



WWF-Kenya
Mvuli Road, Westlands
P.O BOX 62440-00200, Nairobi
Tel: 0722203407, 0202124744
www.wwfkenya.org

ADVERTISEMENT

REQUEST FOR PROPOSAL

FOR

WWF Feasibility Study for a BMZ-BENGO Project

RFP NO. WWF K/NRB/025

To be received on or before EAT 5.00 P.M. On
Friday 18th February 2022,

E mail: tenders@wwfkenya.org



Letter of invitation

WWF Kenya is in the process of sourcing for proposals for a Consultant to conduct a Feasibility Study for a BMZ-BENGO Project.

Prices quoted should be net inclusive of all costs and taxes, must be expressed in Kenya shillings or in dollars and shall remain valid for a period of 120 days from the closing date of the tender.

Eligible candidates should submit completed Proposal Documents marked with the Tender Name and Number addressed to the Procurement Coordinator and sent by e mail to **tenders@wwfkenya.org** to be received on or before **5pm EAT on Friday 18th February 2022**

For any clarifications, please email your query to **kenya.procurement@wwfkenya.org** no later than 2 days before the closing date.

1.0 Corrupt and Fraudulent practices

- 1.1 WWF-Kenya requires that applicants observe the highest standards of ethics during the procurement processes and the execution of contract. In pursuance of this policy WWF-Kenya:
- a) Define for the purpose of this provision, the terms set forth below as follows
 - i. “Corrupt practice” means the offering, giving, receiving or soliciting of anything of value to influence the action of WWF-Kenya officers in the procurement process or in contract execution including acceptance of this application.
 - ii. “Fraudulent practice” means a misinterpretation of facts in order to influence a procurement process of execution of a contract to the detriment of WWF-Kenya and includes collusive practices among supplier (prior to or after application submissions) designed to establish item prices, artificial non competitive levels and to deprive WWF-Kenya the benefit of free and open competition.
 - b) Will reject a proposal for award if it determines that the applicant recommended for award (acceptance) has engaged in corrupt or fraudulent practices in competing for the application “acceptance in question”
 - c) Will declare an applicant ineligible either indefinitely or for a stated period time to be awarded any contract if it at any time determines that the applicant has engaged in corrupt or fraudulent practices in competing for the contract. The policy is located:
http://wwf.panda.org/who_we_are/organization/ethics/

Application Form
(To be submitted in the letterhead of the tenderer)

Date: _____

To: P.O BOX 62440-00200
NAIROBI.

The Mvuli, on Mvuli road, Westlands

1. Having examined the tender documents including, Ref. No.....(insert number),the receipt of which is hereby duly acknowledged, we the undersigned, offer to supply and deliver
.....(Description Services)
.....at a total cost of Kshsincluding all taxes.....
in conformity with the said application documents all or part of the items that may be required and are within our capability to supply.
2. We undertake, if our application is accepted, to deliver services in accordance with the delivery schedule and credit terms specified in the schedule of requirements or official order, signed by authorized staff of WWF-KENYA.
3. We agree to abide by this application for the period of processing. Preparation and execution of the tender application together with acceptance thereof which together shall constitute a binding agreement between us.
4. We agree to abide by and uphold WWF-KENYA's general terms and conditions of contract
5. We agree to abide by and uphold WWF-KENYA policy on Prevention of Fraud & Corruption.
6. We understand:-
 - a) That this is a tender/quotation application for consideration to supplier for goods/services to this tender.
 - b) That WWF-KENYA is not bound to accept this application or any other that it may receive.

Details of Authorised Signatories

Should award of this Consultancy be made to us, the following person is authorized to execute the contract (Director/CEO/Manager).

Name.....

Designation.....

Email.....

Phone.....

Dated this _____ **day of** _____ **2022**

Name.....

