

# REQUEST FOR QUOTATION (RFQ)

## FOR SERVICES

<b>Project Title:</b>	<b>Social media and communications activities for fisheries management community of practices in the Pacific region</b>
<b>Nature of the services</b>	Consultancy
<b>Location:</b>	Consultant's home base with travel to 2 Pacific Islands countries or territories, including Fiji
<b>Date of issue:</b>	16/09/2024
<b>Closing Date:</b>	1/10/2024
<b>SPC Reference:</b>	RFQ24-7064

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## 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).

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.

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](mailto:procurement@spc.int)

### 1.3 SPC's Request for Quotation (RFQ) Process

At SPC, procurement valued at more than EUR 2,000 and less than or equal to EUR 45,000 requires an evaluation of at least three quotations to determine the offer that provides the best value for money through a Request for Quotation (RFQ) process.

This RFQ sets out SPC's requirements for a project and it asks you, as a bidder, to respond in writing in a prescribed format with pricing and other required information.

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

## Part 2: INSTRUCTIONS TO BIDDERS

### 2.1 Background

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

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 quotation to be considered, it is important that you provide all the prescribed information by the closing date and in the format specified.

### 2.2 Submission Instructions

You must **submit your quotation and all supporting documents** in English and as an attachment to an email sent to [celinem@spc.int](mailto:celinem@spc.int) and with the subject line of your email as follows: **Submission RFQ24-7064 – Social media and communications activities**. The email should also be copied to [rfq@spc.int](mailto:rfq@spc.int).

The supporting documents expected in this RFQ are:

- [The Conflict-of-Interest Declaration form](#) completed
- Your technical proposal including:
- A description of your company

- The CVs of the staff allocated to this project
- A clear and concise methodology note, describing your approach to the task
- 3 samples of similar projects (please provide contact of your client for reference checks)
- A detailed budget and a workplan
- Your quote in EUR (lumpsum)

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

Bids will be evaluated on the basis of information received by **8 am Noumea time (GMT + 11) on 1/10/2024**.

### 2.3 Evaluation & Contract Award

Each quotation validly received will be assessed against the evaluation criteria matrix set out in [Part 4](#). Any changes in the evaluation criteria will result in the RFQ process being re-issued.

SPC may award the contract once it has determined that a bidder has met the prescribed requirements and the bidder's proposal has been determined to be substantially responsive to the RFQ documents, provide the best value for money (highest cumulative score) and best serve the interests of SPC.

In the event of a bid being accepted, procurement will take place under SPC's [General Terms and Conditions of Contract](#) and depending on the value or nature of the procurement, the award will be made by issuing a purchase order or a signed and dated contract, or both.

### 2.4 Key Contacts

Please contact SPC should you have any doubt as to what is required or if we can help answer any questions that you may have.

SPC FAME's Information and Outreach Officer will be your primary point of contact for this RFQ and can be contacted at [celinem@spc.int](mailto:celinem@spc.int). You should copy any communications into [rfq@spc.int](mailto:rfq@spc.int).

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 RFQ process, at any point where there is phone call or other conversation, SPC expects to keep a file note of the exchange, with all forms of communication with prospective bidders to be retained as source documents for the procurement of the services.

### 2.5 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
RFQ sent to potential vendors	16/09/2024
RFQ Closing Date	1/10/2024

### 2.6 Legal and compliance

**Confidentiality:** Unless otherwise agreed by SPC in advance or where the contents of the RFQ are already in the public domain when shared with the bidder, bidders shall at all times treat the contents of the RFQ 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 RFQ 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 RFQ process. **In support of your response to this RFQ, you must submit to SPC [the Conflict-of-Interest Declaration form](#) available on our procurement page website: <https://spc.int/procurement>.**

Breach of this requirement can result in SPC terminating any contract with a successful bidder.

**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.

**No offer of contract or invitation to contract:** This RFQ 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 RFQ. SPC will handle any personal information it receives under the RFQ in line with its [Privacy Policy](#), and the [Guidelines for handling personal information of bidders and grantees](#).

**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 RFQ process.

## 2.7 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](mailto: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

### A. Background/context

Community-based fisheries management (CBFM) is a community-driven approach that is crucial for sustainable coastal fisheries management in the Pacific region. Recognizing the importance of CBFM, the Pacific Heads of Fisheries, followed by the Fisheries Ministers, approved and endorsed the Pacific framework for action on scaling up CBFM in 2021<sup>1</sup>. In 2024, during the Fifth Regional Fisheries Ministers Meeting, the Fisheries Ministers commended its implementation to date, acknowledged the diversity and varying maturity of CBFM programs across PICTs, reaffirmed that the framework remains a fit-for-purpose guide for coastal fisheries management, and extended it for an additional five years, shifting its end date from 2025 to 2030.

