



Request for Proposals

Consultancy to conduct market assessment and value chain analysis of conservation friendly enterprises.

Opening Date: 25th June 2021

Closing Date: 18th July 2021

Location: Liberia

Cost of the consultancy: The budget range is USD 20,000 to USD 23,000 inclusive of travel costs to the counties and income tax (10% for national consultants and 15% for international consultants).

1. Background

Conservation International (CI) has been protecting nature for the benefit of all for over 30 years. Through science, policy, and partnerships, CI is helping build a healthier, more prosperous, and more productive planet. CI is a global organization that has been active in Liberia for nearly 20 years working closely with communities, private sector, government, and civil society leaders to support conservation and sustainable development. With enormous wealth of natural resources, Liberia is at a vital point in its development history and has an opportunity to encourage investors and promote development initiatives that both support economic growth and development while maintaining Liberia's critical natural capital for future generations. Proper stewardship of Liberia's resources may prove to be the key to the future well-being of Liberian people.

To this end, CI Liberia in collaboration with Environment Protection Agency (EPA) is implementing a Global Environment Facility (GEF) funded project on conservation and sustainable use of Liberia's coastal natural capital.

The main objective of this project is to "Improve conservation and sustainable use of Liberia's coastal natural capital by mainstreaming the value of nature into Liberia's development trajectory."

The project has three components including:

- i. **Component 1: Natural Capital Accounting (NCA) in coastal ecosystems:** This component aims to build the foundation for Natural Capital Accounting (NCA) in Liberia to ensure that the value of biodiversity and ecosystem services, particularly for coastal areas, is incorporated into national decision-making.

- ii. **Component 2: Innovative financing schemes for conserving coastal natural capital.** This component aims at increasing and diversifying resource flows for the sustainable management and restoration of mangrove and coastal ecosystems; and
- iii. **Component 3: Community incentives to conserve and sustainably manage natural capital in coastal ecosystems.** This seeks to establish a locally appropriate delivery mechanism that can channel payment for ecosystem services (PES) to communities providing the services.

2. Purpose of the consultancy

The purpose of this consultancy is to conduct Market Assessment and Value Chain analysis of on and off-farm Micro, Small and Medium Conservation Friendly Enterprises in six coastal counties of Liberia to ascertain the status and viability of existing value chains and potential markets; and determine and recommend at least three value chains that hold promise for conservation and improving the livelihoods of local communities in form of employment opportunities, product expansion, market viability, value addition, quality improvement and input availability, etc.

3. Scope of Work

The consultancy for the value chain analysis will primarily target on and off-farm Micro, Small and Medium conservation friendly enterprises along six coastal Counties of Liberia including Grand Cape Mount, Margibi, Grand Bassa, Rivercess, Sinoe and Grand Kru Counties.

4. Key tasks

The consultant will work closely with the Project team (CI and EPA staff) to undertake the following tasks:

- i. Map and profile value chains of on and off-farm micro, small and medium conservation friendly enterprises in the target counties to identify and recommend at least three profitable, adaptable, and technically feasible and most effective value chains for the NCA project.
- ii. Assess the supporting/enabling environment for the selected markets and value-chains (services, policies, rules and regulations and infrastructure and market constraints for the selected on and off-farm micro, small and medium conservation friendly enterprises)
- iii. Assess the cost, profit, marketing, and supply and demand dynamics of value chains for on and off-farm micro, small and medium conservation-friendly enterprises in the target Counties.
- iv. Analyze the supporting functions that are required to make the value chain work, including both existing and missing support functions (e.g., infrastructure, information, related services)
- v. Assess the training/capacity gaps for the identified on and off-farm micro, small and medium conservation friendly enterprises.

5. Deliverables

- Inception Report: an inception report shall be produced and submitted to CI Liberia within two weeks of the award. The inception should include; methodologies, approaches and tools to conduct the market assessment and value chain analysis; and a detailed work plan and schedule;
- First draft market assessment and value chain analysis report: Produce the first draft of the market assessment and value chain analysis report and submitted to project team for review and comment.
- Second draft market assessment and value chain analysis report: Produce second draft of the market assessment and value chain analysis report with incorporated all feedback and comments from the project team.
- Final market assessment and value chain analysis report: Produce final the market assessment and value chain analysis report.

6. Contract Type

Conservation International will issue a fixed-price contract for this work. As per the consultant's proposal and subsequent negotiations, the contract will include a set of fixed payments based on submission and acceptance of deliverables indicated in 5 above.

