

Amendment: Closing Date and Section 8 – Proposal Timeline

Call for Proposals

For: Virtual Awards Event for the Critical Ecosystem Partnership Fund

From: The Critical Ecosystem Partnership Fund (CEPF)

Amendment Date: Friday, 2 July 2021

Subject: Deadline for proposals

Be advised that updates have been made related to the following sections:

Closing date: The closing date has been extended to 9 July 2021.

Section 8 – Proposal Timeline:

Complete proposals due to CI	9 July 2021
Final selection	16 July 2021

Call for Proposals

Virtual Awards Event for the Critical Ecosystem Partnership Fund

RFP No: CEPF Comms FY21-3

Opening Date: 15 June 2021

Closing Date: 6 July 2021

Questions Due Date: 30 June 2021

Submission: Proposals should be sent to cepf@cepf.net by 5 p.m. (EDT) on the closing date.

1. Background

CEPF empowers nongovernmental organizations, indigenous groups, universities and private enterprises to protect the world's biodiversity hotspots and help communities thrive. We do this through grants for conservation, organizational strengthening and sustainable development. CEPF is a multi-donor fund administered by Conservation

International (CI).

2. Project Overview

CEPF plans to present a virtual awards event to recognize its Hotspot Heroes—10 individuals from grantee organizations who have made outstanding contributions to conservation of the world’s biodiversity hotspots. Originally planned as an in-person event scheduled for summer 2020, the event was delayed due to the COVID-19 pandemic and is now expected to be entirely virtual. CEPF would like to hold the event in conjunction with the IUCN World Conservation Congress, which is scheduled for 3-10 September 2021. CEPF event is tentatively scheduled for 9 September 2021.

CEPF issues this Request for Proposals (“RFP”) for an event production company to lead the organization and presentation of the event.

3. Scope of Work, Deliverables and Deliverables Schedule

See Attachment 2

4. Submission Details

- a. **Deadline.** Proposals must be received no later than **5 p.m. EDT July 6**. Late submissions will not be accepted. Proposals must be submitted via email to cepf@cepf.net. 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 cepf@cepf.net 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. CEPF 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 CEPF website and/or communicated via email.
- d. **Amendments.** If at any time prior to the deadline for submission of proposals, CEPF may, for any reason, modify the RFP documents by amendment which will be posted to the CEPF website and/or communicated via email.

5. Minimum Requirements

- a. A minimum of two years of experience in successful virtual event planning and execution for a global audience.

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 proposed team 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 Scope of Work (Attachment 2).
- d. Financial Proposal. Offerors shall use the cost proposal template (Attachment 3).

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:

Evaluation Criteria	Score (out of 100)
Skills appropriate to the project.	30 max points
Experience relevant to the project.	30 max points
Appropriateness of estimate and details provided with estimate.	30 max points
Client references.	10 Max points

8. Proposal Timeline

RFP Issued	15 June 2021
Clarifications submitted to CI	30 June 2021
Clarifications provided to known bidders	2 July 2021
Complete proposals due to CI	6 July 2021
Final selection	12 July 2021

9. Resulting Award CI anticipates entering into an agreement with the selected bidder by 19 July 2021. 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: Scope of Work
- Attachment 3: Cost Proposal Template
- Attachment 4: Creative Brief

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

RFP No: CEPF Comms FY21-3

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".
[Include additional sanctions lists of the country of a public donor, if required by the donor.]

Name: _____

Signature: _____

Title: _____

Date: _____

Attachment 2: Scope of Work – Comprehensive Virtual Event Management Services

The “Services” shall consist of, and the successful event production company shall provide, all services necessary to present the event. Pursuant to this RFP, the services must meet the following minimum criteria:

Provide top-level direction and hands-on execution of all facets of the CEPF Hotspot Heroes virtual event including event technologies, logistics, production, program development, speaker onboarding and attendee communications. Develop a highly targeted marketing plan to be implemented by CEPF.

The event is tentatively scheduled for 9 September 2021 for a truly global audience that includes governmental and large-institution donors, international and national partners, government officials and current, former and potential grantee organizations (including nonprofits, academic institutions and Indigenous/community groups).

- Length of program – estimated 60-75 minutes.
- Capacity - CEPF staff anticipates as many as 1,000 people joining
- Event will be delivered in English via an easily accessible virtual platform, and will include:
 - A mix of pre-recorded videos and live broadcast, with smooth transition from pre-recorded material to live shots.
 - Pre-recorded video messages from the Hotspot Heroes, who are located in 10 different countries. [Production needed.]*
 - One pre-recorded 1- to 2-minute video highlighting the Hotspot Heroes and the CEPF grantees they represent who boldly conserve biodiversity and help communities implement sustainable development in challenging times and circumstances.
 - 1- to 2-minute audio-visual career overviews for each of the 10 Heroes using CEPF-provided video and still images. [Production needed.]
 - Global map showing Hotspot Hero locations, adapted by contractor from CEPF-provided print/powerpoint map graphic, adding images of the heroes.
 - Words from our donors (see item #4 in draft program below). CEPF will determine with contractor whether this will include multiple donors or one donor “spokesperson” [Production needed.]
 - Some interactive element to engage the audience, such as biodiversity trivia questions they can answer live. The exact nature of the interactive element will be determined with the CEPF team.

