



REQUEST FOR PROPOSALS
RFP No. KN004/2022

Project Title:	TWENDE Towards Ending Drought Emergencies: Ecosystem Based Adaptation in Kenya's Arid and Semi-Arid Rangelands
Project Location:	The Republic of Kenya: The project will focus on eleven of Kenya's Arid and Semi-Arid (ASAL) counties: Garissa, Tana River, Isiolo, Marsabit, Samburu, Kajiado, Kitui, Makueni, Tharaka-Nithi, Meru and Taita Taveta
Languages Required:	English and Swahili
Duration of consultancy:	The assignment will be conducted within a period of 5 months (negotiable) between 10 th April to 9 th September 2022.
Consultancy start date:	10 th April to 9 th September 2022 (This timeline is indicative and maybe extended to factor delays posed by COVID19)
Submission Email:	Proposal submissions to be submitted to procurementaffd@conservation.org
Submission Deadline:	Proposal to be submitted by 14th March 2022 (17:00 PM (EAT)) .
Inquiries:	Interested Offerors can submit their queries to procurementaffd@conservation.org by 5th March 2022 (17:00PM (EAT)) .



Request for Proposals: Camel Milk Value Chain Analysis

Title: Consultancy to undertake Camel Milk Value Chain Analysis

RFP No: RFP No. KN004/2022

Date of Issuance: 28th February 2022

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. Today, with offices in more than two dozen countries and a worldwide network of thousands of partners, CI has a truly global reach.

Conservation International is one of the three executing partners of the Towards Ending Drought Emergencies (TWEENDE): Ecosystem Based Adaptation in Kenya's Arid and Semi-Arid Rangelands. The 5- year TWEENDE project is funded by Green Climate Fund (GCF), with IUCN as the accredited entity.

The objective of the TWEENDE project is to reduce the cost of climate change induced drought on Kenya's national economy by increasing resilience of the livestock and other land use sectors in restored and effectively governed rangeland ecosystems. The project contributes towards Kenya's national policy of "Ending Drought Emergencies", as outlined in "Kenya Vision 2030". It strengthens climate change adaptation in Kenya's arid and semi-arid lands (ASALs).

Project Overview

The project is implemented in three landscapes (Sabarwawa, Mid Tana and Chyulu Hills) spanning 11 counties. These target landscapes face a range of challenges including weak capacity for landscape planning, poor access to climate data and analysis, and limited access to markets and financial services. Implementation of the TWEENDE project is through three components:

- **Component 1: Climate change adapted planning for drought resilience** – The component ensures coordinated transboundary rangeland management decisions are strengthened by enhanced climate change analysis and participatory community and county planning. The component contributes to addressing the barriers of weak capabilities and inadequate governance institutions. National Drought Management Authority (NDMA) is the executing



entity for this component.

- Component 2: Restoration of rangeland landscapes for ecosystem-based adaptation – The components main output is to ensure prioritized rangeland resources (including water), are brought under restoration, safeguarded and sustainably managed for improved climate change resilience. Ministry of Agriculture, Livestock and Fisheries is the executing entity for this component.
- Component 3: Climate change resilient ecosystem management for investments – Main focus is public, private and community investments in natural resources, addressing barriers related to insufficient investment in rangelands and poor access to markets and financial services. ***Conservation International is the executing entity for component 3.***

Component 3 Overview

Component 3 of the TWENDE project is made up of four activities as follows;

- ☐ Activity 3.1: Climate resilient Investment in priority value chains that have been validated by local communities,
- ☐ Activity 3.2: Provide grants to establish restoration enterprises created/led primarily by women's groups,
- ☐ Activity 3.3: Establish financial incentive mechanisms for sustainable land management,
- ☐ Activity 3.4: Provide grants to community-based enterprises for ecosystem-based adaptation that could create opportunities for investments in the value chains.

Each of these activities will be co-implemented with service providers including (but possibly not exclusive to): KEFRI (activity 3.1) Just Digit (activity 3.2), IUCN Kenya (activity 3.3) and CI Ventures for activity 3.4. A number of field implementing partners will be brought on board including Northern Rangelands Trust (NRT) and Maasai Wilderness Conservation Trust (MWCT), among others.

Activity 3.1 seeks to analyze prioritized value chains: honey, camel milk, fodder/grass seeds/meat to verify and quantify the opportunities, identify systemic bottlenecks and develop actionable business cases with an intervention plan for each of these value chains. The value chains will then receive technical and material support through the rest of the component activities to unlock investment and catalyze their growth and thus enhance climate resilience



for the communities and the landscapes.

Terms of Reference, Deliverables and Deliverables Schedule

Conservation International wishes to engage a **consultant** for a **6-month period** to undertake camel milk value chain analysis.

The purpose of the consultancy is detailed analysis of the camel milk value chain to verify and quantify the opportunities, identify systemic bottlenecks and develop actionable business cases with an intervention plan for the value chain through stakeholder consultations and expert input. The business cases should clearly define what interventions are required for drought anticipation, preparation and response targeted to build climate resilience in drought-prone landscapes.

The various business cases generated will be supported via activities 3.2, 3.3 and 3.4 through a blend of technical and financial support towards commercialization and food security.

