

Request for Proposals

Development of a Knowledge Product Pertaining to Best Practices for Engaging Youth in Conservation, based on Experiences from the Indo- Burma Biodiversity Hotspot

Opening Date:	8 September 2025
Closing Date:	26 September 2025
Questions Due Date:	22 September 2025
Submission:	Applications should be sent to cepf@cepf.net by the closing date.
Location:	CEPF, 2011 Crystal Drive, Suite 600, Crystal City VA 22202, USA

1. INVITATION

The Critical Ecosystem Partnership Fund (CEPF) is a joint initiative of l'Agence Française de Développement, Conservation International (CI), the European Union, Fondation Hans Wilsdorf, the Global Environment Facility, the Government of Canada, the Government of Japan and the World Bank. CEPF is a global program that provides grants to civil society to safeguard the world's biodiversity hotspots. As one of the founding partners, CI administers the global program through a CEPF Secretariat. CEPF's purpose is to strengthen the involvement and effectiveness of civil society in the conservation and management of globally important biodiversity.

The CEPF Secretariat intends to engage a consultant or firm (hereafter "consultant") to develop a knowledge product that will document best practice pertaining to Gender-responsive Conservation and Sustainable Use of Biodiversity in the Indo-Burma Biodiversity Hotspot, **with a specific focus on Engaging Youth in Conservation**. This knowledge product should have significant potential for wider replication of this best practice within and outside of the Indo-Burma Hotspot. This knowledge product should be accessible and informative, and will be disseminated via the CEPF website or other innovative means, such as videos on social media, and online toolkits or presentations at international forums.

Interested consultants should submit a proposal by the closing date listed above. The successful consultant shall be required to adhere to CI's code of ethics, statement of work, and the terms and conditions of the contract. This call for proposals does not obligate CI to execute a contract nor does it commit CI to pay any costs incurred in the preparation and 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.

2. BACKGROUND

Since 2001, CEPF has funded conservation in 25 of the world's 36 biodiversity hotspots. Over this period, CEPF's grantees have made significant contributions to safeguarding the biodiversity hotspots, developing sustainable livelihoods for local people, and strengthening local conservation leadership.

CEPF grants catalyze partnerships among civil society organizations, and between them and public and private-sector actors. Through these partnerships, CEPF's grantees have been able to develop and test innovative models and tools for conservation that empower local actors to protect, restore and sustainably manage critical ecosystems in ways that conserve biodiversity, improve human well-being and enhance resilience to climate change.

CEPF intends to facilitate replication of best practice pertaining to Engaging Youth in Conservation. The consultant will work with selected CEPF grantees and stakeholders to identify successful methods for engaging youth and develop a knowledge product that will allow for replication of the best practice in other hotspots. The consultant should be skilled in communications and preparation of public awareness materials. The language of the knowledge product will be English.

3. PROPOSAL SUBMISSION INSTRUCTIONS

Proposals shall be submitted in one volume, in English, and consist of:

- Technical Proposal
- Financial Proposal

Technical Proposal

Should comprise of the following parts:

- Technical approach, methodology and detailed work plan. This part shall not exceed five pages.

The technical proposal should describe in detail how the offeror intends to carry out the requirement described in the scope of work, below. The technical proposal should demonstrate

a clear understanding of the work to be undertaken and the responsibilities of all parties involved.

- Management, key personnel and staffing plan. This part shall not exceed five pages. CVs of key personnel may be included in an annex to the technical proposal and will not count against the page limit.

Must have:

- Excellent communication skills.
 - Experience in producing knowledge products focused on conservation.
 - Fluency in English.
- Corporate capabilities, experience, past performance and references. This part shall not exceed four pages.

Financial Proposal

A detailed budget in USD. The budget shall include a budget narrative that explains the basis for the estimation of expenses. If required, supporting information must be provided in sufficient detail to allow for a complete analysis of the cost.

4. PROCESS AND BASIS FOR AWARD

The development of the innovative knowledge product will be undertaken by a consultant, selected through a competitive procurement process. Selection of consultants will be overseen by the Monitoring, Evaluation and Outreach Unit within the CEPF Secretariat. An award will be made to the consultant whose proposal is determined to be responsive to this call for proposals, meets the technical requirement, and is determined to represent the most advantage to CEPF.

Evaluation Criteria:

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|---|----|
| - Technical Approach, Methodology and Work Plan | 35 |
| - Personnel Qualification | 25 |
| - Past Performance – reference of similar work previously implemented | 20 |
| - Lowest cost | 20 |

Scope of Work, Deliverables and Deliverables Schedule

Development of an Innovative Knowledge Product Pertaining to Best Practices for Engaging Youth in Conservation, based on Experiences from the Indo-Burma Biodiversity Hotspot

1) Background

CEPF grants catalyze partnerships among civil society organizations, and between them and public and private-sector actors. Through these partnerships, CEPF's grantees have been able to develop and test innovative models and tools for conservation that empower local actors to protect, restore and sustainably manage critical ecosystems in ways that conserve biodiversity, improve human well-being and enhance resilience to climate change.

