Diploma in Journalism or communications - Degree/Diploma in Graphic Art and/or Design - Demonstrated understanding of graphic design and illustration principles as part of a curated portfolio - Ability to demonstrate expert knowledge and use of social and behavioural change communications 	25%	175
2. Specific experience relevant to the work area(s)		
<ul style="list-style-type: none"> - Development of cost-efficient information, communication and behaviour change strategies supporting resilient communities - Development, local coordination and implementation of multi-scale awareness campaigns - Development of media & outreach products, including print, video, and radio. - Capacity building of government agency extension officers, civil society organizations and community representatives to improve their outreach and engagement 	25%	175

3. Specific experience in one or several Pacific Island countries and territories (PICTs)	20%	140
4. Specific experience in SPC's thematic areas		
- Thematic experience in SPC's scientific/technical disciplines, especially with challenges addressed by the Fisheries division such as the scaling up of Community-based fisheries management. - Previous design work for an NGO or Development agency is desirable but not compulsory.	15%	105
5. Gender and social inclusion approach		
- Proven track record of integrating gender and social inclusion in the production of information material, the design and implementation of awareness campaigns.	10%	70
6. Quality of the presentation of the proposal		
- All required documentation has been provided - Clear offer	5%	35
Total Score	100%	700
Qualification score	70%	490

4.2 Financial evaluation

The financial component of the proposal will be scored on the basis of overall costs for the delivery of the services and financial incentives and benefits provided to SPC. The lowest financial proposal will be awarded maximum 300 points and other financial offers and incentives will be awarded points as per the formula below:

$$\text{Financial Proposal score} = (\text{Lowest Price} / \text{Price under consideration}) \times 300$$

Part 5: PROPOSAL SUBMISSION FORMS

Annex 1: BIDDER'S LETTER OF APPLICATION

Dear Sir /Madam:

Having examined the Solicitation Documents, the receipt of which is hereby duly acknowledged, we the undersigned, offer to supply the required services for the sum as may be ascertained in accordance with the Financial Proposal attached herewith and made part of this proposal.

We acknowledge that:

- SPC may exercise any of its rights set out in the Request for Proposal documents, at any time;
- The statements, opinions, projections, forecasts or other information contained in the Request for Proposal documents may change;
- The Request for Proposal documents are a summary only of SPC's requirements and is not intended to be a comprehensive description of them;
- Neither the lodgement of the Request for Proposal documents nor the acceptance of any tender nor any agreement made subsequent to the Request for Proposal documents will imply any representation from or on behalf of SPC that there has been no material change since the date of the Request for Proposal documents, or since the date as at which any information contained in the Request for Proposal documents is stated to be applicable;
- Excepted as required by law and only to the extent so required, neither SPC, nor its respective officers, employees, advisers or agents will in any way be liable to any person or body for any loss, damage, cost or expense of any nature arising in any way out of or in connection with any representations, opinions, projections, forecasts or other statements, actual or implied, contained in or omitted from the Request for Proposal documents.

We undertake, if our proposal is accepted, to commence and complete delivery of all items in the contract within the time frame stipulated.

We understand that you are not bound to accept any proposal you may receive and that a binding contract would result only after final negotiations are concluded on the basis of the Technical and Financial Components proposed.

For the Bidder: *[insert name of the company]*

Signature:

Name of the Bidder's representative: *[insert name of the representative]*

Title: *[insert Title of the representative]*

Date: *[Click or tap to enter a date]*

Annex 2: CONFLICT OF INTEREST DECLARATION

INSTRUCTIONS TO BIDDERS

What is a conflict of interest?

A conflict of interest may arise from economic or commercial interests, political, trade union or national affinities, family, cultural or sentimental ties, or **any other type of relationship or common interest between the bidder and any person connected with the contracting authority** (SPC staff member, consultant or any other expert or collaborator mandated by SPC).

Always declare a conflict

The existence of a potential or apparent conflict of interest does not necessarily prevent the bidder concerned from taking part in a tender process. **However, the declaration of the existence of such a conflict by the persons concerned is essential and allows SPC to take appropriate measures to mitigate it and prevent the associated risks.**

Bidders are therefore invited to declare any situation, fact or link which, to their knowledge, could generate a real, potential or apparent conflict of interest.

