



## REQUEST FOR TENDER

File: AP\_2/39  
Date: 27 August, 2020  
To: Interested Consultants  
From: Jamie Davies, Bycatch and Integrated Ecosystem Management  
Initiative Manager

**Subject: Request for Tender: Consultant to provide Communications Support to the BIEM Initiative in Fiji and Pacific region**

---

### 1. Background

- 1.1. The Secretariat of the Pacific Regional Environment Programme (SPREP) is an intergovernmental organization charged with promoting cooperation among Pacific islands countries and territories to protect and improve their environment and ensure sustainable development.
- 1.2. SPREP approaches the environmental challenges faced by the Pacific guided by four simple Values. These values guide all aspects of our work:
  - We value the Environment
  - We value our People
  - We value high quality and targeted Service Delivery
  - We value Integrity
- 1.3. As part of the Pacific-European Union Marine (PEUMP) Programme, funded through the Eleventh Round of the European Development Fund (EDF 11), SPREP is the executing agency for Key Result Area 5, the By-catch and Integrated Ecosystem Management (BIEM) Initiative. The purpose of the Initiative is to reduce the by-catch of threatened species in Pacific islands' fisheries; to improve the health of coastal waters through an integrated approach to coastal management, including marine spatial planning; ecosystem-based adaptation to climate change; and to strengthen the capacity of Pacific Islands Parties to implement their obligations under the International Convention for Trade in Endangered Species (CITES). Further detail is provided in Annex 3.
- 1.4. For more information, see: [www.sprep.org](http://www.sprep.org)

### 2. Specifications: statement of requirement

- 2.1. SPREP would like to call for tenders from qualified and experienced Communications Support Specialists to work on a call-off contract basis through to December 2022 to develop and deliver communication content, products, media materials and campaigns to support



outcomes of the BIEM Initiative in Fiji, Solomon Islands, Tonga and Papua New Guinea in the following key result areas:

- a) Develop and deliver communication content and knowledge products
  - b) Ensure visibility of on-ground demonstration activities
  - c) Promote and raise awareness on key outcomes and lessons learned by the BIEM Initiative.
- 2.2 The consultant will be expected to consult extensively with the BIEM Initiative Manager, the Fiji in-country coordinator, the PEUMP Programme Communications Manager and SPREP's Communications Department in Samoa in the development and approval of outputs.
  - 2.3 The consultant will follow the PEUMP Programme Communications and Visibility Strategy and SPREP's organisational policies and processes in the development and approval of all external communication materials and media.
  - 2.4 The consultant will be expected to travel to and stay in remote areas in Fiji's Western Province to document activities. Travel will involve the use of small boats, four-wheel drive vehicles and walking tough terrain. On limited occasions the consultant may be expected to travel to Papua New Guinea, Solomon Islands, Tonga and other Pacific countries for significant events.
  - 2.5 The Terms of Reference and the specific duties of the consultant are set out in Annex 1.

### **3. Conditions: information for applicants**

- 3.1. To be considered for this tender, interested suppliers must meet the following conditions:
  - Currently reside in Fiji.
  - Be able to demonstrate that he/she is legally entitled to work in Fiji.

### **4. Submission guidelines**

- 4.1. Tender documentation should demonstrate that the interested supplier satisfies the conditions stated above and is capable of meeting the specifications and timeframes. Documentation must also include supporting examples to address the evaluation criteria.
- 4.2. Tender documentation should outline the interested supplier's complete proposal and include:
  - a. A CV to demonstrate that they have the requisite skills and experience to carry out this contract successfully.
  - b. Three references including most recent work relevant to this position
  - c. Completed tender application form provided. *(Please note you are required to complete in full all areas requested in the Form, particularly the Statements to demonstrate you meet the selection criteria – DO NOT refer us to your CV or your Technical Proposal. Failure to do this will mean your application will **not** be considered).*



- 4.3 Tender documentation should stipulate the consultant's daily rate in USD. Hourly rate will be assumed to be the daily rate divided by 8 hours.
- 4.4 Tender submission must be in United States Dollars (USD).
- 4.5 The Proposal must remain valid for 90 days from date of submission.
- 4.6 Tenderers must insist on an acknowledgement of receipt of tender.

