

Extension Request for Proposals (RFP)

Title: planetGOLD Guyana Communications Consultant

Date of Issuance: November 30, 2021

Type: Individual/ Firm

Procurement Method: Open Competitive, with decision being made on both quality of proposal and price.

Duration: 12 months (January 2022 – December 2022)

Budget: GY\$7,500,000 to \$9,500,000

Place of Work: Guyana

Language: Proficiency in English (both written and spoken)

---

1. Background

Gold plays a central role in Guyana's economy, accounting for 15 percent of GDP, 78 percent of mineral production value, and 24 percent of exports. Legally declared gold generated approximately 64 percent of all the country's foreign exchange. However, the expansion of the extractive sector, and more-so Artisanal and Small Gold Mining (ASGM), has led to increased land degradation and mercury contamination, negatively impacting the environment and human health.

<sup>1</sup>

The ASGM sector accounts for 70 percent of the country's gold production. Gold production in Guyana usually involves the use of hydraulic dredging and sluices, with the addition of mercury only allowed (legally) in the final amalgamation stage of the gold extraction process. Mercury is used primarily by the ASGM sector, while large-scale miners use cyanide. Medium and Small-Scale mining is the largest consumer of mercury in Guyana and accounts for 94 percent of Hg emissions. Between 2008 and 2010, an estimated 60,000 kg of mercury were imported annually. Data suggests a steep decline in reported imports, with only 5,313 kg and 25,480 kg of mercury being imported for 2014 and 2015, respectively. Many miners do not Safety measures for working with and containing mercury are difficult to enforce in Guyana's ASGM sector, with environmental mercury exposure often being the result.

On October 10, 2013, and on September 24, 2014 the Government of Guyana signed and ratified (respectively) the Minamata Convention on Mercury that includes, among other things, the implementation of universal actions to protect human health and the environment from exposure to mercury and the phasing out of mercury use in countries around the world. The objective of the Convention is to protect human health and the environment from anthropogenic emissions and releases of mercury and mercury compounds, and it sets out a range of measures to meet that objective. These include measures to control the supply and trade of mercury, including setting limitations on specific sources of mercury. The main requirement of the Minamata Convention, relative to gold mining, is that artisanal and small gold mining reduces and, where feasible, eliminates the use and release of mercury in their activities. Further, Article 18 of the Convention details each party's responsibility regarding public information, awareness and education.

---

<sup>1</sup> GEF Project Document: A GEF GOLD/Supply Chain Approach to Eliminating Mercury in Guyana's ASGM Sector: El Dorado Gold Jewelry – Made in Guyana

## 2. Project Overview

Conservation International-Guyana (CI-Guyana) through its El Dorado Gold - Responsible Mining for Guyana Initiative (RMI), is assisting Guyana to meet its commitment under the Minamata Convention. The GEF funded PlanetGOLD Guyana Project involves providing business enterprises with a profit motive for leading the shift in the development of a mercury-free ASGM supply chain and downstream El Dorado Gold branded jewelry. The project intends to demonstrate innovative approaches and strengthen partnerships with public and private sector actors for guiding the switch to environmentally friendly approaches to mining. The planetGOLD Guyana Project intends to demonstrate innovative approaches and strengthen partnerships with public and private sectors for guiding the switch to more responsibly mined gold.. Project implementation is focused in mining areas of regions 1, 7 and 8.

The project is being implemented through the following six strategically linked components:

Component 1: Appropriate mercury-free technologies mainstreamed in Guyana's ASGM sector;

Component 2: Mechanism for financing capital investments for mercury-free technologies established and functional.

Component 3: Markets established for branded mercury-free gold from Guyana; a chain of custody process, verification mechanism for gold and an El Dorado Gold branding scheme is developed and institutionalized.

Component 4: A national policy on responsible gold production and value added as well as requisite laws/regulations are revised/ drafted to support a responsible gold commodity chain.

Component 5: Regular monitoring and evaluation of project activities, targets and p=outcome against a results framework; risks will be managed and reported on semi-annually.

Component 6: Communication and knowledge management. A strategic communication plan and materials targeting key stakeholders, including miners, decision-makers and other local and international actors within the supply chain for awareness raising and policy are developed and implemented.

## 3. Scope of Work, Deliverables and Deliverables Schedule

Reporting to CI-Guyana's GEF Project Director, the Consultant, working in collaboration with the GEF Communications Coordinator will:

- Attend inception meeting.
- Develop Inception Report including workplan.
- Review the Project Document
- Review the planetGOLD communications strategy to identify any gaps for implementation and provide recommendations to address identified gaps.
- Review existing communications products and messages and revise where necessary, to ensure that they are targeted to identified audience(s) with specific focus on technical language.
- Design new communication tools and messages. (See Appendix 1).
- Test new communication products with target audiences in region 1, 7 and 8.
- Produce a minimum of 4 blogs on agreed themes over the contractual period.

