



*[Instructions for users: Ensure any applicable donor requirements are incorporated into the RFP. Complete the blue fields and delete instructions.]*

## **Request for Proposals**

**Title: Business Development Consultant for Raja Ampat Mooring System**

**RFP No: KI-002/XI/2024**

**Date of Issuance: 05 Nov 2024**

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- 1. Background:** Raja Ampat has magnificent natural resources, especially its coral reef ecosystem which 75% of world coral reefs species can be found in Raja Ampat. Through a Marine Protected Area scheme which benefits both tourism and fishery sector, natural resources need to be protected from its utilization activity to minimize its negative impact toward the resources and ecosystem. One of the biggest challenge is the rapid growth of tourism in Raja Ampat including the growth number of liveaboard and yacht operating which is not only good for economy but also threatens the ecology especially coral reefs due to its anchoring activities. Initiative of mooring facility for liveaboard and yacht is a solution to minimize the threats of anchoring on coral reefs. Raja Ampat Mooring System, or RAMS in short, is a consensus commitment that not only providing mooring facility but also its system such as maintenance, enhancement, and monitoring the hardware along with its sustainable financing. Konservasi Indonesia (KI) has been supporting this RAMS process since its initiation side by side with stakeholders and currently building RAMS governance to ensure RAMS will function effectively and sustainably.

Business model for RAMS is one of the planning documents to ensure RAMS implementation mechanism. KI is committed to support resulting in that document with the assistance of a consultant. The consultant will work with stakeholders of POKJA RAMS collaboratively in order to deliver the business model.

- 2. Project Overview** The objectives of the consultant is to deliver the business model document to be understood and implemented by the manager of RAMS.
- 3. Terms of Reference, Deliverables and Deliverables Schedule** (attached).
- 4. Submission Details**
  - a. Deadline.** Proposals must be received no later than **Nov 15, 2024 + 5 pm Jakarta Time**. Late submissions will not be accepted. Proposals must be submitted via email to [grantcontractid@konservasi-id.org](mailto:grantcontractid@konservasi-id.org); [mputra@konservasi-id.org](mailto:mputra@konservasi-id.org) and [mkasmidi@konservasi-id.org](mailto:mkasmidi@konservasi-id.org). All proposals are to be submitted following the guidelines listed in this RFP.
  - b. Clarifications.** Questions may be submitted to [grantcontractid@konservasi-id.org](mailto:grantcontractid@konservasi-id.org); [mputra@konservasi-id.org](mailto:mputra@konservasi-id.org) and [mkasmidi@konservasi-id.org](mailto:mkasmidi@konservasi-id.org) 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. KI will respond in writing to submitted clarifications by the date specified in the timeline below.

- c. Amendments. At any time prior to the deadline for submission of proposals, KI may, for any reason, modify the RFP documents by amendment which will be posted to the KI website and/or communicated via email.

## **5. Minimum Requirements**

- a. Have at least 5 year work experience, preferably in sustainable financing for Marine Protected Area and/or tourism related.
- b. Capable to analyse financial instrument such as business model canvas and other tools.
- c. Detail oriented and able to prioritize, manage, and finish the deliverables on time.
- d. Experience to do collaboration work and communication with multistakeholders on different level of government: in regency, province, and national level.
- e. Experience to work as a team effectively.
- f. Experience to work with private sectors, especially tourism sector.
- g. Experience to work with multilevel government: in regency, province, and national level.
- h. Have a great knowledge and understanding on sustainable tourism industry.
- i. Preferably have an understanding on policy for mooring, utilization of marine protected area, etc.
- j. Preferably have experience working in Papua and show both understanding and respect toward Papua's culture and practices.

## **6. Proposal Documents to Include**

- a. Signed cover page on consultants' letterhead with the consultant's contact information.
- b. Signed Representation of Transparency, Integrity, Environmental and Social Responsibility (Attachment 1)
- c. Technical Proposal.
  - i. Individual 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 Proposal that demonstrate how the team proposed 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 consultant intends to carry out the deliverables described in the Terms of Reference, specify frameworks and technologies
  - iv. **Timeline. Provide detailed and clear project timeline that includes key phases and deliverables at each milestone.**
- d. Financial Proposal. Offerors shall use the cost proposal template with **detailed cost breakdown, including licensing fees or costs associated with third-party integrations or tools. (Attachment 3).**

- 7. Evaluation Criteria** In evaluating proposals, KI will seek the best value for money considering the merits of the technical and costs proposals. Proposals will be evaluated using the following criteria:



(The evaluation table below is a sample only. Add to or adjust the Evaluation Criteria below and associated scoring to fit the assignment. Adjust the scoring to match your needs. It should be as detailed as needed to ensure the best proposal is selected. It may include for example, evaluation of individual personnel qualifications, specialized knowledge, etc.

Proposals will be evaluated ONLY against the Evaluation Criteria in the RFP (no other evaluation criteria may be considered for selection).