CI Liberia will accept proposals from individuals, consulting firms or organizations. CI Liberia anticipates that the work will be completed by a single person. If a team of people is proposed, CI Liberia intends to execute a consulting contract with a single individual, firm, or organization, which will serve as the lead entity and be responsible for contractual and financial arrangements with all others.

7. Location of Work

The consultant shall work from their base of operations and will be required to conduct field survey/assessment in six coastal Counties – Grand Cape Mount, Margibi, Grand Bassa, Rivercess, Sinoe and Grand Kru.

8. Monitoring and Evaluation of Consultant Performance

NCA Project Manager and the Technical Advisory Committee (TAC) will supervise consultant performance and be responsible for review and approval of all the deliverables by the Technical Director.

9. Key Personnel

The completion of this work is dependent on personnel. As such, applicants must name every individual expected to work on the contract, as well as their individual CV's. CI will not accept any proposal that lists an expert as "to be determined." CI considers all personnel named in the proposal as "key," and must provide express, written authorization for replacement of named personnel.

10. Minimum Qualification and experience of Consultants

- i. Master's degree in social or environmental sciences, Economics, community development, sustainable rural livelihoods, or related fields with proven experience in qualitative and quantitative data collection and analysis
- ii. Minimum of 5 years of relevant professional job experience (market assessments, local economic development and value chain analysis in Liberia).
- iii. Demonstrate a good understanding of market assessment and value chain methodology.
- iv. Good understanding of livelihoods and conservation of natural resources
- v. Fluency in English
- vi. Strong analytical skills
- vii. Proactive and able to work with minimal supervision and high degree of initiative, reliability, flexibility, and self-motivation.
- viii. Professionalism: flexibility to make ad-hoc changes as and when the need arises; ability to perform under stress; willingness to keep flexible working hours

11. Instructions for preparation of Budget (Cost Proposal)

- I. **Format:** budgets must be prepared and submitted in Microsoft Excel and explicitly show all units (e.g., labour days), unit costs (e.g., loaded daily rates), and total costs. Excel files should be “unlocked” and show all calculations.
- II. **Included costs:** budgets should include lines for:
 - **Labour**, by individual expert, in person-days, multiplied by either a base daily pay (in US dollars) or a “loaded” daily pay (e.g., inclusive of fringe benefits, other indirect costs, or fee). Proposed daily rates must be in accordance with the qualifications represented in the resumes of the named individuals.
 - **Other direct costs**, including costs for items like telephone, internet, photocopying, small office supplies, etc. (if required).
- III. **Budget Justification:** a budget narrative must accompany the budget spreadsheet, justifying proposed costs.

12. Evaluation Criteria

CI will evaluate proposals based on the following criteria:

Criterion	Points
Demonstrated experience market assessment and value chain analysis	40
Relevant technical expertise - Methodology and approach, work plan and key staff	30
Appropriate budget , demonstrating appropriate allocation of labour days in relation to tasks and deliverables; appropriate consultant daily rates in relation to qualifications; appropriate other direct costs in relation to the scope of work; and overall cost effectiveness.	30
Total	100

13. Instructions for Submission of Technical Proposals

- a) **Submission address:** Proposal submissions and queries should be sent to: hrliberia@conservation.org.

- b) **Right of award:** CI may reject any or all bids that are not responsive to the scope of work.
- c) **Language:** Proposals must be submitted in English.
- d) **Deadline for Submission:** The deadline for submission of full RFP is **18th July, 2021**
- e) **Currency:** proposals should be budgeted in United States dollars. Payment will be made in United States dollars.
- f) **Cover letter and signature:** Applicants should submit their proposals with a cover letter signed by an authorized representative of the applicant.
- g) **Expert table:** Proposals should include a table with the name, position title, and level of effort (in person-days) of all individuals proposed to work on the project.
- h) **Resumes/CVs:** proposals should include the resumes of all named personnel.
- i) **Timeline:** proposals should include a work plan with detailed activities per deliverable for completing the consultancy.

N.B. All expressions of interest should include:

- **Cover letter:** A short (maximum one page) letter indicating an Expression of Interest.
- **Technical Proposal** (maximum eight pages) highlighting: brief explanation about the Consultant/s with emphasis on previous experience in this kind of work; profile of the Consultant/s to be involved in undertaking the market assessment and value chain analysis; understanding of the ToRs, methodology approach and timeline.
- **Financial Proposal:** The financial proposal should provide cost estimates for services rendered including daily consultancy fees, accommodation, per-diems, transport cost, stationeries, supplies needed for data collection, and other costs related to data collection and data processing.
- **A copy of a report** of similar work if possible
- **Reference:** Contact details of three organizations that the consultant/firm has had similar assignments. These will be contacted during the proposal review process.