- Conduct field engagements in regions 1, 7 and 8.
- Lead the planning and management of the Responsible Mining Conference.
- Attend monthly progress meetings.
- Submit required reports.

The Consultant is required to produce deliverables against which payments will be made, in accordance with the following schedule:

#	Deliverables	Due Date
1	Inception Report with detailed workplan	January 24, 2022
2	Report on review of Communications Strategy and existing communication materials including visit to Region 8.	February 18, 2022
3	Design of new communications tools, as per Appendix.	Delivery schedule for communications tools should be included in the Consultant's proposal.
4	Plan for execution of the Responsible Mining Conference.	March 18, 2022
5	Produce first blog	July 15, 2022
6	Produce second blog	August 15, 2022
7	Produce third blog	September 15, 2022
8	Report on the execution of the Responsible Mining Conference	September 25, 2022
9	Produce fourth blog	October 14, 2022
10	Submission of draft final report (inclusive of reports on testing of communication products designed)	October 20, 2022
11	Submission of Final Report	November 11, 2022

#### 4. Submission Details

- a. Deadline. Proposals must be received no later than December 07, 2021 no later than 11:59 PM. Late submissions will not be accepted. Proposals must be submitted via email to

[applicationscigs@conservation.org](mailto:applicationscigs@conservation.org) All proposals are to be submitted following the guidelines listed in this RFP.

- b. Validity of bid. 120 days from the submission deadline
  - c. Clarifications. Questions may be submitted to [applicationscigs@conservation.org](mailto:applicationscigs@conservation.org) by the specified date and time in the timeline below. The subject of the email must contain the RFP number and title of the RFP. CI will respond in writing to submitted clarifications by the date specified in the timeline below. Responses to questions that may be of common interest to all bidders will be posted to the CI website and/or communicated via email.
  - d. Amendments. If at any time prior to the deadline for submission of proposals, CI may, for any reason, modify the RFP documents by amendment which will be posted to the CI website and/or communicated via email.
5. Minimum Requirements

Qualifications

- An advanced degree in Mass Communications, Marketing and Advertisement or a related field of study.
- A minimum of six (6) years of work experience in the field, particularly in strategic communications.
- Experience with the application of communication for behaviour change materials and overall implementation of communication strategies and campaigns.
- Experience designing a variety of communication tools.

Skills and Abilities

- The Consultant must demonstrate excellent oral and written English.
- Excellent computer and graphic design skills are necessary.

6. Proposal Documents to Include

- a. Signed cover page on bidder's letterhead with the bidder's contact information.
- b. Signed Representation of Transparency, Integrity, Environmental and Social Responsibility (Attachment 1)
- c. Technical Proposal.
  - i. Please include descriptions of similar projects or assignments recently concluded.
  - ii. Qualifications of Bidder and Key Personnel. Please attach CVs that are consistent with the minimum requirements listed in section 5.
  - iii. Technical Approach, Methodology and Detailed Work Plan: The Technical Proposal should describe in detail how the bidder intends to carry out the requirements described in the Scope of Work including the delivery schedule for the design of communication tools.
- d. Financial Proposal.

7. Evaluation Criteria In evaluating proposals, CI will seek the best value for money considering the merits of the technical and costs proposals. Proposals will be evaluated using the following criteria:

Evaluation Criteria	Score (out of 100)
An advanced degree in Mass Communications, Marketing and Advertisement or a related field of study.	15
A minimum of six (6) years of work experience in the field, particularly Strategic Communications.	15
Experience in the application of communication for behaviour change and overall implementation of communication strategies and campaigns.	15
Experience designing a variety of communication tools.	5
Demonstration of excellent oral and written English.	5
Excellent computer and graphic design skills.	5
Suitability and practicality of proposed approach and methodology in the context of this project.	15
Demonstrated recent experience doing similar work.	10
Delivery schedule for design of communications tools is realistic and reflects a solid understanding of the assignment.	5
Cost: Costs proposed are reasonable and realistic.	10

**8. Proposal Timeline**

RFP Issued	November 05, 2021
Extension of RFP	November 30, 2021
Final Due Date for the RFP	December 07, 2021
Final selection	December 15, 2021

9. Resulting Award CI anticipates entering into an agreement with the selected bidder by January 2021. Any resulting agreement will be subject to the terms and conditions of CI's Services Agreement. A model form of agreement can be provided upon request.

This RFP does not obligate CI to execute a contract, nor does it commit CI to pay any costs incurred in the preparation or submission of the proposals. Furthermore, CI reserves the right to reject any and all offers, if such action is considered to be in the best interest of CI. CI will, in its sole discretion, select the winning proposal and is not obligated to share individual evaluation results.

10. Confidentiality All proprietary information provided by the bidder shall be treated as confidential and will not be shared with potential or actual applicants during the solicitation process. This includes but is not limited to price quotations, cost proposals and technical proposals. CI may, but is not obliged to, post procurement awards on its public website after the solicitation process has concluded, and the contract has been awarded. CI's evaluation results are confidential and applicant scoring will not be shared among bidders.

