

Request for Proposal

Date of Issuance	11 November 2022
Closing Date for Questions	21 November 2022, 17h00 (Hanoi Time, GMT+7)
Closing Date for Submission of Proposal	02 December 2022, 17h00 (Hanoi Time, GMT+7)
Subject	Request for Proposal entitled “Develop two Social Behavior Change (SBC) Initiatives to reduce demand for illegal wildlife products for different uses of domestic wildlife consumers and international tourists in Viet Nam.”

TRAFFIC Viet Nam cordially invites Tenderers to submit their proposals for the tender package **Request for Proposal (RFP) entitled “Develop two Social Behavior Change (SBC) Initiatives to reduce demand for illegal wildlife products for different uses of domestic wildlife consumers and international tourists in Viet Nam”**. All related correspondence for this proposal should be sent to tsea.gmp@traffic.org, and cc ngan.tran@traffic.org. The Subject line of the email should read: “[Name of Tenderer]_RFP to Develop SBC Initiatives to reduce demand for illegal wildlife products in Viet Nam”. Please be advised that:

- Costs incurred by respondents for the preparation of a proposal and the negotiation of contract are not reimbursable.
- TRAFFIC is not bound to accept any of the proposals submitted.
- TRAFFIC reserves the right to accept any offers of proposal without further discussion.
- TRAFFIC will only evaluate proposals from licensed, qualified firms to execute and implement the work under this project.
- The Tenderers must be able to complete all the items stated in the Statement of Work.

Proposal Instructions

The Tenderer shall submit its best price offer/proposal containing the following:

- I. **Proposal Cover Letter** signed by a person authorised to sign on behalf of the Tenderer;
- II. **Technical Approach/Proposal** for completing the deliverables in the Statement of Work (SOW);
- III. **Contractor Background:** agency capacity and experience (to be submitted by the Tenderer using Appendix B, in PDF)
- IV. **CVs** for the key personnel identified to deliver the Scope of Work (to be annexed with Appendix B, in PDF);
- V. **Financial Offer and Budget** (to be submitted by the contractor using Appendix C, in two copies: one in PDF and one in its original MS Excel format).

Submittal requirements:

- The tender should be prepared in Vietnamese and English and shall be submitted via email.
- Proposals received after 17h00 (Hanoi Time, GMT+7) on 02 December 2022 shall be considered late and shall not be evaluated.
- Omitted documents from the submission pack may lead to the exclusion of the tender.
- TRAFFIC reserves the right to request further information from tenderers.

Respondents shall receive an email acknowledging that their Proposal has been received upon its submission.

Appendices:

- Appendix A: Statement of Work
- Appendix B: Contractor Background
- Appendix C: Financial Offer and Budget
- Appendix D: Proposal Evaluation Criteria

Appendix (A) **Statement of Work**

I. BACKGROUND AND CONTEXT

Viet Nam is an important illegal wildlife trade source, transit, and destination. The Saving Threatened Wildlife project, supported by the United States Agency for International Development (USAID), aims to increase Viet Nam's leadership in countering wildlife trafficking (CWT) through enhancing the commitment of Government of Vietnam leaders at the national and provincial levels, increasing effectiveness of wildlife law enforcement, and reducing demand and consumption of illegal wildlife products.¹ The project is led by WWF in partnership with the Viet Nam Management Board for Forestry Projects of the Ministry of Agriculture and Rural Development. TRAFFIC is a sub-recipient leading Social and Behaviour Change (SBC) activities that reduce consumer demand for illegal wildlife products.

To achieve the SBC component goals, in 2022, TRAFFIC has engaged external entities to conduct consumer surveys that identify the knowledge, attitudes, and practices (KAP) of the project target audiences for the key species (Section 3). The results of these surveys, together with previous evidence, will inform the development and implementation of the SBC Initiatives.

2. OBJECTIVES

This Request for Proposals (RFP) invites suitable creative agencies with proven capacity and experience to submit their technical and financial proposals around developing **creative, innovative, and practical two SBC Initiatives to reduce the demand for illegal wildlife products for different uses of domestic wildlife consumers and international tourists in Viet Nam.**

The Initiatives will be an essential part of the overarching Demand Reduction component of the project implemented by TRAFFIC and will aim to:

- By June 2026, at least 30% of people engaged in the social mobilisation report that they will adopt desired attitudes (e.g., stop or reduce buying/using illegal wildlife products), and at least 25% of people engaging in the social mobilisation report increases in interpersonal communication on topics of wildlife demand (e.g., recommending their family or friends not to use illegal wildlife products).
- By June 2026, at least 30% fewer individuals intend to consume illegal wildlife products.