(Signature)

(In the capacity of)

Duly authorized to sign tender for and on behalf of _____
Rubber Stamp/Company Seal

WWF Feasibility Study for a BMZ-BENGO Project Proposal

TERMS OF REFERENCE

04 February 2022

Project/Program Name(s)	Sustainable mangrove use in the Western Indian Ocean
Project/Program Location(s)	Kenya, Madagascar, Tanzania
Locations for the Scope of Work for the Feasibility Study	Kilifi county in Kenya Ambaro bay in Madagascar Tanzania (exact location tbd)
Project/Program Reference Number(s)	n.a.
Names of Project/Program Executants (WWF Office, name of project/program manager)	WWF Kenya: Asma Awadh WWF Germany: Laura Puk
Project/Program Duration (from start year)	Tentatively 08/2022 -12/2025
Feasibility Study	March – April 2022
Project/Program Budget Sources and Amounts (for period to be evaluated)	n.a.
Names of Implementing Partners (if relevant)	WWF-Kenya, WWF-Madagascar, Western Indian Ocean Mangrove Network Local organizations (tbd)

1.) Project Title:

Sustainable mangrove use in the Western Indian Ocean (BMZ / Bengo)

2.) Project Description/Context and Background:

WWF Germany intends to submit a project proposal on establishing sustainable uses of mangroves in the Western Indian Ocean region by the beginning of May 2022. The funding for the project will be provided by the German Federal Ministry for Economic Cooperation and Development (BMZ), distributed through Bengo/Engagement Global. WWF Kenya, WWF Madagascar, and the Western Indian Ocean Mangrove Network (WIOMN) will be close implementing partners alongside two to three further local partners.

In the Western Indian Ocean (WIO) region, 60 million people live less than 100 km away from the coast. For many of these 60 million people, mangrove ecosystems are an important subsistence and income source. As the importance of mangroves in the region has increasingly been recognized, mangroves as ecosystems are starting to be incorporated into national policy measures and consequently protected. Legislation has however failed to take into consideration the vital economic role that mangroves play for the communities. While previous work has identified the most important local mangrove uses, a lot of work remains to be done to develop an approach that successfully bring together environmental and economic considerations.

The goal of this project is to establish sustainable use schemes of mangrove ecosystems in the three focal countries: Kenya, Madagascar, and Tanzania. For this, we will work with community-based

organisations (where established) to identify important and interesting alternative uses of mangroves as well as assist with registration and/or strengthen community-based organisations to advocate for their needs and interests vis-à-vis policy makers. Socio-economically promising use schemes will be piloted at three to five pilot sites. Each pilot will be based on a profound assessment of the communities' needs and vision, the local economic and cultural specificities, the relevant legal provisions, and the condition of the environment. The outcomes will allow for the development of a context-specific management and resource use model, led by the communities concerned. The results of these pilot projects will be consolidated at the sub-national, national, and regional level.

3.) Purpose and scope:

Purpose

A feasibility study is a requirement from BMZ / Bengo and must be handed in together with the project proposal. The purpose of this feasibility study is to provide a sound basis for the development of the project proposal by identifying prerequisites, opportunities, and risks. Therefore, the general programme context, the political framework and key stakeholders shall be assessed. The study is also expected to assess the (draft) impact matrix/matrices, provide baseline information and give recommendations to the draft programme design.

The project proposal must be handed in by 13th May 2022. Therefore, the timeframe for the feasibility study is beginning of March 2022 – end of April 2022. First actionable suggestions in the form of a preliminary report should be produced by 15th April 2022.

Please refer to annex for a project concept including impact matrix. An additional, more up-to-date impact matrix will be supplied before the start of the consultancy. The up-to-date impact matrix is the one to be used for this consultancy.

Scope

- Kick-off call between the consultant and WWF to discuss the assignment
- Essential baseline data collection (through desk research and field visits) on the context, target group, current mangrove uses, the mangrove management situation and possible problems faced (at micro-, meso- and macro-scale) as necessary to evaluate the project proposal
- An analysis of the suggested project design approach (i.e. impact matrices and proposed activities) to overcome the identified problem situation (context analysis) of the target groups and other actors of the planned project with regard to the OECD DAC criteria of relevance, effectiveness, efficiency, impact and sustainability;
- Give recommendations for adjustments to the specific project concept, impact matrix, and activities, taking into account timeframe and budget, the relevant actors and stakeholders, recommendations for monitoring areas for measuring results and impacts, and opportunities and risks.