CEPF intends to facilitate replication of best practice pertaining to Engaging Youth in Conservation by engaging a consultant skilled in communications. The consultant will work with selected CEPF grantees and stakeholders to identify successful methods for engaging youth and develop a knowledge product that will allow for replication of the best practice in other hotspots.

2) Objective

CEPF grantees in the Indo-Burma Hotspot have worked to engage youth in conservation. A number of their strategies have potential for replication in other hotspots. CEPF would like to develop an innovative knowledge product that will be accessible, informative and have significant potential for wider replication. The knowledge product will be publicized via the CEPF website, but can also be disseminated by other innovative means, such as videos on social media, and online toolkits or presentations at international forums.

Audience: This knowledge product should be aimed at technical staff at civil society organizations working in the field of biodiversity conservation within and outside of the Indo-Burma Biodiversity Hotspot.

Purpose: To guide practitioners on how to engage youth in conservation.

Content: Grantees in the Indo-Burma Hotspot have developed successful strategies to engage youth in conservation. A knowledge product should provide guidance on methods, activities, challenges and lessons, to enable replication in other hotspots.

Format: The knowledge product may take any suitable form and could be a manual, document, video or other innovative format.

Resources: Material available to create the knowledge product includes products from CEPF grantees as well as those produced by other relevant organizations.

3) Duties

The consultant is required to produce a knowledge product that focuses on engagement of youth in conservation.

The following tasks are expected to form part of the consultancy:

- Review reports and products pertaining to the topic produced by CEPF grantees working in the Indo-Burma Biodiversity Hotspot.
- Facilitate an in-person roundtable in Cambodia to meet practitioners, identify strategies and methods, and determine the content of the knowledge product. Attendees should include, but are not limited to: Cambodian Indigenous Youth Association (CIYA), My Village, Culture and Environment Preservation Association (CEPA), and Fisheries Action Coalition Team (FACT) all based in Cambodia; and Rural Development Agency (RDA) based in Lao PDR.
- Review relevant information pertaining to the topic produced by other organizations, as appropriate.
Produce a quality knowledge product that can be used to replicate the best practice in the Indo-Burma Hotspot and in other hotspots.

The consultant will be expected to schedule their own interviews, and organize and facilitate the roundtable in Cambodia. Should the consultant deem it necessary to travel to produce the knowledge product, the consultant will be expected to make their own travel arrangements and to organize all necessary meetings with interviewees. Costs for the consultant's travel should be included in the budget. Cost for additional grantees to attend the roundtable (e.g. Rural Development Agency) will be paid for by CEPF.

4) Deliverables

The consultant will produce a quality knowledge product that can be used to replicate the best practice in other hotspots. The product should be submitted as an electronic file; applicants do not need to budget for printing costs if a hardcopy format is selected. The language of the knowledge product will be English.

5) Timeframe

The consultancy will be conducted between 1 October 2025 and 30 November 2025. The total number of days estimated to complete this assignment is 20. Draft deliverables will be prepared no later than 15 November 2025, and submitted to the CEPF Secretariat for review.

Final deliverables, incorporating comments from the CEPF Secretariat, will be completed by 30 November 2025.

The consultant shall also provide the CEPF Secretariat with periodic verbal briefings and meet with Secretariat staff, as requested.

6) Reporting

The consultant will work under the close supervision and direction of the senior director for monitoring, evaluation and outreach, or such other individual that the CEPF Secretariat may designate.

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 proposals.

Resulting Award: CI reserves the right to issue an award with no further discussion, or to modify the award type. Issuance of this RfP 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 proposal. 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 proposals, 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 Conduct: The Code of Conduct reflects CI's commitment to ethical behavior and decision-making, grounded in CI's core values and mission to protect nature for the benefit of all. The Code of Conduct applies to CI staff, as well as grantees, contractors, suppliers, consultants and their employees (collectively, "Delivery Partners"). The full [Code of Conduct](#) can be found at this link.

Delivery Partners are expected to review and adhere to the principles outlined in the Code of Conduct. Delivery Partners may report potential violations of our Code, policies or applicable laws and regulations to the CI Ethics Hotline at www.ci.ethicspoint.com.

Grievances related to Code of Conduct violations will be addressed in accordance with the grievance mechanism required as an integral part of the Environmental and Social Safeguards Standards ([https://www.conservation.org/docs/default-source/gef-documents/ci-gef-environmental-and-social-management-framework-\(esmf\)-version-06.pdf?sfvrsn=6e521414_2](https://www.conservation.org/docs/default-source/gef-documents/ci-gef-environmental-and-social-management-framework-(esmf)-version-06.pdf?sfvrsn=6e521414_2)).