11. Code of Ethics All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with CI's Code of Ethics. Conservation International's reputation derives from our commitment to our values: Integrity, Respect, Courage, Optimism, Passion and Teamwork. CI's Code of Ethics (the "Code") provides guidance to CI employees, service providers, experts, interns, and volunteers in living CI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violation of the Code of Ethics, as well as concerns regarding the integrity of the procurement process and documents should be reported to CI via its Ethics Hotline at [www.ci.ethicspoint.com](http://www.ci.ethicspoint.com).

12. Attachments:

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

Attachment 2: Cost Proposal Template

Attachment 3: Communications Tools to be Designed

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with CI's Code of Ethics. CI's Code of Ethics provides guidance to CI employees, service providers, experts, interns, and volunteers in living CI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violations of the Code of Ethics should be reported to CI via its Ethics Hotline at [www.ci.ethicspoint.com](http://www.ci.ethicspoint.com).

CI relies on the personal integrity, good judgment and common sense of all third parties acting on behalf, or providing services to the organization, to deal with issues not expressly addressed by the Code or as noted below.

I. **With respect to CI's Code of Ethics, we certify:**

- a. We understand and accept that CI, its contractual partners, grantees and other parties with whom we work are expected to commit to the highest standards of Transparency, Fairness, and Integrity in procurement.

II. With respect to social and environmental standards, we certify:

- a. We are committed to high standards of ethics and integrity and compliance with all applicable laws across our operations, including prohibition of actions that facilitate trafficking in persons, child labor, forced labor, sexual abuse, exploitation or harassment. We respect internationally proclaimed human rights and take no action that contributes to the infringement of human rights. We protect those who are most vulnerable to infringements of their rights and the ecosystems that sustain them.
- b. We fully respect and enforce the environmental and social standards recognized by the international community, including the fundamental conventions of International Labour Organization (ILO) and international conventions for the protection of the environment, in line with the laws and regulations applicable to the country where the contract is to be performed.

III. With respect to our eligibility and professional conduct, we certify:

- a. We are not and none of our affiliates [members, employees, contractors, subcontractors, and consultants] are in a state of bankruptcy, liquidation, legal settlement, termination of activity, or guilty of grave professional misconduct as determined by a regulatory body responsible for licensing and/or regulating the offeror's business
- b. We have not and will not engage in criminal or fraudulent acts. By a final judgment, we were not convicted in the last five years for offenses such as fraud or corruption, money laundering or professional misconduct.
- c. We are/were not involved in writing or recommending the scope of work for this solicitation document.
- d. We have not engaged in any collusion or price fixing with other offerors.
- e. We have not made promises, offers, or grants, directly or indirectly to any CI employees involved in this procurement, or to any government official in relation to the contract to be performed, with the intention of unduly influencing a decision or receiving an improper advantage.
- f. We have taken no action nor will we take any action to limit or restrict access of other companies, organizations or individuals to participate in the competitive bidding process launched by CI.



- g. We have fulfilled our obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country where the contract is to be performed.
- h. We have not provided, and will take all reasonable steps to ensure that we do not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitate, or participated in terrorist acts, and we are compliant with all applicable Counter-Terrorist Financing and Anti-Money Laundering laws (including USA Patriot Act and U.S. Executive Order 13224).
- i. We certify that neither we nor our directors, officers, key employees or beneficial owners are included in any list of financial or economic sanctions, debarment or suspension adopted by the United States, United Nations, the European Union, the World Bank, or General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension".

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_



Attachment 2: Cost Proposal Template

The cost proposal must be all-inclusive of profit, fees or taxes. Additional costs cannot be included after award, and revisions to proposed costs may not be made after submission unless expressly requested by CI should the offerors proposal be accepted. Nevertheless, for the purpose of the proposal, Offerors must provide a detailed budget showing major expense line items. Offers must show unit prices, quantities, and total price. All items, services, etc. must be clearly labeled and included in the total offered price. All cost information must be expressed in Guyana Dollars.

If selected, Offeror shall use its best efforts to minimize the financing of any taxes on goods and services, or the importation, manufacture, procurement or supply thereof. If Offeror is eligible to apply for refunds on taxes paid, Offeror shall do so. Any tax savings should be reflected in the total cost.

Cost Breakdown by Cost Component (example only)

Description	Unit of measure (day, month etc)	Total period of engagement	Unit cost/rate	Total Cost for the Period
Fees				
Travel Costs				
Other related Costs (if applicable, please specify)				
Total Cost of Financial Proposal				

Attachment 3 – Communications Tools to be Designed

<b>Proposed tool</b>	<b>Estimated Number</b>	<b>Notes</b>
Video	4	5 to 10 mins
Brochures/Booklet	4	2 each
Posters/factsheets	4	2 each
Visits-Audience Tests	3	One per region
Blog	4	