Declaration at any time

Conflicts of interest may arise at any time during the procurement process or the implementation of a contract (e.g. new partner in the project) or as a result of a change in personal life (e.g. marriage, inheritance, financial transaction, creation of a company). If such a relationship is found and could be perceived by a reasonable person as likely to influence a decision, a declaration of the situation is necessary. In case of doubt, a conflict situation must be declared.

Declaration for any person involved

A declaration must be completed for each person involved in the tender (principal representative of the bidder, possible subcontractors, consultant, etc.)

Failure

Failing to declare a potential conflict of interest may result in the bidder being refused a contract or placed on SPC's list of non-responsible suppliers.

DECLARATION

I, the undersigned, *[name of the representative of the Bidder]*, acting in the name and on behalf of the company *[name of the company]*, declare that:

<input type="checkbox"/>	To my knowledge, I am not in a conflict-of-interest situation
<input type="checkbox"/>	There is a potential conflict of interest with regard to my <i>[Choose an item]</i> . relationship with <i>[name of the person concerned]</i> in his or her capacity as <i>position/role/personal or family link with the person concerned</i> , although, to the best of my knowledge, this person is not directly or indirectly involved in any stage of the procurement process
<input type="checkbox"/>	I may be in a conflict of interest with regard to my <i>[Choose an item]</i> relationship with <i>[name of the person concerned]</i> in his or her capacity as <i>position/role/personal or family link with the person concerned</i> , as this person is, to the best of my knowledge, directly or indirectly linked to the procurement process
<input type="checkbox"/>	To my knowledge, there is another situation that could potentially constitute a conflict of interest: <i>[Describe the situation that may constitute a conflict of interest]</i>

In addition, I undertake to:

- declare, without delay, to SPC any situation that constitutes a potential conflict of interest or is likely to lead to a conflict-of-interest;
- not to grant, seek, obtain or accept any advantage, whether financial or in kind, to or from any person where such advantage constitutes an unfair practice or an attempt at fraud or corruption, directly or indirectly, or constitutes a gratuity or reward related to the award of the contract;
- to provide accurate, truthful and complete information to SPC in connection with this procurement process.

I acknowledge that I and/or my company and/or my business partners who are jointly and severally bidding on the **RFP 23-5638** may be subject to sanctions such as being placed on SPC's list of non-responsible vendors, if it is established that false statements have been made or false information has been provided.

For the Bidder: *[insert name of the company]*

Signature:

Name of the representative: *[insert name of the representative]*

Title: *[insert Title of the representative]*

Date: *[Click or tap to enter a date]*

Annex 3: INFORMATION ABOUT THE BIDDER AND DUE DILIGENCE

Please complete the following questionnaire and provide supporting documents where applicable.

VENDOR INFORMATION			
Are you already registered as an SPC vendor?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
1. Please provide information related to your entity.			
Company name	<i>[Enter company name]</i>	Address	<i>[Enter address]</i>
Director/CEO	<i>[Enter name of the executive person]</i>	Position	<i>[Enter position of the executive person]</i>
Business Registration/License number	<i>[Enter company registration/license number (or tax number)]</i>		
Date of business registration	<i>[Enter date of business registration]</i>		
Country of business registration	<i>[Enter country of business registration]</i>		
Status of the entity: <input type="checkbox"/> For-profit entity (company), <input type="checkbox"/> NGO, <input type="checkbox"/> International organisation, <input type="checkbox"/> Government body, <input type="checkbox"/> University, <input type="checkbox"/> Association, <input type="checkbox"/> Research Institute, <input type="checkbox"/> Other: <i>[insert details]</i>			
2. Please provide relevant documentation to support and verify the legal existence of the entity, the authority of its officer and proof of its address, such as:			
<input type="checkbox"/> Delegation of authority or power of attorney document <input type="checkbox"/> Certificate of business registration/license <input type="checkbox"/> Memorandum, Articles or Statutes of Association <input type="checkbox"/> Telephone, water, or electricity bill in the name of the entity <input type="checkbox"/> Bank account details bearing the name of the entity			
3. How many employees does your company and its subsidiaries have?		<i>[provide answer]</i>	
4. Do you have professional insurance against all risks in respect of your employees, sub-contractors, property and equipment?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<i>If 'No', what type of business insurance do you have?</i>		<i>[provide answer]</i>	
5. Are you up to date with your tax and social security payment obligations?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<i>If 'No', please explain the situation:</i>		<i>[Provide details]</i>	
6. Is your entity regulated by a national authority?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<i>If 'Yes', please specify the name:</i>		<i>[Insert name of the national regulation authority]</i>	
7. Is your entity a publicly held company?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
8. Does your entity have a publicly available annual report?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<i>Please send SPC your audited financial statement from the last 3 financial years if available</i>			

