1. Background

Coastal wetland habitats, including mangroves, seagrasses and tidal marshes, are critically important for coastal biodiversity and provide essential services to communities globally including coastal protection, food, livelihoods and climate adaptation and mitigation. At the same time, coastal wetlands provide critical natural infrastructure for communities globally. Over 200 million people worldwide live within 10 kilometers of mangrove forests and depend on mangroves to protect their communities from the impacts of climate change including storm surges, flooding and erosion.

Despite their critical importance, these coastal wetlands – blue carbon habitats – are some of the most threatened on Earth. As these coastal ecosystems are degraded, their carbon stores are released in globally significant quantities. Degradation and loss of these coastal ecosystems has drastic ripple effects and scaling coastal wetland conservation and restoration to reverse these losses has never been more critical.

Kenya has around 612 km² of mangroves and 317 km² of seagrass and incorporating these habitats into national climate actions has the potential of accelerating the low carbon development pathway. This has the potential to provide job opportunities, enhancing food security, improving livelihoods of coastal communities and contributing to the economy. The increased awareness of the role that blue carbon ecosystems play in climate mitigation and adaptation is reflected by Kenya incorporating a range of conditional and unconditional commitments relevant to blue carbon ecosystems into its latest Nationally Determined Contribution’s (NDC).

Kenya’s NDC now includes a range of ocean-climate goals, including the conservation and management of blue carbon ecosystems, raising questions about how to achieve the actions envisioned, particularly from a policy perspective. Moreover, the Kenyan government continues to update its draft National Biodiversity Strategic Action Plan (NBSAP), which contains provisions that will impact blue carbon ecosystems and need to be coherent with the actions in the NDC, as well as other policies. Further, REDD+ nesting can play a crucial role in implementing the actions and achieving the objectives of both the NDC and the NBSAP, and cannot be ignored as policy coherence in protecting and fostering thriving blue carbon ecosystems.

2. Project Overview

Objective 1: Identify existing laws and policies relevant to blue carbon ecosystems in Kenya, and identify key stakeholders, gaps, roadblocks and opportunities to accelerate blue carbon conservation and restoration via policies and international commitments.
Objective 2: Address the gaps identified above in order to strengthen existing policies to increase ambition and accelerate implementation for blue carbon conservation and restoration in Kenya.

3. Terms of Reference, Deliverables and Deliverables Schedule

The estimated deliverable amounts noted in the table below are indicative figures. The consultant should submit a budget as they see fit, within an overall budget of approximately $55,000 USD.

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Tasks</th>
<th>Due Date</th>
</tr>
</thead>
</table>
| 1. Blue carbon policy analysis and stakeholder mapping | i. Policy analysis  
   a. Identification of Kenya’s current national policies and international commitments (including REDD+) related to blue carbon ecosystems, including through a review of existing literature and policy analyses.  
   ii. Stakeholder engagement and mapping  
   a. Complete a stakeholder mapping exercise identifying government, civil society, academia, research and private sector stakeholders relevant to strengthening blue carbon policy in Kenya.  
   iii. Analysis of gaps and opportunities  
   a. Utilizing the findings of the first two tasks, conduct an analysis of gaps, roadblocks and opportunities to strengthen blue carbon policy in Kenya, including via incorporation of blue carbon ecosystems into Kenya’s sustainable blue economy strategy. This analysis should include consultations with relevant stakeholders and government officials.  
   iv. Report  
   a. Submit a report on the above analysis, highlighting the gaps, opportunities and results from stakeholder mapping and engagement. | 31 January 2023 |
2. Analysis of potential contribution of Kenya's existing blue carbon projects to international commitments

i. Project analysis
   a. Generate a comprehensive inventory of existing and developing blue carbon projects in Kenya, including general parameters, state of development, methodologies used, and other relevant aspects (final list to be designed in conjunction with CI staff).

ii. Assessment of potential contributions towards international commitments
   Complete an assessment of potential contribution of existing blue carbon projects towards Kenya’s mitigation and adaptation ambitions in its international commitments (NDCs, NBSAPs, national framework for achieving SDGs, Ramsar site designation, and others identified), and clearly articulate how these should be captured and communicated.

iii. Report
   a. Submit a report on the above analysis, highlighting the gaps and opportunities.

