REQUEST FOR PROPOSAL

FOR DOCUMENTATION ON UNITED NATIONS DEVELOPMENT PROGRAMME GLOBAL ENVIRONMENT FACILITY SMALL GRANT PROGRAMME (UNDP GEF SGP) OPERATIONAL PHASE SIX (OP6) ON MIJIKENDA WORLD HERITAGE SITES KAYA LANDSCAPE.

RFP NO. WWF K/CKP /042

To be received on or before 5.00 P.M.

On Friday 2nd April 2021,

E mail kenya.procurement@wwfkenya.org
Letter of invitation

WWF Kenya is in the process of sourcing for proposals for a Consultant for documentation on United Nations Development Programme global environment facility small grant programme (UNDP GEF SGP) operational phase six (Op6) on Mijikenda World Heritage Sites Kaya landscape.

Prices quoted should be net inclusive of all costs and taxes, must be expressed in Kenya shillings and shall remain valid for a period of 120 days from the closing date of the tender. Interested eligible candidates should submit completed Proposal Documents marked with the Tender Name and Number addressed to the procurement officer and sent by e-mail to kenya.procurement@wwfkenya.org to be received on or before 5:00pm on 2nd April 2021.

For any clarifications, please send your queries to kenya.procurement@wwfkenya.org no later than 2 days before the closing date.
1. WHO WE ARE:

World Wide Fund for Nature Kenya (WWF-Kenya) is a locally registered non-governmental conservation organization; an affiliate of World Wide Fund for Nature (WWF) - is an independent conservation organization, with over 30 million followers and a global network active in nearly 100 countries. WWF has been working in Kenya since 1962 alongside the government, civil society, private sector organizations and local communities to stop the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

2. GEF Small Grants Programme of UNDP

GEF SGP started operations in Kenya in 1993 and since then has funded several hundred community projects in various parts of the country. Through these projects, SGP has delivered substantial global environmental benefits through implementation of a strategy that has continually evolved to reflect lessons learnt and to take advantage of emerging opportunities.

In GEF phase 6 (Sept 2017 - Aug 2021), SGP is implementing a project, whose primary objective is to enhance the socio-ecological resilience of selected landscapes and seascapes through community-based initiatives. SGP creates synergies between individual grants by adopting a landscape/seascape approach enhancing overall program impact. Among other approaches, SGP promotes the establishment and effective operation of multi-stakeholder platforms at each landscape/seascape and encourages local governments, civil society organizations and the private sector to partner with local communities for the implementation of participatory landscape/seascape strategies, plans and projects. Three ecologically sensitive areas of global and national significance were selected for the implementation of this phase: The Kenya Lake System in the Great Rift Valley, the Sacred Mijikenda Kaya Forests - both protected under the World Heritage Convention - and the biodiversity-rich marine ecosystem of southern Kenya. While these areas provide important ecosystem services to the country and are essential for the livelihoods of pastoralist, agricultural, and fisher communities, they all present different levels of biodiversity loss and land degradation, exacerbated by climate change.

3. BACKGROUND TO THE PROJECT

Kaya forests, located in Kenya’s coastal landscape, are sacred forests of the Mijikenda people. The forests have been in existence since the 16th century. They are unique multifunctional socioecological production landscapes which provide an array of ecosystem goods and services which support livelihood systems. Kayas are small isolated forest patches ranging from 2.0 to 200.0 hectares in size (Kibet & Nyamweru 2008). Historically, these forests patches shelter small fortified villages (Kayas)
that were set up by the Mijikenda people for security reasons, (Githitho 2005). As security improved in the last century, the Mijikenda groups moved out and settled in the surrounding areas, but the Kaya forests were preserved as sacred places where prayers, rituals, sacrifices, and burials took place (Githitho 2005; Kibet & Nyamweru 2008).

The selected landscape comprises of nine Mijikenda Sacred Kaya Forests placed on the UNESCO World Heritage List under the World Heritage Convention. The project supports the productive landscape comprised of the nine Kayas and their individual 5 Km² buffer zones. The total landscape area is estimated to be 30,000 hectares, of which 1508 hectares are closed canopy forests and the rest are diverse farmlands and associated resources.

