

REQUEST FOR PROPOSALS (RFP)

Conservation International Foundation ('CI'), the Contracting Entity, is issuing a Request for Proposals (RFP) for the procurement described below. This Request for Proposal (RFP) contains all the necessary information for interested Offerors.

1. General information

RFP number :	02 FY26-Mapping and Quantifying-Major Agricultural Products	
Name of Service/Good requested:	Mapping and Quantifying Deforestation from Major Agricultural Products in Para, Brazil	
Funded by Program name and background:	Bezos Earth Fund	
Type of contract/purchase order :	<input type="checkbox"/> Cost Reimbursement <input checked="" type="checkbox"/> Fixed Price <input type="checkbox"/> Not Specified	
Submission instructions:	<p>All correspondence, including submission of Proposals and Clarifications should be sent by email to ciprocurement@conservation.org.</p> <p>The subject line of the email must reference the RFP name of this solicitation. All submissions are due to CI by 11:59 PM EST.</p>	
Validity of bid:	90 days from the submission deadline.	
Important Dates	RFP Issue Date	07/18/2025
	Clarification Requests Due	07/31/2025
	Clarifications provided to known bidders	08/04/2025
	Proposal Submission Due	08/15/2025
	Estimated Award Decision	09/01/2025

2. Procurement details

Description of the project

Conservation International (CI) works to conserve and restore nature for the benefit of people in the most important places on Earth. Agricultural production, while providing essential food and livelihoods for local communities, often drives deforestation, conversion and degradation of natural areas. To better advocate for conservation, we must first understand the degree to which agriculture is responsible for the conversion, identify the commodities that are responsible for the conversion and quantify the degree of responsibility. This information can help inform setting of sector and jurisdictional level commitments to remediation via restoration actions.

In Brazil, CI has been working across the Amazon to conserve the remaining natural areas, restore habitat and ecosystem services across the biome and incentivize regenerative agriculture production systems. To achieve these objectives, we look for opportunities to create stronger links between retailers and consumer goods companies dependent on agricultural production to support conservation and restoration within production landscapes. Within the state of Para, we are exploring how to better drive investment into restoration in important areas for biodiversity conservation, freshwater conservation and carbon removals.

To better target our efforts to engage companies in restoration in Para, we must understand the key drivers of deforestation and conversion of natural ecosystems in Para and to quantify these impacts by commodity. This will enable us to build a stronger business case for remediation via restoration actions. Within Para state our initial analyses show that 15% of the land is under agriculture production and the vast majority of this is pasture for cattle. Annual crops account for 1.5% of the land in Para and tree crops less than 1%.

Definition of the goods or services required with detailed specifications

Our objective is to pinpoint hotspots of forest loss in Para, identify the drivers of conversion and the level of responsibility that each of the major commodities plays and identify which commodities have the greatest gaps in compliance with the Forest Code that could drive uptake of restoration initiatives.

CI is looking for a consultant to map deforestation in the state of Para and to identify and quantify the top 5 agricultural commodities driving deforestation and quantify the percentage of deforestation due to their expansion.

Map Agricultural Area: Map the current production area in Para for cocoa, acai, soy and pasture and identify deforestation hotspots for these commodities in the state.

Deforestation Analysis: Quantify the percentage of deforestation in Para driven by each of the 5 key agricultural systems – cocoa, acai, palm oil, soy and pasture over the past 5 years and project anticipated losses based on a business-as-usual scenario over the next 5 years.

Estimate the reforestation potential in the commodity production areas + the amount of reforestation necessary for Forest Code compliance: Using the best available data, the analysis should identify priority areas for reforestation within the commodity production zones and estimate the degree to which farms are out of compliance with the Brazilian Forest Code and the amount of restoration necessary for these commodities to reach compliance. These estimates can leverage work done by CI to develop a restoration potential map for the state.

3. **Offeror requirements:** The below listed criteria represent the minimum requirements for all offerors responding to the RFP.

Proponents will need to demonstrate understanding of the assignment and relevant technical expertise in conducting agricultural land use and deforestation mapping and quantifying the degree of deforestation associated with different tree and row crops. The Proponent should also have familiarity with agricultural production systems in the Amazon region of Brazil.

- a. Experience conducting GIS land use and land use change analyses for agricultural commodities
- b. Proven track record of quantifying deforestation from different agricultural systems in the Amazon region
- c. Demonstrated professional-level fluency in oral and written English
- d. Familiarity with the Brazilian Forest Code
- e. Expertise in priority-setting for biodiversity and ecosystem restoration

4. Submission requirements: Quotations will be considered complete if they include all these items:

Technical Proposal	<input checked="" type="checkbox"/>
Cost Proposal	<input checked="" type="checkbox"/>
Signed Offeror Representation of Transparency, Integrity, Environmental and Social Responsibility	<input checked="" type="checkbox"/>

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.