Please note that the WWF project proposal will partly be prepared in parallel to the feasibility study. The project concept including impact matrix, detailed budget and activity description including indicators will be provided as soon as possible. Additional relevant documents will be provided but can and should be supplemented if deemed appropriate by the consultant(s). Information on which communities are targeted by the projects will be provided as well.

4.) Methodology considerations

The consultant is expected to use the following approaches in an appropriate mix:

- Desk review of the project concept, impact matrices, background information (forestry laws, management plans, reports, etc.) and relevant project documentation;

- Interviews with project teams of previous and recent projects operating in the target region (WWF Kenya, WWF Madagascar, WWF Germany, Western Indian Ocean Mangrove Network as well as two additional partner organisations yet to be identified);
- Interviews with (potential) project partners and key stakeholders (e.g., governmental agencies, civil society);
- Field visit to the project site (Covid-19 situation allowing), including interviewing the target group (e.g., community-based organisations involved in mangrove management, local communities).

5.) Components of the feasibility study

The feasibility study will include:

- An executive summary;
- An introductory section with the description of purpose and objective, list of the experts and on the services provided, information on the methodology used and people met and interviewed during the study;
- A section describing the data collected and an analysis (context, capacities of the project-executing agency, project-relevant needs of the target group, other actors, etc.);
- A part with final evaluations of the proposed project according to the OECD DAC criteria;
- A separate section with derived concrete recommendations on the project concept including impact matrix and activities, taking into account the actors and stakeholders, recommendations for result and impact measuring as well as chances and risks.

The study should separately assess each focal country, which should each have a separate section and then bring the findings together for the whole proposed project. The overall study report should not exceed 30 pages.

The following structure (points A-E) can be used for the study. The guiding questions below them serve as orientation and are to be understood as a collection from which the questions relevant to the focus of the study regarding data collection, data analysis, and evaluation can be prioritized.

A) Initial situation and problem analysis (at macro, meso, micro level)

- Which current problems / needs in the living conditions of the target groups have been identified and are relevant in the project design? Which of the causes are prioritized and addressed in the project?
- Which local potentials, existing structures (institutions, networks, umbrella organizations, etc.) and social mechanisms can be built upon? Which gaps in the system have been identified?
- Are there approaches and results from previous development activities? If so, how will they be built upon?
- What other framework conditions, for example conflict dynamics, need to be considered in the context of the planned project?
- What are the socio-cultural obstacles to the approach and how can these be overcome?
- What other risks are identified and how can these be addressed?

B) Project executing agency in the partner country (local executing agency)

- Which organization(s) were selected as local project executing agency and why? Who proposed the original project idea?
- To what extent are existing agreements between actors formalized? Are there formal agreements between actors?
- Are the resources and strengths of the partners known individually and at the organizational level?
- Which relevant technical, methodological, and political skills should be further developed individually and at the organizational level?

C) Target groups and other actors (at micro, meso and macro level)

- How and by whom are the direct target groups selected based on which criteria?
- What is the composition of the respective target groups? How homogeneous or heterogeneous are the target groups with regard to factors such as gender, ethnicity, age, sexual orientation, language, capacities, etc. and to what extent must the project take this into account?
- What self-help potentials do the respective target groups have? How can local problem-solving capacities be strengthened?
- Do the target groups and other stakeholders have a common understanding of the problems, prioritization, and objectives of the project? Are there convergences or conflicts of interest among other stakeholders?
- How strong is the support, for example in the form of the different actors' own contribution to the project? What is their ability to influence the project?
- What role do the target groups play in the social context? Which conflicts of interest could arise from the funding vis-à-vis other population groups?