The landscape is celebrated as an outstanding case study on the contribution of culture to the conservation of natural heritage and biodiversity. Mijikenda Kaya landscape serve as a source of genetic resources for food, forestry, and agriculture. The conservation and sustainable use of the genetic resources in kaya forests are crucial to the survival of the local communities, environmental conservation, and adaptation to climate change. The sacred Mijikenda Kaya forests of Coastal Kenya landscape was selected based on their outstanding universal value in biodiversity conservation and livelihood support in line with the objective and scope of the GEF SGP in Kenya.

Through the influence of WWF-Kenya as the Strategic partner for the Kaya landscape, 12 additional organizations have been awarded grants by UNDP GEF SGP through a competitive process. The total grant awarded to the sacred kaya landscape is USD 515,539. The projects are clustered around initiatives that promote inter-generational knowledge transfer and Cultural practices, farming and income generating activities, biodiversity conservation and capacity building of local civil society organizations around the Kaya landscape.

The Kaya landscape strategy, developed by the strategic partner WWF-Kenya, with strong participation and consultation of key stakeholders and communities, focuses on building the capacity of communities, Community based Organizations (CBOs) and networks to develop and implement adaptive landscape and seascape management strategies that enhance social, economic and ecological resilience built upon and maintained through the production of global environmental and local sustainable development benefits. It will facilitate hands-on training to communities to meet the challenges of adaptive management practices in pursuit of landscape resilience. Through these initiatives, the strategy will contribute to sustainable management of kaya landscape and improved community adaptation and resilience to climate change.

WWF-Kenya is the strategic partner in the UNDP GEF SGP Operational phase six in the productive World Heritage Sites (WHS) kaya landscape. Our key roles include;

- Support and offer technical backstopping to interested communities and local institutions during proposal development process in order to submit quality and credible proposals for submission to the GEF SGP that will address real challenges hindering effective Management of the Kaya forests

- Mijikenda sacred forests as identified and prioritized by multi-stakeholder platform as well as mainstreaming them in government agencies plans.
Undertake baseline assessment, which will be used to identify key threats and opportunities, prioritizing goals, selecting appropriate activities for the CBOs and defining desired outcomes working closely with forest adjacent communities and institutions who understand the conservation and management challenges better.

Support and facilitate development of a landscape strategy designed through a participatory process to promote sound biodiversity management and support sustainable livelihood activities within the Mijikenda Kaya landscape.

Develop a multi-stakeholder platform; the platform will draw its membership from relevant government agencies (National and County), Natural Resource Management (NRM) networks, local and national NGOs and representatives of key community institutions.

Develop a participatory community-based monitoring tool that will include Socio-Economic Production Landscape (SEPL) indicators, and guide the grantees in using it effectively.

**4. AIMS AND OBJECTIVES**

The overall objective of the documentation is to highlight the impact of the GEF Operational phase six in the Kaya landscape, capturing stories of change and impact of the communities adjacent to the World Heritage Sites and enhanced conservation of the Kaya forest. The audiovisual outputs will also be used to enhance the WWF Kenya’s brand as well as mobilize resources to enable long-term sustainability of the Coastal Kenya Programme.

**5. KEY AUDIENCE:**

The key target audience of the proposed are:

a. **General public in Kenya** - One of WWF-Kenya’s priorities is to raise awareness on the urgent need to support conservation efforts by WWF-Kenya and other partners in the country.

b. **International donors** - Including WWF network offices, development agencies and the wider High Net Worth Individuals (HNWIs) donors to help secure sustainable resources to support the Coastal Kenya Programme (CKP).

c. **Individual and Corporate donors in Kenya** – the audiovisual assets shall be produced to assist local fundraising efforts among corporate partners or members of the public.

**6. THE ASSIGNMENT:**

Development of creative and thought-provoking, innovative audiovisual assets showcasing the stories of Change for the UNDP SGP operational phase 6 in the productive world heritage sites kaya landscape in Kwale and Kilifi Counties.
7. EXPECTED OUTPUTS/DELIVERABLES:

I. Inception Report: The agency will be required to provide an inception report to demonstrate an understanding of the assignment and give a detailed rationale, strategy and creative execution of the production as per the provided brief including the draft storyboards.

II. Draft Videos Review: WWF-Kenya team will review the videos shared based on the approved storyboards, and structure which details: the problem / issue, WWF-Kenya’s role in the solution and inspires people to take action as well as enhance engagement.

III. Videos: two HD videos as follows:
(i.) 10 minutes’ video in Swahili to enhance community awareness and
(ii.) 5 minutes’ video in English to enhance advocacy with policy makers and opinion leaders.