Objectives and Specific Tasks

The specific tasks of the assignment include:

1. In consultation with the project team, design, review and refine the value chain analysis methodology and approach.
2. Undertake thorough desk review of existing camel milk value chain analysis literature in Kenya's range lands; thorough stakeholder consultation process in the field and dedicated outreach to private sector players to gather their insights on opportunities and challenges along the value chain. This outreach is expected to lay foundation for private sector partnership along the value chain. The analysis will include but not limited to the following:
 - Climate change adaptation and environmental analysis;
 - Value chain macro environment
 - Value chain demand analysis
 - Value chain supply analysis
 - Value chain support/facilitators analysis
 - Sub-sector strategy and policies analysis
 - Gender & social analysis



3. Compile detailed camel milk value chain report with clear viable business cases and objective & actionable intervention plan for the value chain inclusive of key performance indicators. The report should include **10 investmentable business cases** to be supported or financed under activities 3.2, 3.3 and 3.4. Additionally, the report should clearly and specifically outline both private and public partnership opportunities.

Methodology

The consultant will identify and describe the most appropriate and efficient methodology and approach for designing and conduction of detailed value chain analysis.

Deliverables/Outputs of the Assignment

Three main deliverables are expected:

- (i). **Inception Report:** In the project inception phase, the consultant will undertake consultation with CI TWENDE project team and service providers to ensure a holistic assignment methodology and approach is developed. Within 14 days from the commencement of the assignment, the consultant will submit to CI an inception report that details the assignment methodology and delivery timelines. As part of the inception stage reporting, the consultant will facilitate a virtual stakeholders' workshop outlining the assignment methodology.
- (ii). **Monthly Assignment Update Reports:** The consultant will submit 3 monthly update reports to CI or its designated external consultants. The update reports will provide a summary of preliminary findings. The report will clearly outline what stakeholders have been engaged (with specific interest on private sector and other Business Development Service (BDS) providers and the emerging partnership opportunities with these stakeholders. As part of the monthly reports, the consultant will host a meeting to present the preliminary findings to the TWENDE team.
- (iii). **Draft camel milk value chain analysis report:** The draft report will be due 5 calendar months after the commencement of the assignment. The report will provide detailed camel milk value chain report, **10 investmentable business cases** and proposed intervention plan. The consultant will then facilitate a validation workshop bringing together a wide array of participants.
 - (iv). **Final camel milk value chain report:** after the validation workshop above, the consultant will then compile and submit a final report for adoption or approval.



Submission Details

- a. **Deadline.** Proposals must be received no later than 14th March 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.

Minimum Requirements

The consultant is expected to work independently with CI or its designated external consultants providing overall coordination. The consultant will meet the following key skills, experience and qualifications.

- i. Minimum of ten (10) years of experience in socio-economic, climate change resilience assessment, restoration enterprises, rural economic development, enterprise development, value chains analysis and natural resource management.
- ii. Strong experience and networks in the camel milk value chain.
- iii. Having led programs or value chain assessments in Kenya or other countries, preferably in ASALs within the East African region.
- iv. At least ten (10) years' demonstrated experience conducting value chain analysis for large donor projects, preferably in the arid and semi-arid areas.
- v. Previous experience in the development of investable business cases, experience in value chains and markets, incentive payment schemes assessments.



- vi. Strong stakeholder engagement skills and demonstrated good thorough knowledge of the rangeland's stakeholders' ecosystem in Kenya and beyond.
- vii. Proven experience in applying gender lenses in rural enterprises development.
- viii. Clear understanding of research methodologies and experience using a range of research tools and techniques with regards to value chain analysis and rural enterprises.
- ix. Fluent in spoken and written English and Swahili.

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

3. 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:

NO.	Criteria	Points
1.	Clarity and completeness of the Proposal	10
2.	Approach and Methodology	
2.1	Cost Efficiency the proposed cost is competitive and best value for money.	20
2.2	Conceptual and methodological approach Description of the conceptual and methodological approach	25

2.3	Operationalisation of the approach and Methodology Transitioning from research/analysis to project interventions, potential support and partnerships aligned with TWENDE objectives. Working programme / working schedule for delivery of outputs	25
3.	Consultants Competencies	
3.1	Work experience: at least 10 years in value chain analysis and support for implementing improvements to VCs, rural enterprise development and stakeholder engagements, gender analysis in arid and semi-arid context	20
Total (maximum)		100

4. Proposal Timeline

RFP Issued	28 th February 2022
Clarifications submitted to CI	5 th March 2022
Clarifications provided to known bidders	8 th March 2022
Complete proposals due to CI	14 th March 2022
Final selection	1 st April 2022

- 5. Resulting Award** CI anticipates entering into an agreement with the selected bidder by 10th April 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.

- 6. 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.

- 7. 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 ["and the Green Climate Fund's Policy on Prohibited Practices"](#). 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.

- 8. 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. RFP No. KN004/2022

D-U-N-S Number (if applicable):

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.

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 Cost Component

Description	Unit of measure (day, month etc)	Total period of engagement	Unit cost/rate	Total Cost for the Period
Consultant 1				
Consultant 2				
Sub-total Personnel				
Travel Costs (if applicable)				
Other related Costs (please specify)				
Total Cost of Financial Proposal				