D) Assessment of the planned project according to OECD DAC criteria

(<http://www.oecd.org/dac/evaluation/49756382.pdf>)

Relevance: To what extent is the planned project doing what is appropriate?

- Does the planned project approach address a problem of developmental importance or a crucial development bottleneck of the partner country or region?
- Is the orientation of the planned project oriented towards the needs of the target groups?
- Are the orientation, prioritization and objectives (approach) of the planned project coordinated with the target groups and clearly defined?
- To what extent do the intervention objectives and design adequately address the specific needs of the target groups and structural barriers in the project region, partner/institution, policy programs?
- Are norms and standards of the approach compatible with those of the target groups?
- Is the project designed in a conflict-sensitive way (Do-No-Harm principle)?

Coherence: How well does the intervention fit?

- How coherent are the planned activities with human rights principles (inclusion, participation), conventions and relevant standards/guidelines? To what extent does the objective consider gender-sensitive, inclusive, culturally and conflict-sensitive and human rights-based aspects?
- To what extent are there synergies and linkages between the planned project and other interventions from the same actor (organization) and other actors?
- What are the similarities or intersections of the target groups with the projects of other actors in the same context? To what extent does the intervention add value and avoid duplication?

Effectiveness: Which project approach can best achieve the objectives?

- Are the cause-effect relationships (including assumptions) plausible? Which negative effects could occur?
- Is the selected methodological approach appropriate to the context and sufficient to achieve the project objective? Are alternatives necessary?
- At which level (multi-level approach) are additional measures to increase effectiveness necessary?
- How will changes be measured? Which indicators are more suitable for this?

Efficiency: Does the planned use of funds by the proposed project appear economical with regard to the achievement of the objectives?

- To what extent can the planned measures be implemented with the budgeted funds and personnel in the planned duration?
- To what extent are the planned expenditures used economically and are the investments, operating expenses and personnel in relation to the intended objectives?

Significance/overarching developmental impact: To what extent does the planned project contribute to the achievement of overarching developmental impacts?

- What special contribution does the project objective (outcome) make to the overall objective (impact)?
- To what extent is the planned project structure-building, model-like and broadly effective? On what levels will norms or structures be changed?

Sustainability: To what extent will the positive impacts (without further external funding) last beyond the end of the project?

- How can the sustainability of the results and impacts be guaranteed and strengthened? (structural, economic, social, ecological)?
- What long-term capacities are built among the target group to independently continue the implemented measures?
- Which positive changes (role behavior, mechanisms, networks and others) favor civil society in the long term?
- What personnel risks for implementers, institutional and contextual risks influence sustainability and how can they be minimized?

E) Recommendations

What concrete suggestions can be made based on the key findings on the section A to D as outlined above for the concept of the project in the specific context?

- What components, if any, are missing from the project concept to make the cause-effect relationships more coherent and to achieve the planned objectives in a sustainable way? Which planned components are rather unsuitable or may have negative effects, and for what reasons?
- Which assumptions of the cause-effect relationships are viable, which should be adapted?
- Which findings and project-relevant data of the study are suitable to be integrated into the project logic (impact matrix of the project proposal)? What are the recommendations for possible indicators for impact monitoring and data collection?

6.) Expected Outcome

The Feasibility Study will be prepared in English. The main text of the final (combined) study shall not be longer than 30 pages. Therefore, the sub-sections per country should not be longer than 10 pages. A draft for comments is to be delivered, after which a final version will be prepared. Digital versions (Word / PDF) will be sufficient.

7.) Expected deliverables and timeline

The assignment shall start as soon as possible. The study shall be finalised by the end of April 2022.

The draft version will be reviewed by WWF Kenya and WWF Germany.