3. Strengthening the inclusion of blue carbon ecosystems in Kenya's REDD+ strategy

i. Legal analysis
   a. Undertake a legal analysis of land tenure and land management in mangrove ecosystems in Kenya as it relates to REDD+ and blue carbon projects, including on rights and benefits to local communities.

   b. Submit a report that includes the results of the legal analysis and the potential solutions to possible conflicts identified.

ii. REDD+ Mangrove annex
   b. Review Kenya’s REDD+ Strategy and generate a proposal for a specific chapter/annex for mangroves. This should be done in coordination with
existing efforts, such as the IMPRESS project led by FAO.

iii. **REDD+ stakeholder workshop**
Engage with stakeholders from the Government of Kenya regarding drafting a REDD+ mangrove annex. This should be done in coordination with existing efforts, such as the IMPRESS project led by FAO.

| 4. Convene and advise stakeholders on additional key policies | i. **National Biodiversity Strategy and Action Plan (NBSAP) Workshop**
Organize a workshop with the NBSAP Multisectoral Committee to finalize the latest draft of Kenya’s NBSAP, providing technical support to infuse blue carbon inputs into the policy. | NBSAP Workshop:
By 31 March 2023 |
| | ii. **Sustainable Blue Economy Strategy recommendations**
Develop a set of recommendations to submit to the Kenya National Technical Committee on Sustainable Blue Economy to incorporate blue carbon ecosystems into Kenya’s sustainable blue economy strategy. | Blue Economy Strategy recommendations:
By 31 March 2023 |

4. **Submission Details**

a. **Deadline.** Proposals must be received no later than **(17:00 PM (EAT)) on October 15, 2022.** Late submissions will not be accepted. Proposals must be submitted via email to procurementaffd@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 (procurementaffd@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. Minimum of a Masters degree in a relevant field preferably Climate Science, Marine Economics. Holders of PhD will have an added advantage.
   b. Minimum of 10 years professional experience in climate change policy including REDD+ and other related policy architecture including blue economy in Kenya.
   c. In-depth understanding of climate change, carbon initiatives and blue economy with demonstrated past experience with blue economy and climate change policy work.
   d. Experience working in Kenya with an extensive network of contacts in climate change and blue carbon/economy spheres.
   e. Strong stakeholder engagement skills and demonstrated practical consulting experience.
   f. Proficiency in English and Swahili – written and spoken.

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 (Section 3).
   d. Financial Proposal. Offerors shall use the cost proposal template (Attachment 2).

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:

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Score (out of 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the proposed approach and methodology appropriate to the assignment and practical in the prevailing project circumstances?</td>
<td>20 points</td>
</tr>
<tr>
<td>Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?</td>
<td>20 points</td>
</tr>
<tr>
<td>Question</td>
<td>Points</td>
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<tr>
<td>--------------------------------------------------------------------------</td>
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<tr>
<td>Does the bidder’s past performance demonstrate recent proven experience doing similar work?</td>
<td>20</td>
</tr>
<tr>
<td>Does the bidder and the proposed personnel have the specific technical expertise for the assignment?</td>
<td>20</td>
</tr>
<tr>
<td>Cost: Costs proposed are reasonable and realistic, reflect a solid understanding of the assignment.</td>
<td>20</td>
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</tbody>
</table>

8. **Proposal Timeline**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>RFP Issued</td>
<td>22 September 2022</td>
</tr>
<tr>
<td>Clarifications submitted to CI</td>
<td>30 September 2022</td>
</tr>
<tr>
<td>Clarifications provided to known bidders</td>
<td>5 October 2022</td>
</tr>
<tr>
<td>Complete proposals due to CI</td>
<td>15 October 2022</td>
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<tr>
<td>Final selection</td>
<td>29 October 2022</td>
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</tbody>
</table>

9. **Resulting Award** CI anticipates entering into an agreement with the selected bidder by 29 October 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](http://www.ci.ethicspoint.com).
12. Attachments:

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility
Attachment 2: Cost Proposal Template
Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

RFP No. KN007/2022

UEI Number (if applicable): XXX-XXX-XXX

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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 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 US 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 Deliverable

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Price (Lump Sum, All Inclusive)</th>
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<tbody>
<tr>
<td>1. Blue carbon policy analysis and stakeholder mapping</td>
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<tr>
<td>(Note: Cost proposal should include consultant fees and a budget for stakeholder engagement, among other potential line items).</td>
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<tr>
<td>2. Analysis of potential contribution of Kenya’s existing blue</td>
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<td>carbon projects to international commitments</td>
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<td>3. Strengthening the inclusion of blue carbon ecosystems in Kenya’s REDD+</td>
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<td>strategy (Note: Cost proposal should include consultant fees and a budget for a stakeholder workshop to discuss development of a REDD+ annex, among other potential line items).</td>
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<tr>
<td>4. Convene and advise stakeholders on additional key policies (Note: Cost proposal should include consultant fees and a budget for an NBSAP workshop, among other potential line items).</td>
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</table>

Cost Breakdown by Cost Component (example only)

<table>
<thead>
<tr>
<th>Description</th>
<th>Unit of measure (day, month etc)</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 (please specify)</td>
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<tr>
<td>Total Cost of Financial Proposal</td>
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