## 5. Clarification

- 5.1. Any clarification questions from applicants must be submitted by email to Maraea Pogi, [maraeap@sprep.org](mailto:maraeap@sprep.org) before 07 September 2020. A summary of all questions received with an associated response will be posted on the SPREP website <http://www.sprep.org/tender> by 09 September 2020.

## 6. Evaluation criteria

- 6.1. SPREP will select a preferred supplier on the basis of SPREP's evaluation of the extent to which the documentation demonstrates that the tenderer offers the best value for money, and that the tenderer satisfies the following criteria.
  - a) Knowledge of environmental issues and governance context in the Fiji and the Pacific region. Good understanding of climate change and Ecosystem based Approaches is an advantage. (15%)
  - b) Proven track record in developing high quality and visually appealing communication content and knowledge products in English, iTaukei and Hindi. (15%)
  - c) Demonstrated delivery of effective communication and outreach activities/campaigns. (15%)
  - d) Established networks in the communications community of practice in Fiji. (15%)
  - e) Permanent access to high-quality camera and video-camera and Adobe InDesign software. (15%)
  - f) Cost (daily rate) in US dollars. (25%)
- 6.2 Assessment of proposals will be based on the evaluation of the Technical Proposal (75%) and Financial Proposal (25%).

## 7. Deadline

- 7.1. **The due date for submission of the tender is: 24 September 2020 midnight (Apia, Samoa local time).**
- 7.2. Late submissions will be returned unopened to the sender.



# SPREP

Secretariat of the Pacific Regional  
Environment Programme



10th Pacific Islands Conference

## NATURE CONSERVATION AND PROTECTED AREAS

*Nature Conservation Action for a Resilient Pacific*

- 7.3 Please send all tenders clearly marked 'TENDER **Consultant to provide Communications Support to the BIEM Initiative in Fiji and Pacific Region**' through one of the following methods:

Mail: SPREP

Attention: Procurement Officer

PO Box 240

Apia, SAMOA

Email: [tenders@sprep.org](mailto:tenders@sprep.org) (MOST PREFERRED OPTION)

Fax: 685 20231

Person: Submit by hand in the tender's box at SPREP reception, Vailima, Samoa.

SPREP reserves the right to reject any or all tenders and the lowest or any tender will not necessarily be accepted.

**For any complaints regarding the Secretariat's tenders please refer to the Complaints section on the SPREP website**

<http://www.sprep.org/accountability/complaints>



## ANNEX 1

### TERMS OF REFERENCE

#### **Consultant to provide Communications Support to the BIEM Initiative in Fiji and Pacific Region.**

#### **Background**

The scope of the BIEM Initiative reflects Key Result Area 5 of the PEUMP Programme provided in Annex 2. The specific activities to be implemented in the Initiatives' focal countries (Fiji, Papua New Guinea, Solomon Islands, Tonga and Vanuatu) align with the Government's National priorities and are agreed Government Ministries. Detailed Annual Activity Plans are approved and reviewed on an annual basis and will reflect the two components of the Initiative:

- Integrated ecosystem management (IEM) and climate change resilience in 3 - 4 coastal areas and associated watersheds; and
- Bycatch and conservation of threatened, endangered and protected marine species at a national and South West Pacific regional scale.

The BIEM Initiative will have dedicated webpages on the PEUMP Programme website, hosted by SPC. Information about the work undertaken in Fiji will also be published on SPREP's website and social media platforms.

#### **Services Required**

SPREP is seeking to recruit a Communications Support Specialist on a consultancy basis to develop and deliver communication content, products, media, synthesis material and training to support the outcomes of the BIEM Initiative. In recognition that there will be a dedicated Communications Support Officer in Vanuatu, the majority of the work will be focused on activities in Fiji, but will extend to covering activities in Papua New Guinea, Solomon Islands and Tonga. Some elements of the work will be fixed (e.g. quarterly newsletter) while others will be on an 'on call' and non-exclusive basis with no guaranteed minimum level of work.

All work designed or developed must be undertaken within the style guidelines of SPREP, the branding and visibility guidelines of the BIEM Initiative, PEUMP Programme and SPREP. The consultant will be expected to adopt gender and human rights sensitive approaches in all aspects of their work.