In alignment with the objectives of the CBFM framework for action and with the request and endorsement of the PICTs, the Pacific Community (SPC) has developed an online CBFM portal, Echoes of Oceania<sup>2</sup>, to build and share CBFM knowledge in the Pacific. The portal serves as a platform containing awareness materials, resources, and information valuable to CBFM practitioners in the Pacific and beyond.

To expand its reach to a wider audience and foster an interactive community of practice for CBFM (CBFM-COP), a Facebook (FB)<sup>3</sup> group has been established in July 2024, to complement the Echoes of Oceania portal. This FB group provides a space for CBFM practitioners across the Pacific region to share experiences, knowledge, lessons learned, and best practices, with the goal of contributing to establishing and strengthening a network of CBFM practitioners to scale up CBFM in the Pacific.

### B. Purpose, objectives, scope of services

#### i. Purpose

A consultant is required to oversee the promotion and engagement of the CBFM-COP in the Pacific region through these two regional online platforms (October 2024 – September 2025) and to ensure their sustainability beyond the project's lifespan.

#### ii. Project objectives

The objectives of this project are to:

- Strengthen the CBFM community of practice through the management and development of the Facebook group and the organization of a series of webinars
- Guide and strengthen the capacity of the CBFM officer in charge of managing the Facebook group.
- Ensure ongoing engagement and content dissemination through the Facebook group to support CBFM practitioners in the Pacific region.
- Foster active participation and encourage practitioners to share their experiences and knowledge.
- Prepare and deliver content for a series of webinars, focused on key topics within CBFM
- Promote the Echoes of Oceania platform and its resources

<sup>1</sup> Pacific Framework for Action on Scaling-up CBFM: <https://purl.org/spc/digilib/doc/yr5yv>

<sup>2</sup> Echoes of Oceania: <https://cbfm.spc.int/>

<sup>3</sup> CBFM Practitioners – Echoes of Oceania

### iii. Scope of services

The service provider will be responsible for the following activities:

#### 1. Content planning and creation on the Facebook group, fostering CBFM community of practice engagement

- Develop a comprehensive content calendar plan outlining the major themes and events for the entire project duration. This plan should include, but is not limited to, content related to tools, resources, communication and information relevant to CBFM practitioners with its set timeline.
- Provide flexibility in the calendar to allow for adjustments based on community feedback, trends, and unforeseen events.
- At the beginning of each month, review and refine the content calendar to ensure relevance and responsiveness to current events, ad-hoc request and audience needs.
- Ensure a consistent posting schedule of 1 to 3 posts per week to maintain audience engagement
- Tagging other existing active dedicated CBFM and Ministry of Fisheries FB pages
- Utilise existing resources on the Echoes of Oceania<sup>4</sup> platform and create additional multimedia content (e.g., videos, infographics) to enhance engagement.
- Encourage community members of the COP to contribute and share their content, such as success stories, local news, or short videos, to foster a sense of ownership and increase engagement
- Develop additional content that resonates with the COP, such as in-depth case studies, expert interviews, communicating CBFM study findings
- Incorporate new and innovative content formats, such as live Q&A sessions, interactive polls, or infographics that simplify complex topics.

#### 2. Event facilitation

- Webinar preparation: Prepare and host a series of up to 5 interactive webinars focused on a CBFM topics (1 webinar in every 2 months excluding the Holiday season in December and January)
- Collaborate with the CBFM team to identify topics, speakers, and promotional strategies for the webinars
- Develop a detailed timeline for webinar preparation, including topic selection with partners, speaker invitations, marketing strategies, and technical rehearsals.
- When necessary, sub-contract with up to 2 guest speakers (identified with the CBFM team) per webinar as a token of appreciation for sharing their knowledge and time.
- Plan post-webinar activities such as follow-up surveys, sharing of recorded sessions, and analysis of participant feedback to inform future events.
- Regional event communication coordinator: take part in 2 regional events coordinated by SPC in the region (including one in October or November 2024 in Fiji) to promote CBFM stories, including through the production of video testimonies.

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<sup>4</sup> Echoes of Oceania: <https://cbfm.spc.int/>

### **3. Capacity building: Prepare and host 6 trainings sessions with the CBFM officer**

Continue to support the CBFM officer with training sessions on advanced social media management, analytics interpretation, webinar management, strategies for promoting the webinar and engaging participants.

### **4. Stakeholder engagement and collaboration**

- Detail the roles of key stakeholders: Clarify how the CBFM officer, SPC, and other partners will collaborate throughout the project. This could include regular check-ins, collaborative content creation, or joint promotional efforts, including with the communication coordination group.
- Engagement with external partners: Specify any external organisations or networks (beyond SPC) that will be involved in the webinar or other community engagement activities. This might include inviting guest speakers or experts for the webinar.
- Plan beyond the project: Suggest how the Facebook group and community engagement efforts could be sustained beyond the project's formal end date. This might involve transitioning certain responsibilities to the CBFM officer or setting up a system for ongoing content generation.