DUE DILIGENCE			
9. Does your entity have foreign branches and/or subsidiaries?		<input type="checkbox"/> Yes	<input type="checkbox"/> No
<i>If you answered 'yes' to the previous question, please confirm the branches:</i>			
• Head Office & domestic branches		<input type="checkbox"/> Yes	<input type="checkbox"/> No
• Domestic subsidiaries		<input type="checkbox"/> Yes	<input type="checkbox"/> No
• Overseas branches		<input type="checkbox"/> Yes	<input type="checkbox"/> No
• Overseas subsidiaries		<input type="checkbox"/> Yes	<input type="checkbox"/> No
10. Does your entity provide financial services to customers determined to be high risk including but not limited to:			

Foreign Institutions	Financial	<input type="checkbox"/> Yes	<input type="checkbox"/> No	Casinos	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Cash Intensive Businesses		<input type="checkbox"/> Yes	<input type="checkbox"/> No	Foreign Government Entities	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Non-Resident Individuals		<input type="checkbox"/> Yes	<input type="checkbox"/> No	Money Service Businesses	<input type="checkbox"/> Yes	<input type="checkbox"/> No
<input type="checkbox"/> Other, please provide details:				[Provide details]		
11.If you answered 'yes' to any of the boxes in question 10, does your entity's policies and procedures specifically outline how to mitigate the potential risks associated with these higher risk customer types?					<input type="checkbox"/> Yes	<input type="checkbox"/> No
If 'Yes', please explain how:				[Provide explanation]		
12.Does your entity have a written policy, controls and procedures reasonably designed to prevent and detect fraud, corruption, money laundering or terrorist financing activities?					<input type="checkbox"/> Yes	<input type="checkbox"/> No
If 'Yes', please send SPC your policy in English.						
If 'No', what process does your entity have in place to prevent and detect money laundering or terrorist financing activities?				[provide answer]		
13.Does your entity have an officer responsible for anti-corruption, or anti-money laundering and counter-terrorism financing policy?					<input type="checkbox"/> Yes	<input type="checkbox"/> No
If 'Yes', please state that officer's contact details:				[Insert name and contact details]		
14.Has your entity or any of its current or former directors or CEOs ever filed for bankruptcy?					<input type="checkbox"/> Yes	<input type="checkbox"/> No
If 'Yes', please provide details:				[Provide details]		
15.Has your entity or any of its current or former directors or CEOs ever been the subject of any investigations or had any regulatory or criminal enforcement actions resulting from violations of any laws or regulations, including those relating to money laundering or terrorism financing?					<input type="checkbox"/> Yes	<input type="checkbox"/> No
If 'Yes', please provide details:				[Provide details]		

SOCIAL AND ENVIRONMENTAL RESPONSIBILITY (SER)