The successful consultant must supply the services to the extent applicable, in compliance with SPREP's Values and Code of Conduct

[https://www.sprep.org/attachments/Publications/Corporate\\_Documents/sprep-organisational-values-code-of-conduct.pdf](https://www.sprep.org/attachments/Publications/Corporate_Documents/sprep-organisational-values-code-of-conduct.pdf)

#### **Scope of Consultancy**

The consultant's work will be arranged according to three key result areas:

KRA1. Develop and deliver communication content and knowledge products.

KRA2. Ensure visibility of on-ground activities.



KRA3. Promote and raise awareness on key outcomes and lessons learned by the BIEM Initiative.

**KRA1. Develop and deliver communication content, information and knowledge products**

a) Develop and manage webpage content:

- Prepare content to be uploaded to the PEUMP Programme website, SPREP's website and published on SPREP's social media platforms.
- Prepare and upload web-ready versions of project documents and media articles.
- Source and upload links to relevant resource materials on integrated ecosystem based approaches, climate change adaptation and by-catch and conservation of marine species.
- Ensure all communications outputs are reproduced on appropriate BIEM Initiative webpages: e.g. videos of BIEM Initiative activities, newsletters, etc.

b) Provide Fiji focused information and lead the development of the BIEM Initiative's quarterly newsletter (x 4 editions per year):

- Develop content in liaison with the BIEM Initiative manager, Fiji in-country coordinator and project partners.
- Prepare layout using existing template in Adobe InDesign (software to be owned by consultant).
- Arrange printing and dissemination of the newsletter (email and hard copy).
- Update and maintain newsletter email distribution list.
- Ensure required processes for review and sign off are followed.

c) Press releases and news articles:

- Produce press releases and news articles for key project events in Fiji and the Pacific region. Press releases should include related images and quotes from participants, government officials and SPREP.
- Coordinate media outlets' coverage of these events.
- Ensure that major media outlets cover BIEM Initiative events and activities in Fiji and the Pacific region.
- Ensure regular coverage of project activities for the BIEM Initiative webpage and SPREP's website social media platforms.

d) Publications, photographs and films:

- Work with SPREP and a graphic designer to finalise layout and design process for technical reports – print and web versions.
- Secure quotes, arrange printing and support the launch of the technical reports.
- Design and produce pamphlets, brochures, posters, etc. in consultation with the project manager and graphic designer. Depending on the target audience it may be necessary to translate these into iTaukei and Hindi languages.



**SPREP**  
Secretariat of the Pacific Regional  
Environment Programme



10th Pacific Islands Conference

## **NATURE CONSERVATION AND PROTECTED AREAS**

*Nature Conservation Action for a Resilient Pacific*

- Manage the project's online film and photo library and ensure that new videos and photos are added that reflect project activities in Fiji.
  - Periodically proofread and/or edit project narrative reports and other materials.
  - Provide graphic support in the development of MS PowerPoint presentations and be prepared to deliver presentations if required.
- g) Design and manage communications campaigns:
- Design and manage the BIEM Initiative communications campaign in Fiji.
  - Provide advice and support the development of communications campaigns in Papua New Guinea, Solomon Islands and Tonga.
  - Put in place measures to monitor the impact of the communications campaign.
- h) Donor liaison and reporting:
- Provide details of communications activities and outputs for donor annual reporting.
  - Regularly liaise with the Communications Manager in the PEUMP Programme Management Unit and the SPREP communications team.
  - Support the project to ensure the Initiative's web profile on the PEUMP Programme website is kept up-to-date.
  - Assist in completing the four monthly reports submitted to the donor.
  - With the Project Manager, monitor communications expenditure and ensure that the communications budget allocation for Fiji is not over-spent.

### **KRA2. Visibility of BIEM Initiative activities**

- Use film, photography and written reports to document field activities in a culturally sensitive way for publication in BIEM Initiative related publications.
- Explore and utilise creative channels for showcasing project activities. This could include articles in government department newsletters, feature articles in newspaper supplements, etc.
- Support local stakeholders in use of social media and facilitate information exchange at the local level.
- Provide regular posts to be added on the PEUMP Programme website, SPREP's website and social media channels in accordance with SPREP's social media policy.
- Prepare materials for presentation at regional and international events.