Technical Proposal

Part 1: Technical Approach, Methodology and Detailed Work Plan.	The Technical Proposal should describe in detail how the Offeror intends to carry out the requirements described in Section 2, Scope of Work (SOW). The technical proposal should demonstrate a clear understanding of the work to be undertaken and the responsibilities of all parties involved. The Offeror should include details on personnel, equipment, and contractors who will be used to carry out the required services.
Part 2: Management, Key Personnel, and Staffing Plan.	CVs may be included in an annex to the technical proposal. CVs must demonstrate: GIS expertise, experience analyzing and quantifying land use and deforestation associated with tree crops, modeling of future deforestation scenarios, excellent communications and writing skills, project management expertise
Part 3: Corporate Capabilities, Experience, Past Performance, and 3 client references.	Please include descriptions of similar projects or assignments and at least three client references.

Cost Proposal

- The cost proposal is used to determine which proposals are the most advantageous and serves as a basis of negotiation for the award of a contract.
- 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.
- 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**.
- The cost shall also include a budget narrative that explains the basis for the estimate of every cost element or line item.
- Supporting information must be provided in sufficient detail to allow for a complete analysis of each cost element or line item.
- CI reserves the right to request additional cost information if the evaluation committee has concerns about the reasonableness or completeness of an Offeror's cost proposal.
- If selected, the 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 the Offeror is eligible to apply for refunds on taxes paid, the Offeror shall do so. Any tax savings should be reflected in the total cost.

Cost Proposal Template

Deliverable	Cost Item Description	Unit Cost	Number of Units	Total Cost	Notes
1	e.g., Consultant #1 Fees	e.g., hourly rate	e.g., # hours		
1	e.g., Consultant #2 Fees	e.g., hourly rate	e.g., # hours		
2	e.g., Consultant #1 Fees	e.g., hourly rate	e.g., # hours		

5. Deliverables, and Deliverables Schedule

Deliverables & Deliverables Schedule

	Activity	Due Date	Deliverable	Acceptance Criteria
1	Methodology Report	December 31 2025	Word document report detailing the methodologies and findings	Word document describing the methodology applied submitted
2	Mapping Activity	December 31 2025	Map commodity areas and deforestation hotspots for Para	Map of commodity areas provided as shape file and ppt slide along with analysis of findings and recommendations for CI actions.

3	Final Results Presentation	December 23 2025	Present findings and analysis for the CI project team.	PPT file submitted, report submitted, shapefiles submitted and virtual presentation completed with the CI project team.
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- 6. Evaluation:** An award will be made to the Offeror whose proposal is determined to be responsive to this solicitation document, meets the eligibility criteria stated in this RFP, meets the technical capability requirements, and is determined to represent the most advantageous to CI.

Evaluation Criteria		Total Possible Points (Out of 100)
Technical Proposal		
Part 1 - Technical Approach, Methodology and Detailed Work Plan		
Does the proposal clearly explain, understand and respond to the objectives of the project as stated in the Scope of Work?		20
Does the proposed program approach and detailed activities and timeline fulfill the requirements of executing the Scope of Work effectively and efficiently?		20
Does the proposal demonstrate the Offeror's knowledge related to technical sectors required by the Scope of Work?		10
Part 2- Management, Key Personnel, and Staffing Plan		
Personnel Qualifications – Do the proposed team members have necessary experience and capabilities to carry out the Scope of Work?		15
Part 3 - Corporate Capabilities, Experience, Past Performance, and references		
Company Background and Experience – Does the company have experience relevant to the project Scope of Work?		15
Cost Proposal		
Cost: Budget narrative clearly demonstrates the basis and reasonability of proposed costs		20

7. Important Information

Currency	Price must be quoted in USD. CI reserves the right to determine upon seeing the bids which components of pricing should be used as the basis of comparison between quotations.
Resulting Award	CI reserves the right to issue an award with no further discussion, or to modify the award type. Issuance of this RFQ in no way obligates CI to award a contract, nor does it commit CI to pay any costs incurred by the bidder in preparing and submitting the quotation. CI reserves the right to enter negotiations about price and terms as required.
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.
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 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 .

Offeror Representation of Transparency, Integrity, Environmental and Social Responsibility

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 scope of work 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".

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS COMPLETE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

Requestor Signature	
Name & Title	
Date	