No live translation will be required.

Services will include:

- Work with client to determine schedule, develop and refine documents (including agendas and timelines) and audio-visual materials, and organize all necessary event-related meetings.
- Manage any event vendors as subcontractors (i.e. virtual event platform provider, video teams) prior to and during event.
- Establish virtual event visual design elements and digital invitations in consultation with CEPF communications.
- Develop a highly targeted marketing and communications plan for the event that CEPF will implement.
- Coordinate, test and oversee setup for and operation of audio/visual presentations.

**Ideally we will get at least brief video interviews or video talking points from each of the heroes, and this may require subcontractors with particular language skills and translation for two of the heroes – one speaks Spanish and one speaks Portuguese.*

See the creative brief for the event included in this Request for Proposals for information on the event goals.

Draft program

The following is a tentative program for the event to provide insight on CEPF's expectations. CEPF expects the contractor to help guide the finalization of the program to best meet the goals for the event.*

Approximately one hour in duration

1. Intro by host – 3 mins/
2. Brief intro video – 1-2 mins [production needed]
3. Meet the heroes: 50 mins – interspersed with trivia questions for audience (live polling)

Introduce each of the 10 heroes by region [using map] – include a 1- to 2-minute overview of their career with combination of video and/or stills with narration or on-screen text [production needed].

The Heroes:

- Africa – Leah Mwangi, Kenya, Eastern Afromontane Biodiversity Hotspot; Emmanuel G. Smith, Liberia, Guinean Forests of West Africa; Vikash Tatayah, Mauritius, Madagascar and the Indian Ocean Islands Biodiversity Hotspot
- Asia - Le Thi Trang, Vietnam, Indo-Burma Biodiversity Hotspot; Deni Purwandana, Indonesia, Wallacea Biodiversity Hotspot
- Caribbean - Ingrid Parchment, Jamaica, Caribbean Islands Biodiversity Hotspot
- Europe - Awatef Abiadh, France/North Africa program officer, Mediterranean Basin Biodiversity Hotspot
- Pacific Islands - Martika Tahi, Vanuatu, East Melanesian Islands Biodiversity Hotspot
- South America - Damião M. Santos, Brazil, Cerrado Biodiversity Hotspot; Olivio Bisbicus, Colombia, Tropical Andes Biodiversity Hotspot

4. Words from our donors (still photos with quotes or brief video quotes) – 2 to 3 mins [production needed]
5. Closing words from host – 2 mins

Deliverables

#	Activity	Due Date	Deliverable
1	Write and execute event plan, including audio/visual approach, and refine program.	30 July	Plan and program written by contractor and submitted to and approved by CEPF Communications.
2	Recommend virtual event platform and set up CEPF-approved platform to host the event.	2 August-9 September*	Recommendation received by CEPF by Aug. 2. CEPF will approve a platform by Aug. 9. Set-up completed as outlined in event plan.
3	Produce a pre-recorded approximately 2-minute video highlighting the Hotspot Heroes and the CEPF grantees they represent who boldly conserve biodiversity and help communities implement sustainable development in challenging times and circumstances.	16 August-3 September	Rough cut delivered by 16 August. Final approved by 3 September by CEPF Communications.
4	Organize and produce 10 "career overview" audio-visual tributes – one for each of the Hotspot Heroes.	6 September	All career overview tributes completed and approved by CEPF Communications.
	Write script and work with host to ensure smooth hosting of the event.	3 September	Script is written and approved by CEPF Communications and shared with host. Host has been coached on her/his role and 2 rehearsals have been organized and supervised by the contractor.
5	Fully execute event plan.	9 September*	Virtual event, including audio-visual elements, is delivered

			at the promised time and date, with the anticipated audience access.
6	Deliver “career overview” tributes, the 2-minute Hotspot Hero video and a recording of the event—all in HD or the highest resolution possible—to CEPF Communications for follow-up activities.	13 September	All products received by CEPF Communication and functioning.

*Event date not yet fixed but is tentatively set for 9 September 2021.

Attachment 3: 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 [enter Country Currency].

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 Deliverable

Deliverable	Percentage of total price	Price (Lump Sum, All Inclusive)
Write and execute event plan, including audio/visual approach, and refine program.	XX%	To be completed by bidder
Recommend virtual event platform and set up CEPF-approved platform to host the event.	XX%	To be completed by bidder
Produce a pre-recorded approximately 2-minute video highlighting the Hotspot Heroes and the CEPF grantees they represent who boldly conserve biodiversity and help communities implement sustainable development in challenging times and circumstances.	XX%	To be completed by bidder
Organize and produce 10 "career overview" audio-visual tributes – one for each of the Hotspot Heroes.	XX%	To be completed by bidder
Write script and work with host to ensure smooth hosting of the event.	XX%	To be completed by bidder
Fully execute event plan.	XX%	
Deliver "career overview" tributes, the 2-minute Hotspot Hero video and a recording of the event—all in HD or the highest resolution possible—to CEPF Communications for follow-up activities.	XX%	

Cost Breakdown by Cost Component [\(example only\)](#)

Description	Unit of measure (day, month etc0	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				