16.Does your entity have a written policy, controls and procedures to implement its Social and Environmental Responsibility (SER) commitments?					<input type="checkbox"/> Yes	<input type="checkbox"/> No
If 'Yes', please send SPC your policy in English.						
If 'No', what process does your entity have in place to ensure your social and environmental responsibility?				[provide answer]		
Does your Policy or Process cover the followings?						
<input type="checkbox"/> Child protection <input type="checkbox"/> Human rights <input type="checkbox"/> Gender equality <input type="checkbox"/> Social inclusion <input type="checkbox"/> Sexual harassment, abuse or exploitation <input type="checkbox"/> Environmental responsibility						
Please, outline the major actions you have undertaken in these areas:				[provide answer]		
17.Does your entity have an officer responsible for Social and Environmental Responsibility (SER)?					<input type="checkbox"/> Yes	<input type="checkbox"/> No
If 'Yes', please state that officer's contact details:				[Insert name and contact details]		

SUPPORTING DOCUMENTS (where relevant)

• Business registration/license proof	<input type="checkbox"/>
• Bank account details document	<input type="checkbox"/>
• Address of the entity and Authority of officer proofs	<input type="checkbox"/>
• Audited financial statement from the last 3 financial years	<input type="checkbox"/>
• Fraud, corruption, anti-money laundering and counter terrorist financing Policy	<input type="checkbox"/>
• SER Policy	<input type="checkbox"/>

I declare that the particulars given herein above are true, correct and complete to the best of my knowledge, and the documents submitted in support of this form are genuine and obtained legally from the respective issuing authority.

I declare that none of the funds received or to be received by my company will be used for criminal activities, including financing terrorism or money laundering.

By sending this declaration to SPC, I agree that my business and personal information may be used by SPC for due diligence purposes. I also understand and accept that SPC will treat any personal information it receives in connection with my proposal in accordance with its [Privacy Policy](#), and the [Guidelines for handling personal information of bidders and grantees](#).

For the Bidder: *[insert name of the company]*

Signature:

Name of the representative: *[insert name of the representative]*

Title: *[insert Title of the representative]*

Date: *[Click or tap to enter a date]*

Annex 4: TECHNICAL PROPOSAL SUBMISSION FORM

Your technical proposal must include the following documents listed [in Part 2 – 2.2 Submission instructions](#):

- a) Bidder’s Letter of Application (Annex 1);
- b) Conflict of Interest Declaration (Annex 2);
- c) Information about the bidder and Due diligence (Annex 3) with supporting documents as:
 - i. Business Registration or Tax Identification Number as required by applicable national law;
 - ii. Professional Insurance Certificate (Professional Civil Liability / Indemnity);
- d) Technical proposal submission form (Annex 4);
- e) A Technical memo (10 pages maximum without Annexes) including:
 - i. A presentation of your organisation;
 - ii. The national and local languages in which it is able to deliver services;
 - iii. Anonymised CV of the proposed expert(s) who will carry out the Services (as annexes)
 - iv. A detailed proposal with the methodology and, approach for the case study ‘Supporting improved coastal fisheries management in Tonga’ (Appendix II);
- f) A brief portfolio with key examples highlighting the 4 key work areas:
 - i. Development of cost-efficient information, communication and behaviour change strategies supporting resilient Pacific Island communities;
 - ii. Development, local coordination and implementation of multi-scale awareness campaigns in PICTs;
 - iii. Development of communication, media & outreach products for PICTs;
 - iv. Capacity building of government agency extension officers, civil society organizations and community representatives to improve their outreach and engagement;
- g) The example of PSA with your amendments.

For the Bidder: *[insert name of the company]*

Signature:

Name of the representative: *[insert name of the representative]*

Title: *[insert Title of the representative]*

Date: *[Click or tap to enter a date]*

Annex 5: FINANCIAL PROPOSAL SUBMISSION FORM

Your financial proposal must include the following documents listed in Part 2 – 2.2 Submission instructions:

The Price schedule (Annex 6) in excel and .pdf version (stamped and signed) including:

- a) A budget for the detailed proposal requested on the case study 'Supporting improved coastal fisheries management in Tonga';
- b) Costings for certain key functions (whether contractual or indicative – on the basis of an 8-hour day).

For the Bidder: *[insert name of the company]*

Signature:

Name of the representative: *[insert name of the representative]*

Title: *[insert Title of the representative]*

Date: *[Click or tap to enter a date]*