Request for Proposals

Title: Consultant to conduct qualitative review and storytelling of women’s leadership support in Northern Kenya

RFP No: KN003/2023

Date of Issuance: 27 June 2023

1. Background

The dual challenges of ecosystem degradation and gender inequality are evident in rangeland areas in northern Kenya. Northern Kenya’s remote, arid landscape and its highly patriarchal society make it one of the world’s most challenging place to live as a woman. The pastoralist communities living in this landscape are on the front lines of climate change, wholly dependent on access to water and rangelands for their livelihoods. They are facing increasing temperatures, frequent droughts, and increasingly unpredictable rainy seasons. In this environment, women, and girls, who are responsible for managing households, gathering fuel and water, caring for small livestock, and ensuring household food security, are especially challenged.

In northern Kenya, the development of community conservancies has provided women with newfound opportunities to take leadership roles and influence decision-making about rangeland management and community development. Through partnership with the Northern Rangelands Trust (NRT), Conservation International (CI) is supporting work with community conservancies to engage and equip women and girls with the skills, knowledge, and tools to become effective and influential community leaders and rangeland stewards.

NRT and CI are currently implementing a project from June 2020- July 2024 that focuses on the following outcomes:

1. Community conservancies achieve increased effectiveness and sustainability through more equitable and inclusive governance.
2. Communities become more resilient to climate change as a new generation of youth are equipped with comprehensive primary education and are exposed to, and inspired by, local women in leadership positions who promote enrollment and retention of young girls in school.
3. Harmful and inequitable social norms, that devalue women and girls and perpetuate their vulnerability to climate change impacts, begin to shift towards being more equitable, sustainable and climate resilient.

The project’s activities include an annual individual fellowship for an emerging woman leader, and annual Women’s Summit which brings together women leaders from across the conservancies and has placed women teachers in 23 conservancy schools to act as mentors, role models and support to students. Complementary activities, also supported by CI but from different donors, include a
women’s-specific leadership training, additional fellowships, marketing & branding support to Beadworks,26 growing the number of women peace ambassadors, and providing mentoring to the organization’s gender strategy and program.

2. Project Overview

As the project enters into its last year, CI is seeking a consultant (or consulting team) to conduct a qualitative review of the project’s impacts and progress towards outcomes, recognizing that they build and align with the broader CI-support. The objective of the consultancy is to gather first-person qualitative information from project stakeholders (via interviews and focus groups), analyze existing data and reports, and produce learning review materials (see below for details). The scope of the learning review is both the specific project, as well as the other aligned and supportive initiatives.

3. Terms of Reference, Deliverables and Deliverables Schedule

Key Tasks

- **Document review:** Consultant should familiarize themselves with project activities and objectives. Key documents to be shared once consultancy begins include: (1) project concept note, (2) annual donor reports, (3) Women’s Summit reports, (4) Fellows’ final products, (5) report from schools program, (6) LAMP training report, and others.

- **Qualitative data collection:** The consultant will conduct qualitative data collection with key project stakeholders including:
  - At least 6 NRT HQ staff members (in-person)
  - NRT’s 5 Regional Directors (virtual or in-person)
  - At least 3 Fellows alumni (virtual or in-person)
  - At least 5 Women Teacher Interns and one Head Teacher (in-person)
  - Focus group with at least 3 students per school in 5 schools (in-person)
  - 1-2 CI staff

  The consultant will be responsible for designing the research methodology (i.e., what questions to ask to show progress towards the project’s objectives). Data collection should be conducted in Kiswahili. Interviewer must obtain consent before all interviews or focus groups, following CI protocols (more information will be provided).

- **Data analysis:** Consultant should use standard qualitative data analysis techniques/tools to code and analyze data.

- **Produce learning review materials:**
  - Written report of 10 pages that provides evidence towards realizing the project objectives.
  - 1-page infographic that describes the project’s results
  - Creative & interactive presentation deck (preferably in Prezi or similar format) that describes the project’s results.
• At least 3 short ("60-90 second) video clips that highlight a success story.
• One other creative storytelling material or format the consultant chooses.

Deliverables/ Outputs
• Workplan: overview of activities and dates by which deliverables will be finished.
• Research methodology: set of questions and protocol for conducting research.
• Draft learning review materials
• Final learning review materials
• Presentation of results to CI & NRT

Deliverables schedule

<table>
<thead>
<tr>
<th>By August 30, 2023</th>
<th>Agreement signed with CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 5</td>
<td>Kick off meeting with CI</td>
</tr>
<tr>
<td>September 8</td>
<td>Workplan</td>
</tr>
<tr>
<td>September 15</td>
<td>Research methodology</td>
</tr>
<tr>
<td>November 15</td>
<td>First draft of materials due</td>
</tr>
<tr>
<td>December 15</td>
<td>Final materials due</td>
</tr>
<tr>
<td>December 18 (TBD)</td>
<td>Final Presentation</td>
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4. Submission Details
   a. Deadline. Proposals must be received no later than **July 18, 2023, at 17:00 Eastern Africa Time**. Late submissions will not be accepted. Proposals must be submitted via email to **procurementkenyake@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 **procurementkenyake@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
   • Experience with qualitative data collection (interviews & FGDs) and analysis.
   • Availability to complete the key tasks in the given timeframe.
   • Familiarity with gender and/or social inclusion topics.
   • Fluency in written and spoken English and Kiswahili.
• Familiarity working with local communities and on conservation issues in northern Kenya.

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>
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<tbody>
<tr>
<td>Is the proposed approach and methodology appropriate to the assignment and practical in the prevailing project circumstances?</td>
<td>25</td>
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<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</td>
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<tr>
<td>Does the bidder’s past performance demonstrate recent proven experience doing similar work?</td>
<td>20</td>
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<tr>
<td>Does the bidder and the proposed personnel have the specific technical expertise for the assignment?</td>
<td>20</td>
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<tr>
<td>Cost: Costs proposed are reasonable and realistic, reflect a solid understanding of the assignment.</td>
<td>15</td>
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<tr>
<td>Total</td>
<td>100</td>
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8. Proposal Timeline

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>RFP Issued</td>
<td>27 June 2023</td>
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<tr>
<td>Clarifications submitted to CI</td>
<td>05 July 2023</td>
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<tr>
<td>Clarifications provided to known bidders</td>
<td>07 July 2023</td>
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<tr>
<td>Complete proposals due to CI</td>
<td>18 July 2023</td>
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<tr>
<td>Final selection</td>
<td>05 August 2023</td>
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9. Resulting Award CI anticipates entering into an agreement with the selected bidder by **30 August 2023**. 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
Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

RFP No. KN003/2023

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

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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: 

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Template Date: July 2021  
Owner: Finance, Grants and Contracts Unit
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 (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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