3. KEY SPECIES & TARGET AUDIENCE

The proposed SBC Initiatives will target the project's primary biodiversity targets, including **African and Asian rhinos, African and Asian elephants, Asian pangolins, big cats, and freshwater turtles and tortoises.**

The proposed SBC Initiatives are expected to focus on the following:

1. **domestic wildlife consumers**, including individuals who intend to, or who currently, own, use and/or buy wildlife products; traditional medicine (TM) practitioners, and
2. **international tourists.**

The proposed SBC Initiatives should incorporate insights from TRAFFIC's latest consumer surveys with details outlined below and in the resources specified in the list of references available at the end of this SOW.

In September 2022, TRAFFIC commissioned a Consumer Survey to identify the KAP of wildlife consumers of tortoises and freshwater turtles. Initial qualitative results showed that:

¹ [USAID.gov Saving Threatened Wildlife](https://www.usaid.gov/saving-threatened-wildlife)

² More than one year after China implemented a full ban on commercial ivory sales in 2017, the survey conducted by WWF and Globescan indicated that Chinese travellers are still purchasing ivory at souvenir shops in neighbouring countries including Viet Nam. The study found that about one in ten Chinese travellers surveyed (11%) had planned to purchase ivory prior to making their trip. In Viet Nam, Chinese tourists are identified as one of the key consumers of ivory and other wildlife products including rhinos, pangolins, and tigers (USAID, 2018). For that reason, the survey with international tourists focuses more on the Chinese tourists.

- Raising turtles as pets is the most common use type, and people tend to look for the rarest turtles;
- People also purchase freshwater turtles and tortoises and their products for other types of use as follows:
 - Spiritual use: Including “mercy release” (an ancient ritual in which Buddhists free captive animals to generate positive karma through an act of kindness) and good luck totems;
 - Emotional use: Owning the species makes owners feel the peacefulness and belonging to the unique group. Eating meat is a way of showing luxury. Respondents believe that eating the meat of these two species helps enhance male sexuality.

TRAFFIC commissioned two further Consumer Surveys to generate additional knowledge regarding the KAP of domestic wildlife consumers and international tourists’ consumption of commodities from the following taxa: rhino, pangolin, and elephant. These surveys will identify the following:

- The level of domestic wildlife consumers’ knowledge in comparison with previously available resources, which can be found in the list of references available at the end of this SOW;
- An updated understanding of the consumption of critical species among Vietnamese audiences and Chinese tourists travelling to Viet Nam². Due to the current COVID-19 restrictions on travel in China, the survey will be conducted online to explore the demand and use of rhino, pangolin, elephant, tiger, and freshwater turtles and tortoises by Chinese people when traveling to Viet Nam before and after COVID-19.

The complete reports will be available by December 2022 and accessible to the chosen agency upon request.

4. INFORMATION ON TECHNICAL PROPOSAL

Tenderers are required to develop and submit the following documents for their technical proposal:

- I. **Draft strategies for the SBC Initiatives** to reduce the demand for the project’s critical species amongst project target audiences with a clear explanation of, including but not limited to, the behaviour change approach, methodology, theory of change, objectives, and evaluation method of the proposed Initiatives;
- II. **Examples of initial key behavioural change messages, visuals (image and short video), and other communication assets.** As part of the development process, the agency is required to pre-test the creative proposals with the target audiences (a sample size of 30 participants is recommended per set of creative designs) and adapt them accordingly to ensure that they are optimised before dissemination. In case influencers/Key Opinion Leaders are featured in these materials, their profiles should be included;
- III. **Draft online and offline communication plan** with details on messages, messengers, the channels of dissemination, timeline, and expected results. Proposed activities should happen in major urban centers like Hanoi, Ho Chi Minh City, and Da Nang, where target species are consumed, and areas where target species are normally trafficked (including airports, seaports, and specific land borders) such as in Tay Ninh, Quang Ninh, Hai Phong, Nghe An, Ha Tinh, and Dak Lak.

The chosen agency will be required to develop all the products mentioned above and any related communication materials in both Vietnamese and English for review at a later stage. All the communication products must follow the project Branding and Marking requirements (details to be provided).