### **KRA3. Promote and raise awareness on key outcomes and lessons learned by the BIEM Initiative**

- Work with the BIEM Initiative team and partners in facilitating documentation of the key outcomes and lessons learned by the project.
- Identify and create appropriate opportunities (events) and communication channels to effectively disseminate this information.
- Actively participate in and support project organised events in Fiji (meetings, workshops, training etc.). When required, travel to other Pacific countries to support project organised events.



# SPREP

Secretariat of the Pacific Regional  
Environment Programme



10th Pacific Islands Conference

## NATURE CONSERVATION AND PROTECTED AREAS

*Nature Conservation Action for a Resilient Pacific*

### Requirements

- a) Knowledge of environmental issues and governance context in the Fiji and the Pacific region. Good understanding of climate change, ecosystem-based approaches and sustainable fisheries is an advantage.
- b) Proven track record in developing high quality and visually appealing communication content and knowledge products in English, iTaukei and Hindi.
- c) Prior delivery of effective communication and outreach activities/campaigns.
- d) Established networks in the communications community of practice in Fiji.
- e) Permanent access to high-quality camera and video-camera and Adobe InDesign software.
- f) Fluency in oral and written English. Knowledge of iTaukei and Hindi an advantage.

### Remuneration

This is a delivery-based consultancy position and the consultant's time allocation and daily rate are subject to negotiation. It is expected however that the Consultant will allocate approximately 100 days each year over the period September 2020 to December 2022. Remuneration will be based on the agreed daily consultancy rate and on approved monthly work plans, progress reports and delivery on agreed milestones. A separate operational budget for production of communications products and to support communications campaigns in Fiji is available and subject to agreement with the BIEM Initiative Manager. Travel to project sites when required will be organised by SPREP and paid for from the project's travel budget.

### Work arrangements

The consultant will work under the supervision of the BIEM Initiative Manager based in the SPREP office in Suva and liaise with the Fiji in-country consultant, IUCN communications lead and TierraMar consultant. The consultant will be expected to work from their own premises with regular visits to the SPREP office and to meet partners in Suva. The consultant will also be expected to travel to and stay in remote areas in Western Province to document community-focused activities. Travel will involve the use of small boats, light aircraft, four-wheel drive vehicles and walking tough terrain.

The Communications Support Specialist in Fiji will also be expected to liaise with and support the Communications Support Specialist in Vanuatu and provide support for activities in other BIEM Initiative focal countries when needed (Tonga, Solomon Islands and Papua New Guinea). The consultant will work closely with the PEUMP Programme's Communications Manager and SPREP's Communications Department to ensure that all work designed or developed satisfies the style guidelines of SPREP, the branding and visibility guidelines of the BIEM Initiative, PEUMP Programme and SPREP.



## ANNEX 2:

### The Pacific-European Union Marine Partnership Programme

The Pacific-European Union Marine Partnership (PEUMP) Programme addresses some of the most serious challenges faced by the region. Among these are the increasing depletion of coastal fisheries resources; the threats to marine biodiversity, including negative impacts of climate change and disasters; the uneven contribution of oceanic fisheries to national economic development; the need for improved education and training in the sector; and the need to mainstream a rights-based approach and to promote greater recognition of gender issues within the sector.

This 5-year programme started in September 2018 and is funded by the European Union (EUR 35 million) with additional targeted support from the government of Sweden (EUR 10 million). The programme provides direct assistance through regional organisations to support regional and national level activities in the Pacific.

The PEUMP Programme combines a regional and national approach, paying specific attention to actions and services delivered at country level to promote and direct positive changes for target groups, in particular women, youth and the most vulnerable groups.

The PEUMP Programme's **overall objective** is to '*Improve the economic, social and environmental benefits for 15 PACPs arising from stronger regional economic integration and the sustainable management of natural resources and the environment*'.

The **specific objective (outcome)** is to '*support sustainable management and development of fisheries for food security and economic growth, while addressing climate change resilience and conservation of marine biodiversity*'.