Major Evaluation Task/Deliverable	Dates / Deadline
Feasibility inception meeting with proposal writing core group	As soon as possible
Study: Interviews, stakeholder & target group meetings, document reviews, filling in and writing of documents, writing preliminary reports	asap -30/04/22

Preliminary report submitted (max 30 pages without annexes, and filled in templates)	15/04/22
Debriefing meeting on preliminary report with core group	18/04/22
Final Report (max 30 pages) finalized by consultant and approved by person/organisation who commissioned the study	30/04/22

An estimated number of working days can be found in the table below. These shall be considered as a rough guideline and, where justified, can be adapted based on the proposal of the consultant.

Task	Estimated Duration to Complete
Kick-off and presentation of workplan	0,5 days
Desk review	3 – 4 days
Field visits to project sites, communities, interviews and necessary data collection	15 days (5 days per country)
Remote interviews with stakeholders	2 – 3 days
Data analysis and first draft of feasibility study	5 days
Presentation of study results	0.5 day
Finalization of feasibility study based on feedback received	1 - 2 days
Total	27 – 30 days

8.) Institutional Arrangement:

The hired consultant will be under the supervision of WWF Germany and WWF Kenya. The contracting authority will be WWF Kenya.

9.) Duty Station:

The consultant will be required to travel to the field (Covid-19 situation allowing) in Kenya, Madagascar and Tanzania and will be home-based during the redaction of the feasibility study.

In case travel restrictions will prevent traveling to some of the destinations alternative methods like phone interviews should be considered.

10.) Required Competencies and Qualifications:

The consultant / consultant team will be responsible for the overall implementation of the feasibility mission and the report writing. The consultant / consultant team should demonstrate

- (a) extensive knowledge of, and experience in applying, qualitative and quantitative evaluation methods;
- (b) a strong feasibility and evaluation record; and
- (c) data analysis skills.

Knowledge of former BMZ and/or WWF initiatives is desirable. Additional qualifications and skill areas desired include:

- Technical competence in marine conservation, mangrove conservation, sustainable forest

management, sustainable development, natural resource management, coastal fisheries management, climate change adaptation, and capacity development.

- Postgraduate degree(s) (MSc) or equivalent experiences in environmental sciences, international development, with academic or professional background related to conservation, monitoring and evaluation or other closely related fields.
- English fluency in speaking and writing is a must; oral fluency in any of the local languages is an asset.
- Proven record of at least 10 years of technical experience in conservation and/or development sector or other related fields in Southern and Eastern Africa.
- A minimum of 5 years professional experience in the evaluation of development interventions.

11.) Budget:

The quoted price must be a fixed amount which includes all charges (including travel and subsistence). Travel and subsistence expenses are not refundable separately. It is requested that the calculated time requirements for the various tasks be specified in each case when preparing the offer (stating the daily rate).

According to our estimates, the budget for this service contract should not exceed a total of €30.000 inclusive of all taxes. WWF Kenya will reserve the right to reject any offer that is above this estimated threshold.

Requirements in response to the ToRs Technical Proposal

I) Statutory Submissions

Bidders that do not submit the following documents will not be considered for technical evaluation.

- **Individual Consultant:**
 - o PIN certificate
 - o Copy of National I.D
 - o Bank Details
 - o Tax compliance Certificate
 - o Declaration form duly signed by the signatory authorized to execute the contract
- **Companies**
 - o Company PIN
 - o Certificate of Registration
 - o Tax Compliance Certificates
 - o Bank details
 - o CR12 Form showing names of Directors/Shareholders of company
 - o Application form duly signed by the authorized signatory

The following is required from the consultant in response to these terms of reference as a basis for evaluation and choice of the suitable consultant firms/individuals:

- Their understanding of these terms of references;
- A proposed methodology/approach and completion period;

- A capacity statement with CVs and qualifications 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

How to apply

Interested consultancy firms/individuals should submit their technical and financial proposals to **tenders@wwfkenya.org** and clearly indicate the title of the consultancy on the subject by **5pm East African Time (EAT) on Friday 18th February 2022**

NB:

- Only shortlisted applicants will be contacted.
- Applications submitted without the required attachments will not be considered.