

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

Request for Proposals

Title: Communication Consultant for the Development of Communication Strategy and Knowledge Sharing & Management System for Integrated Management of the Batang Toru Forest Ecosystem

RFP No: KI-003/XI/2024

Date of Issuance: (7 November 2024)

1. Background

The Government of North Sumatra Province, supported by Konservasi Indonesia (KI) and partners, is consolidating efforts to protect and manage important ecosystems in North Sumatra Province, including the Batang Toru Forest Ecosystem (BTFE). The area, spanning North Tapanuli, Central Tapanuli, and South Tapanuli, harbors biodiversity that is crucial to protect.

Through the program for protecting and managing important ecosystems, this initiative aims to enhance the management of the BTFE. Several long-term impacts are expected through collaborative planning, forest ecosystem restoration, sustainable financing, and wildlife connectivity. Collaborative planning involving stakeholders is essential to ensure the protection, preservation, and sustainability of BTFE. This planning must be based on exchanging ideas, concepts, and the latest research findings from various parties.

One of the critical components of this program is the development of an effective communication strategy and a knowledge-sharing and management system that can support the project's objectives. An effective communication strategy is necessary to enhance awareness, engagement, and action from various stakeholders, including local communities, government, the private sector, non-governmental organizations, academia, and international donors. Furthermore, the communication strategy is expected to serve as a guide for the established Batang Toru Forest Ecosystem task force, which will be responsible for developing knowledge and information through an integrated management information center.

2. Project Overview

The communication consultant will be responsible for designing and implementing a comprehensive communication strategy and developing a knowledge-sharing and management system that facilitates the flow of information and collaboration among stakeholders.

3. Terms of Reference, Deliverables and Deliverables Schedule (See Attachment 2)

4. Submission Details

1. **Deadline.** Proposals must be received no later than (09 December 2024 at 17.00 (GMT +7)). Late submissions will not be accepted. Proposals must be submitted via email to grantcontractid@konservasi-id.org and arahayu@konservasi-id.org. All proposals are to be submitted following the guidelines listed in this RFP.



2. Validity of bid. 120 days from the submission deadline
3. Clarifications. Questions may be submitted to grantcontractid@konservasi-id.org and arahayu@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. Responses to questions that may be of common interest to all bidders will be posted to the KI website and/or communicated via email.
4. 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

1. The consultant can be institutions, organizations, or teams of 3-5 individual consultants with one lead consultant. The consultant will be responsible for the work completed and all deliverables produced.
2. The lead consultant should have extensive experience at the senior level and have good experience, with the following qualifications:
 - experience in developing communication strategies and communication action plans for environmental or conservation projects,
 - experience in designing and developing knowledge-sharing systems,
 - skills in building relationships and facilitating discussions among diverse stakeholders,
 - understanding of the Batang Toru Forest Ecosystem and its stakeholders is a plus, and
 - fluency in writing and speaking in English and Bahasa Indonesia is mandatory.

6. Proposal Documents to Include

1. Signed cover page on bidder's letterhead with the bidder's contact information.
2. Signed Representation of Transparency, Integrity, Environmental and Social Responsibility (Attachment 1)
3. 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 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 bidder intends to carry out the requirements described in the Terms of Reference (Attachment 2).
4. Financial Proposal. Offerors shall use the cost proposal template (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:

Evaluation Criteria	Score (out of 100)
Is the proposed approach and methodology appropriate to the assignment and practical in the prevailing project circumstances?	25%
Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	20%
Does the bidder's past performance demonstrate recent proven experience doing similar work?	20%
Does the bidder and the proposed personnel have the specific technical expertise for the assignment?	20%
Cost: Costs proposed are reasonable and realistic, reflect a solid understanding of the assignment.	15%

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

RFP Issued	8 November 2024
Clarifications submitted to KI	04 December 2024
Clarifications provided to known bidders	06 December 2024
Complete proposals due to KI	09 December 2024
Interview (if needed)	12 December 2024
Final selection	17 December 2024

- 9. Resulting Award** KI anticipates agreeing with the selected bidder by **06 January 2025**. 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 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. 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. KI'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 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.

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): **XXX-XXX-XXX**

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.

