



USAID
FROM THE AMERICAN PEOPLE



Indigenous Peoples Alliance for Rights and Development –
IPARD

Cooperative Agreement No. 7200AA20CA00013

REQUEST FOR CONSULTANT FIRM TO
PROVIDE SERVICES FOR THE
IMPLEMENTATION OF THE FSC-IF
COMMUNICATIONS STRATEGY

I. IPARD PROGRAM INFORMATION

1. BACKGROUND

In 2019, the Forest Stewardship Council (FSC) established the FSC Indigenous Foundation (FSC- IF) as the operational office of the Permanent Indigenous Peoples Committee (PIPC). The FSC-IF is a private interest foundation in accordance with Law No. 25 of June 12, 1995 of the Republic of Panama. The mission of FSC-IF is to enable an enabling environment to guarantee the rights of Indigenous Peoples and promote sustainable forest-based solutions within 300 million hectares of indigenous forests on the planet. The vision is that Indigenous Peoples' global values, rights, livelihoods, ecosystem services, natural capital and communities are incorporated into forest governance, climate change governance and market systems.

Indigenous Peoples' Alliance for Rights and Development

The FSC-IF is the implementing partner of the five-year Global Development Alliance (GDA) program funded by USAID and FSC: Indigenous Peoples Alliance for Rights and Development (IPARD). The IPARD Program is guided by three development objectives:

- **Objective 1:** To organize and convene a capacity building program for Indigenous Peoples' organizations and stakeholders;
- **Objective 2:** To foster an enabling environment for the recognition, effective participation and joint decision-making by Indigenous Peoples in matters affecting them; and;
- **Objective 3:** Promote the sustainable development of Indigenous Peoples based on sustainable economic models.

IPARD uses three interconnected approaches to support Indigenous Peoples in overcoming their development challenges:

- Multi-Sectoral Approach (MSA):** under the strategic guidance of IPARD's Steering Committee (SC), the Program convenes and leverages the expertise of multi-sectoral partners to ensure that the needs of Indigenous communities are considered across a wide range of sectors.
- Country-Focused Approach (CFA):** IPARD's programmatic strategy is guided by a country-focused approach, driven by specific national contexts related to Indigenous Peoples. IPARD implements a structured process to identify, evaluate and select countries for its programs. FSC-IF works in conjunction with the IPARD Steering Committee, and according to the guidelines of the multi-sectoral approach, in order to select countries and identify key priorities and strategies.
- Indigenous Project Management Approach (IPMA):** Leveraging FSC-IF's networks and relationships with Indigenous leaders and organizations around the world, IPARD seeks ongoing dialogue, consultation, and feedback with Indigenous Peoples to inform the Program. IPARD supports a forum through which the FSC-IF Indigenous Foundation serves as a bridge between Indigenous Peoples, technical partners, national governments, and the private sector. IPARD invests in best practice conservation and effective approaches and methodologies to ensure strategic cohesion of partnerships at various levels.

Through these three approaches, IPARD aims to empower Indigenous Peoples' organizations and catalyze an enabling environment where Indigenous Peoples can pursue their development.

2. CONTEXT

FSC-IF is looking for a consultancy firm to support the implementation of its communications and visibility strategy.

The consultancy firm will collaborate with IPARD's Program and Communications Officer to **strengthen the visibility** of the FSC-IF, **support IPARD's three objective** through communications materials and activities, **advocate to international stakeholders** to understand the value of Indigenous Peoples, and promote **communications as a tool for Indigenous Peoples** to achieve their rights and self-development.

This consultancy will focus on strengthening communications activities and material with the following considerations:

- a) FSC-IF communications will be oriented to recognize and highlight Indigenous Peoples as key actors and protagonists. Our communications will elevate their voices and empower Indigenous Peoples as their own storytellers.
- b) We will orient communication products towards empowerment, taking into account a gender approach.
- c) We consider that communications go beyond visibility, incorporating communications for development and for positive social change.

3. OBJECTIVES OF THE CONSULTANCY SERVICES

General objective

The consultancy firm will implement the FSC Indigenous Foundation communications strategy through the development of various communications materials including video production, graphic design, website and social media management, campaigns and newsletters, in close collaboration with the IPARD Program and Communication Officer. The materials will support the specific objective outline below.