The videos should have accompanying subtitles in Swahili and English respectively. The videos should incorporate voice-over, infographics and/or graphic animations.

IV. Professional Still Pictures: At least 100 high resolutions still pictures’ that depict the problem/issue, details WWF-Kenya’s role in the solution and inspire people to take action.

V. Social Media Integration: The videos should be calibrated for integration across WWF-Kenya’s social media platforms (Facebook, Twitter, TikTok, Instagram, LinkedIn, YouTube and Medium

VI. Multipurpose capability: The quality of the audiovisual outputs should allow for multipurpose use e.g. pitching, presentation to potential donors and for radio and Television Commercials (TVCs).

VII. Case Studies: Collect case study stories in print with accompanying relevant action still well captioned pictures highlighting activities implemented, success stories, challenges and adaptive management by all the 13 grantees across the Kaya Landscape. The signed off content will then be availed to WWF-Kenya for printing and circulation with its constituents.

8. INFORMED CONSENT:

The consultant will work closely with the WWF-Kenya team to ensure that all people interviewed or photographed understand why they are taking part in the documentation exercise and grant permission in full knowledge of the possible consequences, knowledge of the possible risks if any
and benefits of their contribution.

(Contributions include but not limited to sound recordings, stories, film, photographs and any other electronic recordings) throughout the world and without any payments. It is important to inform the participants prior that WWF-Kenya may also share the materials with trusted partners and the stories or electronic recordings may appear in their communications.

9. CONFIDENTIALITY
The audiovisual assets developed for WWF-Kenya will remain under the copyright and full ownership of WWF-Kenya and can therefore never be replicated to service other clients. WWF-Kenya retains the sole rights with respect to all the content, distribution, dissemination and publication of the project deliverables.

10. SCHEDULE OF DELIVERABLES:

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<tr>
<th>Deliverable No.</th>
<th>Deliverable Name</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>I</td>
<td>1 creative executions/Story Boards</td>
<td>One week after signing contract</td>
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<tr>
<td>II</td>
<td>2 video productions showcasing the story of change in the productive World Heritage Site - Kaya landscape in Kwale and Kilifi Counties</td>
<td>April, 2020</td>
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<td>III</td>
<td>13 grantees case Case study stories content with accompanying well captioned high resolution photos</td>
<td>End of consultancy</td>
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11. TERMS OF PAYMENT;
The consultant will be paid as follows;

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<th>Due Date</th>
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<tr>
<td>I</td>
<td>Upon signing the contract and submission of inception report and initial 2 Creative Concepts</td>
<td>40%</td>
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<tr>
<td>II</td>
<td>Upon submission of the two draft videos and photography output</td>
<td>30%</td>
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<tr>
<td>III</td>
<td>Final videos and high resolution photos</td>
<td>30%</td>
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PERIOD OF CONSULTANCY: April, 2021

12. APPLICATION PROCEDURE:
Interested agencies/firms to submit to WWF-Kenya a proposal demonstrating why they think they are the most suitable for this assignment giving an action plan on how to execute the work:

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<tr>
<th>Summary of Technical Proposal Evaluation Forms</th>
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<tbody>
<tr>
<td>Expertise of Firm / Organization. International Experience will be an advantage</td>
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<tr>
<td>Proposed Methodology, Approach and Creative Plan</td>
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<td>Management Structure and Key Personnel (staff team by specialty, the tasks that would be assigned to each staff team member and their timing)</td>
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<tr>
<td>Sample productions of previous work done and its eventual impact</td>
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<tr>
<td>Financial Proposal (Budget and clear work plan to deliver the assignment within the set time frame. )</td>
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INSTRUCTIONS FOR SUBMISSION OF PROPOSALS
Interested parties are invited to submit a technical proposal outlining:

- Letter of Confirmation of Interest and Availability
- Their understanding of these terms of references;
- A proposed methodology/approach and completion period;
- A capacity statement with short CVs of individuals to be involved in this assignment;
- Proof of prior experience in undertaking similar consultancies - 3 letters of recommendation;
- A high-level workplan;
- A separate financial proposal with a complete cost breakdown. The costs should exclude any conference costs

The proposals should be submitted to the undersigned not later than Friday, 2nd April, 2021 at 5.00 PM Kenyan time.

World Wide Fund for Nature Kenya (WWF-Kenya),
Procurement Officer, Email: kenya.procurement@wwfkenya.org