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 competitive bidding 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". [\[Include additional sanctions lists of the country of a public donor, if required by the donor.\]](#)

Name: _____

Signature: _____

Title: _____

Date: _____

Attachment 2: Terms of Reference

Communication Consultant for the Development of Communication Strategy and Knowledge Sharing & Management System for Integrated Management of the Batang Toru Ecosystem

Time Duration : 6 months

Timeline : Jan 2025 – June 2025

BACKGROUND

The Government of North Sumatra Province, supported by Konservasi Indonesia (KI) and partners, is consolidating efforts to protect and manage important ecosystems in North Sumatra Province, including the Batang Toru Forest Ecosystem (BTFE). The area, spanning North Tapanuli, Central Tapanuli, and South Tapanuli, harbors biodiversity that is crucial to protect.

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The communication consultant will be responsible for designing and implementing a comprehensive communication strategy and developing a knowledge-sharing and management system that facilitates the flow of information and collaboration among stakeholders.

OBJECTIVES

The consultant's work will focus on the following objectives:

- 1) **Provide a stakeholder analysis focused on communication issues:** The consultant will conduct identification and analysis of the communication efforts of stakeholders (individuals, groups, organizations, media, private sector), at local, regional, national, and international levels, who are involved in or influence communication activities or information dissemination related to the Batang Toru Ecosystem.
- 2) **Provide a 5-year communication strategy and action plan for integrated management of the Batang Toru Forest Ecosystem (BTFE):** The consultant will design a communication strategy and action plan to enhance the effectiveness of partner communication in the integrated management of the Batang Toru Forest Ecosystem.
- 3) **Develop a knowledge management & sharing system platform for the integrated management of BTFE as part of the communication action plan:** The consultant will develop the concept of a communication platform to support information flow and collaboration among stakeholders, including platform governance, required resources, and platform provision.

DELIVERABLES

Details of the consultant's deliverables are presented in **Table 1** below.

No	Deliverable	Acceptance Criteria	Deadline	Value
1	Development of a Detailed Work Plan	a) Workplan: A detailed work plan with a timeline and deliverables in an easily updatable format (MS Word or MS Excel).	Jan 2024	10%
2	Communication Stakeholders Analysis	b) Report of Communication Stakeholders Mapping: Identification of stakeholders (individuals, groups, organizations, media, private sector) at regional, national, and international levels involved in or influencing communication or information dissemination activities related to the Batang Toru Forest Ecosystem. For example: Konservasi Indonesia has communications activities in BTFE such as environmental education sessions. c) Stakeholder Influence & Interest Analysis: Analysis of how each stakeholder influences and is influenced by communication.	14 February 2025	25%
3	Integrated BTFE Communications Strategy & Action Plan Document	d) Integrated communication strategy document for the Batang Toru Forest Ecosystem. e) Integrated BTFE communication action plan, including the provision of a knowledge-sharing & management system platform.	14 March 2025	25%
4	Development of Knowledge Sharing & Management System Platform	f) Establish knowledge Sharing & Management System Platform g) Develop Knowledge Sharing & Management System Platform Guide, including platform framework (vision, mission, objectives of the platform)	21 April 2025	40%

CONTRACT PERIOD

The duration of this contract is six months, starting from Jan 2025 to June 2025.

PAYMENT

1. Payment of the Service Fee is by the stages mentioned above.
2. The Service Fee will be paid upon submission and approval and KI's acceptance of the deliverables and related invoices.
3. All Service Fee payments are subject to Indonesian Income Tax (PPh).

4. If anything needs to be changed from Table 1, it must be agreed upon by the consultant and KI in advance in writing.

MINIMUM QUALIFICATIONS

1. The consultant can be institutions, organizations, or teams of 3-5 individual consultants with one lead consultant. The consultant will be responsible for the work completed and all deliverables produced.
2. The lead consultant should have extensive experience at the senior level and have good experience, with the following qualifications:
 - experience in developing communication strategies and communication action plans for environmental or conservation projects,
 - experience in designing and developing knowledge-sharing systems,
 - skills in building relationships and facilitating discussions among diverse stakeholders,
 - understanding of the Batang Toru Forest Ecosystem and its stakeholders is a plus, and
 - fluency in writing and speaking in English and Bahasa Indonesia is mandatory.

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	Price (Lump Sum, All Inclusive)
Insert deliverable 1 from Section 3 or attached TOR	
Insert deliverable 2 from Section 3 or attached TOR	
Insert deliverable 3 from Section 3 or attached TOR	
Insert deliverable 4 from Section 3 or attached TOR	
Insert deliverable 5 from Section 3 or attached TOR	

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

Description	Unit of measure (day, month etc)	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				