Specific Objectives:

1. **Strengthen the visibility** of the FSC-IF to relevant stakeholders as an ally of Indigenous Peoples' organizations in the management and the governance of forests, natural, and cultural resources and territories.
2. **Support IPARD's three objectives** through communications materials and activities and by promoting the participation of Indigenous Peoples and other stakeholders in these activities.
3. **Advocate to international stakeholders** to understand the value of Indigenous Peoples, recognize their rights, livelihoods, ecosystem services, natural capital, and territories and include them in forest governance, climate finance and funding mechanisms, and market systems.
4. **Promote communications as a tool for Indigenous Peoples** to achieve their rights and self-development.

Expected Deliverables:

This will be an open contract to provide services as the need arises, with payment connected to the products delivered. Some expected deliverables are as follows:

1. Videos
 - a. Series – three videos of 10 minutes
 - b. Series – ten videos of 3 minutes
2. Graphic design
 - a. Reports – five reports of 3-5 pages
 - b. One-pagers – 3
 - c. Brochures – 2
 - d. High-level PPT presentations – 5
3. Website management
 - a. Posting news, job opportunities, making updates to pages
4. Social media
 - a. Content creation that corresponds to web posts, upcoming events, campaigns
 - b. Posting content on channels (Twitter, Facebook, Instagram, LinkedIn)
 - c. Analysis – monthly reports on all channels
5. Campaigns
 - a. Promote IPARD Program activities or key events – 4 campaigns
 - b. Campaigns include creation of a website post, newsletter, social media
6. Newsletter
 - a. Format and sending – 4 editions (quarterly)
 - b. Management of contact database in Mailchimp
7. Translations
 - a. English, Spanish, French, Portuguese
 - b. Web posts, social media content, newsletters

Profile of the Offeror

- Professional communications firm with at least five years of experience delivering high quality products and activities for NGOs, international development organizations, or international cooperation agencies.
- Experience working with Indigenous and local communities is a strong advantage.
- Experience producing videos, graphic design, communications campaigns, website and social media management.
- Interpersonal communication and coordination skills.
- Excellent written and spoken English and fluency in Spanish is required.
- Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to Indigenous Peoples.

Coordination

The consultancy firm will coordinate the expected work with the Program and Communication Officer, who will serve as the liaison with the FSC-IF Managing Director and the IPARD Program Director and all the other stakeholders involved with this consultancy.

Conditions for payments of the products:

The products must be authorized by the FSC-IF Program Director in order to proceed with payment. All products must be delivered in digital format.

Payment will be connected to products delivered, based on the schedule below:

- 20% for the first 3 products
- 40% for the next 6 products
- Final payment of 40%.

Duration of the assignment

Between October 1, 2022 and August 11, 2023.

II. INSTRUCTIONS TO OFFERORS

a) Proposal Submission Deadline

- Deadline for submission is **September 25, 2022** (5:00 p.m. Panama Time)
- Please see **Annex 1** for Format of both Technical Proposal and Cost Proposal

b) Submission Address

Both the Technical Proposal and Cost Proposal must be submitted via e-mail to: procurement.fscif@fsc.org with the subject line – **“IMPLEMENTATION OF THE FSC-IF COMMUNICATIONS STRATEGY”**

c) Proposal Requirements

All proposal submissions must adhere to the requirements stated in Annex 1 - FORMAT FOR PRESENTATION OF TECHNICAL AND COST PROPOSAL. Please include all local taxes in your financial proposal if necessary, any taxes added after the financial proposal has been received will not be accepted.

d) Offer Validity

Offers must be valid for up to three months after date of submission.

e) Evaluation and Selection Criteria

Please note the Evaluation Criteria for this solicitation:

<u>Criteria</u>	<u>Weight</u>
1. Total Cost	40%
2. Technical Approach	30%
3. Past Performance	30%

Annex 1

- **FORMAT FOR PRESENTATION OF TECHNICAL AND COST PROPOSAL**

- **TECHNICAL PROPOSAL**

Interested consultant firms should provide the proposal in English including below information and not exceeding 25 pages. The technical proposal format should consist of the following sections:

- a) **EXECUTIVE SUMMARY**

- b) **BACKGROUND OF OFFEROR**

- c) **OBJECTIVES**

- d) **PROPOSED METHODOLOGY**

- e) **WORK PLAN - ACTIVITIES/TASKS**

- f) **PROGRAM SCHEDULE**

- Please insert Gantt Chart with activities/tasks
- Please insert the Deliverables Timeline

- g) **PAST PERFORMANCE**

- Please include a list of executed assignments similar to this consultancy activity and references of clients served.

- **COST PROPOSAL**

The cost proposal format should consist of the following sections:

- a) **Cost Breakdown**

- Please provide a detailed breakdown and explanation of all charges to execute the activity.
- Please include local taxes if you would need to pay them, as no additional costs related to taxes can be accepted after presentation of the final offer.