Request for Proposals

Title: Consultancy Services Announcement: Consultancy To Conduct Analysis For A Better Plant-Based Food Supply Chain For Nature And People
Date of Issuance: 5 January 2021

1. Background
Building upon a strong foundation of science, partnership and field demonstration, Conservation International (CI) empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the well-being of humanity. CI’s strategy is to serve as a trusted advisor to decision makers at all levels to help societies establish healthy, sustainable economies that secure nature’s ability to provide enduring human well-being.

- We accomplish this through the four pillars of our work:
- We innovate to identify and implement practical and effective solutions to problems. This innovation takes place throughout the organization and relates to all aspects of CI’s work including science, field implementation, policy, markets, partnerships, etc.
- We promote healthy, sustainable economies to achieve those impacts
- We demonstrate these impacts throughout CI geographies
- CI works through global agents of change, the major partners that help us amplify and achieve global impact

The food industry and impact-focused investors have recognized the vast environmental and human health problems associated with industrialized animal agriculture (especially beef) and industrial fishing and aquaculture. The demand for plant-based and cell-based alternatives to meat and fish is rapidly growing and companies are racing to bring new products to market. The potential benefits from this growing demand include nature, climate, animal welfare and human health.

There are risks as well. For example, if these alternative products continue to scale globally as they have recently, the staple crops used in their supply chains (e.g., pea protein) could pose the same threats as other agricultural products and must not be allowed to become a new driver of deforestation, pollution, and human rights violations. This is a particular challenge if these alternatives do not actually lead to a decline in consumption of animal protein but simply become an additional source of protein, whose production is an additional threat to nature. There may also be other unintended consequences, such as the rapid loss of jobs in the livestock sector globally, major shifts in wealth and power, and perhaps even an intensification of problems in certain fisheries.

The conservation sector, working in partnership with the food industry and governments, needs to get ahead of this potential problem and make the most of this transformation in food production. We need to identify the environmental and social risks in the increased consumption of plant protein and how to avoid those risks to maximize the potential of plant-and-cell-based products to alleviate the environmental and social impacts of meat and fish consumption on our planet.

2. Project Overview
The main objective of this consultancy is to develop an analysis to deepen the organization’s understanding of the emerging alternative meat sector and to forecast positive and negative impacts related to the environment, climate or livelihoods from the growth of this sector.
3. Terms of Reference, Deliverables and Deliverables Schedule

1. Overview of the alternative meat sector and projections of expansion
   a. Concise literature review of the existing studies and research reports including from trade industry groups in the sector.
   b. A profile of each of the feedstock crops and look at them from a) protein kilograms/ha, b) water use, c) soils and climate conditions...as this will determine geographies, d) disease and pesticide risks, e) labor and or people requirements.
   c. A “state of play” for each of the feedstock crops to include how quickly are they expanding; how many hectares/volumes have expanded in the last 5 years, countries and/or geographies of production. This type of information is critical in terms of framing key attributes from a nutritional, land use, water use and crop/conservation risk perspective.
   d. A forecast of changes in demand. How will the availability of an increased supply of meat and seafood, in the form of plant- or cell-based proteins, change demand in the meat sector. The expectation is that demand for animal protein will diminish but this may not be the case. Instead, we might see a steady demand for animal protein coupled with an increase in consumption of alternative proteins or a reduced price for animal proteins as alternatives become more popular, leading to an increase in demand for animal proteins from those with lower income. Projections will need to be done over a medium time frame as demand may shift over time.

2. Identify potential opportunities risks from expansion of alternative meat sector, including:
   a. Increased production of crops for plant-based proteins become new drivers of biodiversity loss. We need to understand which crops are likely to increase in production and where those production increases are most likely to occur.
   b. Environmental risks from cell-based food production
   c. Gain and loss of livelihoods as market demand shifts. We need to understand who is most likely to face risk of lost income – from individual/family scale to corporate scale, and how these may cascade and interact across developing and developed world markets.
   d. Other factors that may be important to consider: Impact of differences in formal vs. informal economies, monitoring capacities, enforcement capacity, etc.

3. Identify policy or market conditions that can encourage sustainability and livelihoods through:
   a. An increase in consumption of plant- and cell-based protein along with a decrease in animal-based protein.
   b. Sustainable pathways to produce and source necessary inputs for plant- and cell-based protein.
   c. Transitions in livelihoods for those impacted by shifting demand.