<b>Evaluation Criteria</b>	<b>Score (out of 100)</b>
Experience providing similar services, qualification of key personnel, and meeting minimum requirements	20%/ Max points
Technical capacity, including the framework, workplan, and technologies offered	30%/ Max points
Demonstrating the ability to respond effectively and proven past performance (verified through the reference checks)	25%/ Max points
Cost: Costs proposed are reasonable and realistic, reflect a solid understanding of the assignment.	25%/ Max points

**8. Proposal Timeline** (Please add other solicitation events to this timeline if applicable such as interviews or demos).

RFP Issued	05 Nov 2024
Clarifications submitted to KI	10 Nov 2024
Complete proposals due to KI	15 Nov 2024

**9. Resulting Award** KI anticipates entering into an agreement with the selected consultant by (22 November 2024). Any resulting agreement will be subject to the terms and conditions of KI's Services Agreement. A model form of agreement can be provided upon request.

This RFP does not obligate KI to execute a contract, nor does it commit KI to pay any costs incurred in the preparation or submission of the proposals. Furthermore, KI reserves the right to reject any and all offers, if such action is considered to be in the best interest of KI. KI 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 consultant 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. KI 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.

**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 KI's Code of Ethics [for GCF-funded projects only, add: "and the Green Climate Fund's [Policy on](#)

[Prohibited Practices](#)"]. Konservasi Indonesia’s reputation derives from our commitment to our values: Integrity, Respect, Courage, Optimism, Passion and Teamwork. KI’s Code of Ethics (the “Code”) provides guidance to KI employees, service providers, experts, interns, and volunteers in living KI’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 KI via its Ethics Hotline at [www.ci.ethicspoint.com](http://www.ci.ethicspoint.com).

**12. Attachments:**

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

Attachment 2: Terms of Reference

Attachment 3: Cost Proposal Template

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

RFP No. **XXXXXXXX**

UEI Number (if applicable): XXXXXXXX

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 KI's Code of Ethics. KI's Code of Ethics provides guidance to KI employees, service providers, experts, interns, and volunteers in living KI'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 KI via its Ethics Hotline at [www.ci.ethicspoint.com](http://www.ci.ethicspoint.com).

KI 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 KI's Code of Ethics, we certify:**

- a. We understand and accept that KI, 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 terms of reference 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 KI 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 process launched by KI.
- 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".

Name:

Signature:

Title:

Date:



**Attachment 2: Terms of Reference**

**Project Overview**

The objectives of the consultant is to deliver the business model document to be understood and implemented by the manager of RAMS..

**Objectives**

- Work collaboratively with stakeholders including and not limited to the users, manager of RAMS, and local community based on each role, authority, and interest in RAMS management.
- Deliver business model for RAMS which is done collaboratively with the manager of RAMS and POKJA RAMS.
- Work as a team to meet the deadline.

**Key Deliverables**

1. Business Model for RAMS
  - Capital Expense
  - Operational Expense
  - Internal Return Rate
  - Potential Revenue Streams

**Timeline**

Phase	Task	December				January				February				March				April			
		I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Preparati-on	Workplan Submission by Consultant																				
Business Model for RAMS	Modeling																				
	Draft 1 and FGD 1																				
	Draft 2 and FGD 2																				



Phase	Task	December				January				February				March				April				
		I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	
Reporting	Submission of Final Report																					

### Responsibilities

- Konservasi Indonesia:
  - Assisting and facilitating the coordination with the stakeholders as well as the organizing the FGD.
  - Giving feedbacks to the concepts and process/approach which is proposed by the consultant.
- Consultant:
  - Complying with all the deliverable.
  - Informing any status of progress or challenge regularly.
  - Signing the Non-Disclosure Agreements.

### Vendor Requirement

- Have at least 5 years work experience, preferably in sustainable financing for Marine Protected Area and/or tourism related.
- Capable to analyse financial instrument such as business model canvas and other tools.
- Detail oriented and able to prioritize, manage, and finish the deliverables on time.
- Experience to do collaboration work and communication with multistakeholders on different level of government: in regency, province, and national level.
- Experience to work as a team effectively.
- Experience to work with private sectors, especially tourism sector.
- Experience to work with multilevel government: in regency, province, and national level.
- Have a great knowledge and understanding on sustainable tourism industry.
- Preferably have an understanding on policy for mooring, utilization of marine protected area, etc.
- Preferably have experience working in Papua and show both understanding and respect toward Papua's culture and practices.

Submission proposal deadline: 15 November 2024.



### 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 [ ].

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

<b>Deliverable</b>	<b>Price (Lump Sum, All Inclusive)</b>
Professional Fee	
Hosting and Domain	
Updates and Install Plug-in	
Miscellaneous	
<b>Total</b>	

#### Cost Breakdown by Cost Component

<b>Description</b>	<b>Unit of measure (day, month etc)</b>	<b>Total period of engagement</b>	<b>Unit cost/rate</b>	<b>Total Cost for the Period</b>
a. Professional Fee				
Hosting and Domain				
Updates and Install Plug-in				
Miscellaneous				
<b>Total Cost of Financial Proposal</b>				