Request for Proposals (RFP)

Date: 5 February 2020

Background

Since 2011, Conservation International (CI) and BHP have collaborated on an “Alliance” to deliver enduring benefits to biodiversity, ecosystems and other natural resources. In 2017, BHP established new corporate biodiversity targets: a five-year biodiversity performance target (FY2018-FY2022), complemented by a longer-term goal (2030). The five-year biodiversity target focuses on BHP’s contribution toward conservation of an area of land greater than its operational footprint in addition to developing a framework to evaluate and verify the benefits of BHP actions on biodiversity in collaboration with others. The longer-term goal is aligned to UN SDG 14 (Life Below Water) and UN SDG 15 (Life On Land), and commits to making a measurable contribution to conservation, restoration and sustainable use of marine and terrestrial ecosystems in the areas that BHP operates.

CI and BHP have developed a multi-step Biodiversity Impacts and Benefits Framework that considers site-specific biological complexity and aims to evaluate the effectiveness of the biodiversity-focused activities undertaken by BHP, both ‘inside the fence’ as a part of mitigating its operational activities and ‘outside the fence’ as a part of its broader social investment contributions. The work to date has occurred in two phases:

- Phase 1 (now complete) identified a set of suitable biodiversity indicator categories that can be used to holistically evaluate marine, land and freshwater biodiversity impacts and benefits.
- Phase 2 (in progress) involves development of the framework to capture the context-specific nature of biodiversity at sites, identify site-level indicators to track over time and meaningfully aggregate this information at a corporate level to assess biodiversity-related impacts and benefits attributable to the company’s actions.

CI and BHP are also collaborating with the United Nations Environment World Conservation Monitoring Centre (UNEP-WCMC) via the Proteus Partnership, which is developing a biodiversity Indicator framework for the extractives sector more broadly. The framework uses pressure/state/response (P/S/R) measures of biodiversity impact and provides site-level indicators of biodiversity performance (status and trend) which can be aggregated at a corporate level.

The Biodiversity Indicators for Extractives project is a joint initiative between Conservation International, Fauna & Flora International and UNEP-WCMC, supported by IPIECA and the Proteus Partnership, to develop and align the approach to setting biodiversity indicators for use in business decision-making.

Through this initiative, we are engaging partners across the private sector and conservation community to advance current thinking on corporate biodiversity indicators in a way that considers extractives sector specific operating contexts. By utilizing its expertise as an independent advisory group, the Biodiversity Indicators for Extractives methodology aims to provide an
approach that can meet the needs of extractives companies across both corporate- and site-level decision-making.

The project, set over four phases, aims to identify the current status of indicators and the needs of the extractive sector, develop and pilot a methodology for generating indicators that will help to mainstream biodiversity reporting in operational management activities, and communicate the final outputs.

Scope of work and objectives

The purpose of this consultancy is to support communications about the Biodiversity Impacts and Benefits Framework, as well as to raise awareness about the broader CI-BHP Alliance body of work, including the Biodiversity Indicators for Extractives project. This involves working with the CI Corporate Climate and Ecosystem Resilience and BHP teams to develop communications materials that highlight lessons learned and outcomes both for internal (within CI and BHP) and external audiences. Additional objectives include:

- Advance private sector understanding and uptake of biodiversity indicators to achieve better biodiversity impact and benefits assessment.
- Ensure broader BHP internal understanding to support implementation stages of the framework and successful operational uptake and the ability for BHP to share the execution phase learning and outcomes in the future.

Outputs/Deliverables

The consultant will be expected to develop the following through a collaborative process with CI and BHP to ensure the final products align with our overall objectives and available resources:

- A comprehensive communications plan for the calendar year 2020 that serves as the foundation of the communications efforts the consultant will work with the CI and BHP teams on. This includes development of the key messages, suggested communications products and strategy to share the work internally and externally, and the timing and cost expected for implementation. The plan and its messaging will need to be kept up to date and refined as needs/opportunities arise.
- New materials including factsheets/2-pagers, stump deck, video(s) and additional handouts (as needed). As the work progresses, additional needs may be identified, including talking points, social media messaging, visual graphics and website copy.
- Proactive outreach to CSR-focused media outlets and specialty trade associations for promotion of the communications materials developed.
- Identification of additional outreach opportunities and events that could be targeted to raise awareness among the core audiences.

Period of performance and level of effort

It is expected that the work will commence no later than March 25, 2020 and take place over a one-year period. The total number of work days and hours charged by the consultant will be
dictated by the needs agreed upon by CI and BHP during collaboration with the consultant while developing the comprehensive communications plan. During the term of the consultancy, CI and BHP shall have the right to request reasonable changes to the outputs/deliverables outlined above.

Submission of Proposals:

All proposals must be submitted in one volume, consisting of:

- Technical proposal
  - 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)].
  - Management, Key Personnel, and Staffing Plan. This part shall be between 2 and 5 pages long but may not exceed 5 pages. CVs may be included in an annex to the technical proposal and will not count against the page limit: CVs must demonstrate:
    - Expertise in creating compelling marketing and communications materials for biodiversity conservation and corporate sustainability initiatives, particularly within the extractives industry. Preference will be given to consultants who have a history of engagement with relevant stakeholders, including conservation practitioners (i.e., NGOs, academia, governmental organizations, etc.) and extractive companies and trade associations.
    - Proven track record of communications strategy and content development, graphic design and video production to distill complex ideas into easily understood messages that resonate across various audiences.
    - Ability to meet deadlines within agreed upon timeframes, to adapt to changing priorities and to incorporate feedback and direction into product development and delivery.
  - Corporate Capabilities, Experience, Past Performance, and 3 client references. This part shall be between 2 and 4 pages long but may not exceed 4 pages. 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 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 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 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 of the reasonableness or completeness of an Offeror’s cost proposal.

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.

Offerors shall submit their inquiries and offers to celbteam@conservation.org and copy to mdevine@conservation.org and lviana@conservation.org.

**Deadline for the submission of application is February 28, 2020 at 4:00 PM ET.** Late offers will not be considered.

Candidates will be evaluated against the following criteria:

- Proposed Technical approach, workplan, and timeline  20 Points
- Offerors understanding of the Scope of Work  20 Points
- Experience with projects of similar scope, extractives industry and/or biodiversity conservation communications.  20 Points
- Professional qualifications.  20 Points
- Price difference from competitors.  20 Points

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.

**Transparency**

Conservation International’s reputation derives from our commitment to our values: Integrity, Respect, Courage, Optimism, and 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 should be reported to CI via its Ethics Hotline at www.ci.ethicspoint.com Concerns regarding the integrity of the procurement process and documents shall be reported to www.ci.ethicspoint.com under the procurement and purchasing activities.