4. Deliverables/Estimated Outputs
   a. This assignment should be completed within 10 weeks of execution of agreement.
   b. The consultant will prepare and submit the following deliverables/outputs that includes the above:
      i. Draft analysis report: Due in week 4-5. Feedback will be provided by CI and potentially, other partners.
      ii. Final comprehensive report and presentation: Due in week 10.
         1. This final report needs to respond to, or incorporate, the feedback provided by CI and other partners.
   b. This final report should incorporate the feedback provided by CI and other partners.
With this information in hand, CI can help companies establish sustainable supply chains for their plant-based and cell-based products and help governments make the most of the benefits of this transformation in food production and avoid the environmental and social pitfalls.

4. Submission Details
   a. Deadline. Proposals must be received no later than February 20, 2022. Late submissions will not be accepted. Proposals must be submitted via email to cseige@conservation.org with a copy to jhepp@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 cseige@conservation.org with a copy to jhepp@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. 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
   a. Demonstrated experience in a relevant field, such as resource economics, finance, or natural resource management. At least 7-10 years’ experience in environmental economics.

   b. Broad, proven expertise in commodity and emerging products economic analysis, including agricultural and ecosystem valuation. Experience with new alternative protein sources is preferred.

   c. Excellent communication skills with ability to express ideas clearly, concisely, and effectively, both orally and in writing.

   d. Ability to produce quality reports according to schedule.

   e. Any industry ties must be disclosed.

   f. Fluency in English

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. Corporate Capabilities, Experience, Past Performance, and 3 client references. Please include descriptions of similar projects or assignments and at least three client references.

      ii. Qualifications of Key Personnel. Please attach CVs that demonstrate how the team proposed meets the minimum requirements listed in section 5 (Minimum Requirements).
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 Terms of Reference in Section 3.

d. Financial Proposal. Offerors shall use the cost proposal template (Attachment 3).

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:

Proposals will be evaluated ONLY against the Evaluation Criteria in the RFP (no other evaluation criteria may be considered for selection).

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Possible Points</th>
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<tbody>
<tr>
<td>I Technical Proposal, Part I - Technical Approach and Demonstrated Knowledge</td>
<td></td>
</tr>
<tr>
<td>1 Does the proposal clearly explain, understand, and respond to the objectives of the project as stated in the Scope of Work? Does the proposed approach fulfill the requirements of executing the Scope of Work effectively and efficiently?</td>
<td>40</td>
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<tr>
<td>2 Does the proposal demonstrate the offeror’s knowledge related to technical sectors required by the SOW?</td>
<td>20</td>
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<tr>
<td>II Technical Proposal, Part II - Qualifications and References</td>
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<tr>
<td>1 Personnel Qualifications – Does the consultant CV demonstrate the necessary experience and qualifications to carry out the Scope of Work?</td>
<td>20</td>
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<tr>
<td>III Cost Proposal – Includes Hourly Fees, Travel, any other expenses</td>
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<tr>
<td>1 Is the budget low-cost, includes all expenses and requested information and is within the established limit?</td>
<td>20</td>
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<td>IV TOTAL Points Possible</td>
<td>100</td>
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8. Proposal Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>RFP Issued</td>
<td>January 5, 2022</td>
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<tr>
<td>Clarifications submitted to CI</td>
<td>January 21, 2022</td>
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<tr>
<td>Clarifications provided to known bidders</td>
<td>January 28, 2022</td>
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<tr>
<td>Complete proposals due to CI</td>
<td>February 20, 2022</td>
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<td>Final selection</td>
<td>March 1, 2022</td>
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9. Resulting Award CI anticipates entering into an agreement with the selected bidder by March 1, 2022. 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.

12. Attachments

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility
Attachment 2: Cost Proposal Template
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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 terms of reference 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 offeror’s 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 USD.

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.

The entire cost of this work shall not exceed USD $25,000.

Cost Breakdown by Deliverable

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Price (Lump Sum, All Inclusive)</th>
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<tbody>
<tr>
<td>Draft Analysis Report</td>
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<tr>
<td>Final comprehensive report and presentation</td>
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Cost Breakdown by Cost Component

<table>
<thead>
<tr>
<th>Description</th>
<th>Unit of measure (hour)</th>
<th>Total period of engagement</th>
<th>Unit cost/ rate</th>
<th>Total Cost for the Period</th>
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<tbody>
<tr>
<td>Consultant 1</td>
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<tr>
<td>Consultant 2</td>
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<tr>
<td>Sub-total Personnel</td>
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<tr>
<td>Travel Costs (if applicable)</td>
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<tr>
<td>Other related Costs</td>
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<tr>
<td>Total Cost of Financial Proposal</td>
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