To address the main priority areas identified in the formulation phase, a demand-driven approach, recognising the diversity of needs and opportunities across the 15 PACP countries, the Programme adopts an integrated approach, with inter-related components implemented by several agencies, revolving around six KRAs and the Programme Management Unit based in Suva, Fiji. Four main agencies are implementing / or have been implementing the KRAs through a multisectoral approach: 1) The Pacific Community (SPC), which is the lead agency for the programme and will be responsible for its overall management, 2) the Pacific Islands Forum Fisheries Agency (FFA), 3) SPREP and 4) The University of the South Pacific (USP). In addition, the PEUMP is also partnering with Non-Government Organisations (NGOs), which include the Locally Managed Marine Areas (LMMA), Pacific Islands Tuna Industry Association (PITIA), International Union for the Conservation of Nature (IUCN) and the World Wildlife Fund (WWF).

The six KRAs are aligned with the two focal sectors of the regional roadmap – oceanic and coastal fisheries and are as follows:

#### **Oceanic Fisheries**

- KRA 1 - High quality scientific and management advice for oceanic fisheries provided and utilised at regional and national levels (SPC).
- KRA 2 – Inclusive economic benefits from sustainable tuna fishing increased through supporting competent authorities and strengthening private sector capacities to create decent employment (FFA).



### **Coastal Fisheries**

- KRA 3 – Sustainable management of coastal fisheries resources and ecosystems improved through better quality scientific information, legal advice, support, mentoring and empowerment at community level (SPC).

### **Coastal and Oceanic fisheries**

- KRA 4 – IUU fishing reduced through enhanced monitoring control and surveillance of both oceanic and coastal fisheries, improved legislation, access to information, and effective marine area management (FFA).
- KRA 5 - Sustainable utilisation of the coastal and marine biodiversity promoted through improving marine special planning, increasing climate change resilience, enhancing conservation, mitigation and rehabilitation measures (SPREP).

### **Capacity development**

- KRA 6 - Capacity built through education, training and research and development for key stakeholder groups in fisheries and marine resources management (USP).

### **Key Result Area 5: By-catch and Integrated Ecosystem Management Initiative**

SPREP has been awarded 6.3 million Euros to implement the By-catch and Integrated Ecosystem Management (BIEM) component of the PEUMP Programme and the work is due to be completed by December 2022. BIEM activities are designed to ensure they are relevant to all south Pacific countries. However, to maximise the positive impact of the work with the funding and time available, the BIEM team will focus the majority of activities in Fiji, PNG, Solomon Islands, Tonga and Fiji.

SPREP and its partners are dedicated to working to assist these Pacific countries meet their priorities in the sustainable management of their coastal resources and marine biodiversity, focusing on eight integrated key result areas (KRAs) identified in Table 1.

SPREP has sub-contracted the International Union for the Conservation of Nature (IUCN) and TierraMar Consulting Pty Ltd (TierraMar) to lead the delivery of some elements of the work. The organisational responsibilities are identified in Table 1.



**Table 1: The 8 integrated KRAs of the BIEM Initiative**

<b>KRA-5 Component</b>	<b>Geographical scope:</b>	<b>KRA Coordinator</b>
5.1 Marine Spatial Planning	Solomon Islands, Fiji	IUCN
5.2 Integrated 'ridge to reef' ecosystem strategies and coastal zone management planning	Fiji, Fiji	SPREP
5.3 Development and integration of climate change adaptation strategies into coastal community plans	Fiji, Fiji	
5.4 Assessment of by-catch of endangered species and extinction risk evaluated	Regional	TierraMar
5.5 Development and implementation of by-catch mitigation strategies	Fiji, Solomon Islands, Papua New Guinea, Tonga, Fiji	
5.6 Capacity development through research grants to citizens of the Pacific Islands	Regional	
5.7 Support for community monitoring and protection of endangered species	Fiji, Solomon Islands and Fiji	
5.8 Capacity development on Non-Detrimental Findings process for CITES partners	Regional - CITES partner countries	

#### Management and Operations

The BIEM Management Unit (MU) has been established by SPREP in Suva to provide logistical, financial, and administrative and communication support and coordinate the delivery of the eight BIEM components.

The MU also has responsibility to ensure that BIEM activities are coordinated effectively as part of the wider PEUMP Programme. The MU will work collaboratively with Programme members, Countries and other partners under the guidance of the PEUMP Programme Management Unit to achieve this.