#### **iv. Approach**

The following approaches are expected from the consultant:

#### **Accessibility and inclusivity**

Ensure that content is accessible to all community members, including considerations for language diversity and any potential barriers to participation in the webinars, Facebook group.

#### **Reporting and analytics**

- Provide a quarterly report on community growth, engagement metrics, and content performance.
- Specify the types of data and metrics that will be tracked (e.g., engagement rates, reach, sentiment analysis) and how these metrics will be used to inform ongoing content strategies.
- Schedule bi-monthly or quarterly reviews with the SPC team to discuss progress, adapt strategies, and ensure that the project remains on track.

#### **Risk management**

Outline any potential challenges that could arise during the project, such as low community engagement, technical issues during the webinar, or delays in content approval. Include strategies for mitigating these risks.



## C. Timelines

### Project duration:

October 2024 - September 2025

### Indicative budget:

It is anticipated that the consultant will require approximately 40-60 working days over the project to complete the tasks. However, it is up to the consultant to appropriately evaluate the required number of days to complete the tasks.

Please note that budget:

- Does not include travel expenses. Travel arrangements and costs are specified below (see Reporting and contracting arrangements).
- Should include all other costs to achieve the tasks, including possible costs for the sub-contractors (guest speakers for webinars).

### Indicative timeline:

Milestone/output	Deadline	% payment
Contract signature and advance payment	15 October 2024	20 %
Provision and acceptance by SPC of: <ul style="list-style-type: none"> <li>• Content calendar plan for the Facebook group outlining the major themes and events</li> <li>• Guidelines highlighting the role and responsibilities for the coordination group</li> <li>• At least 10 social media posts</li> <li>• 5 video testimonies collected during 1 regional event</li> </ul>	1 December 2025	0 %
Provision and acceptance by SPC of: <ul style="list-style-type: none"> <li>• Content Calendar plan for the series of webinars</li> <li>• At least 20 social media posts</li> </ul>	15 March 2025	30 %
Provision and acceptance by SPC of: <ul style="list-style-type: none"> <li>• At least 20 social media posts</li> <li>• 10 video testimonies collected during 1 regional event</li> </ul>	15 July 2025	20 %
Provision and acceptance by SPC of: <ul style="list-style-type: none"> <li>• At least 20 social media posts</li> <li>• Annual analytics for the Facebook group</li> <li>• Reports for the webinars, including follow-up surveys, files with the recorded sessions, and analysis of participant feedback</li> </ul>	1 September 2025	30 %

<ul style="list-style-type: none"> <li>• Final Guidelines and recommendations to sustain the Facebook group and community engagement efforts</li> <li>• Training resources for the 6 training sessions</li> </ul>		
<b>TOTAL</b>		<b>100%</b>

#### **D. Reporting and contracting arrangements**

##### **Duty Station**

The consultant is required to work remotely and in person. Other work that will be required by the consultant includes project administration.

##### **Reporting and contracting arrangements**

The reporting and contracting arrangements for the consultant are stipulated below:

The key personnel from the service provider will be responsible to the head of the Coastal Fisheries and Aquaculture Programme (CFAP) of the Fisheries and Aquaculture, Marine and Ecosystems (FAME) Division of SPC. The key personnel from the service provider will work closely with the SPC CBFM Officer, SPC FAME communications officer as well as with the SPC Fisheries Information and Knowledge section.

##### **Travels**

SPC will organize the travel of the contractor to participate to pre-identified CBFM regional events. SPC will arrange and pay travels and Daily Subsistence Allowance (DSA) at the SPC rate to the consultant as per the SPC travel policy.

##### **Intellectual Property**

The documents (including illustrations) produced as a result of this activity will be delivered free of rights for SPC, without any time or use limit, including for the web, radio and television, as per SPC General Terms and Conditions of Contract.

#### **E. Skills and qualifications**

The consultant must have:

- Extensive expertise in digital and strategic communication
- Demonstrated experiences in content creation in French and English, fostering community engagement in the Pacific region (social media posts, videos, stories, etc.)
- Demonstrated experience in developing and delivering training programmes on digital communications
- Knowledge of CBFM projects would be an advantage.

## Part 4: PROPOSAL EVALUATION MATRIX

### 4.1 Competency Requirements & Score Weight

The evaluation matrix below 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.

Evaluation criteria	Score Weight (%)	Points obtainable
<b>Technical requirements (maximum 700 points)</b>		
Extensive expertise in digital and strategic communication	25 %	250
Demonstrated experiences in content creation in French and English, fostering community engagement in the Pacific region (social media posts, videos, stories, etc.)	25 %	250
Demonstrated experience in developing and delivering training programmes on digital communications	15 %	150
Knowledge of CBFM projects	5 %	50
<b>Financial Requirement (maximum 300 points)</b>		
Financial Proposal score = (Lowest Price / Price of the submitted offer) x 300	30 %	300
<b>Total Score</b>	<b>100%</b>	<b>1000</b>