5. BUDGET

² More than one year after China implemented a full ban on commercial ivory sales in 2017, the survey conducted by WWF and Globescan indicated that Chinese travellers are still purchasing ivory at souvenir shops in neighbouring countries including Viet Nam. The study found that about one in ten Chinese travellers surveyed (11%) had planned to purchase ivory prior to making their trip. In Viet Nam, Chinese tourists are identified as one of the key consumers of ivory and other wildlife products including rhinos, pangolins, and tigers (USAID, 2018). For that reason, the survey with international tourists focuses more on the Chinese tourists.

The indicative budget for this contract is USD 70,000 inclusive of any taxes that may be chargeable by the Tenderer. This figure should include costs associated with the following:

- The development and production of SBC strategy and materials, including but not limited to critical behavioural change messages and visuals, short videos, and other communication assets (e.g., toolkit). In case influencers/Key Opinion Leaders are featured in these materials, their costs for the engagement should be included.
- The pre-test of the SBC materials with members of the target audience and adjustments as necessary.

6. TENTATIVE TIMELINE

	Process	Date
1	Deadline for <u>receipt</u> of tender by TRAFFIC	02 December 2022
2	Presentations by shortlisted candidates	By 9 December 2022
3	Completion of evaluation of tenders	By 16 December 2022
4	Notification of award	By 19 December 2022
5	Contract signature with the selected agency	20 December 2022
6	Expected start date	20 December 2022
7	First draft of the communication materials	By 10 January 2023
8	Second draft of the communication materials	By 24 January 2023
9	Conduct and Complete Pre-test	By 13 February 2023
10	Third draft of the communication materials	By 27 February 2023
11	Final clearance process	By 27 March 2023
12	Finalisation	By 31 March 2023

7. OTHER REQUIREMENTS & CONSIDERATIONS

Contractual agreement with the contractor, including the rights and obligations of the contractor, payment provision, acceptance of deliverables, performance of the contract, confidentiality, and checks and audits, will be made with TRAFFIC.

As part of the contractual agreement, the chosen agency will be required to sign the following Certifications. Failure to do so will result in rejection of the agency's proposal:

1. Certification Regarding Responsibility Matters - APR 2010. (FAR Reference 52.209-5),
2. Prohibition on Assistance to Drug Traffickers. (22 CFR Part 140),
3. Certification Regarding Terrorist Financing. (Implementation of Executive Order 13224),
4. Anti-Kickback Procedures – OCT 2010. (FAR Reference 52.203-7), and,
5. Certification and Disclosure Regarding Payments to Influence Certain Federal Transactions - SEP 2007 (FAR Reference 52.203-11).

TRAFFIC will provide detailed content of the Certifications upon request.

8. SELECTION CRITERIA AND SCORING

The tenders will be evaluated according to the Proposal Evaluation Criteria (Appendix D). Only short-listed agencies will be contacted and invited for a presentation (using PowerPoint) of their proposal (technical and financial proposals) and a Q&A session for further clarification.

The scoring for both proposals (primary score) and presentation (interview score) will be tabulated. The Final Score of the evaluation will be the accumulated scores of the Primary and Interview Score. The Final Score will be taken for the ultimate selection of tender for the proposal. The contract will be awarded based on a 'best price-quality ratio' method.

TRAFFIC reserves the right not to select any tender if the amounts tendered exceed the budget envisaged for this contract or if the contractor or critical personnel are found not to be eligible to receive US Federal funding.

List of reference data on the consumption of rhino horn, ivory, and pangolin products in Viet Nam

1. USAID (Globescan), 2018, Consumer Demand for Rhino, Elephant, and Pangolin Products in Viet Nam: [here](#)
2. USAID (Globescan), 2021, Consumer Demand for Rhino, Elephant, and Pangolin Products in Viet Nam (not yet published, will be shared with the chosen agency upon request).
3. Sam Campbell, Gayle Burgess, Stephen Watson, James Compton, 2021, Situation Analysis: Social and Behaviour Change Messaging on Wildlife Trade and Zoonotic Disease Risks: [here](#)
4. Laura A. Thomas-Walters, 2018, Mapping Motivations: Combating consumption of illegal wildlife in Viet Nam: [here](#)
5. USAID Wildlife Asia 2020 Case Digest: [here](#)
6. WWF (Globescan), May 2021, COVID-19 one year later public perceptions about pandemics and their links to nature: [here](#)
7. WWF (Globescan), March 2020, Opinion Survey on COVID-19 and Wildlife Trade in 5 Asian Market: [here](#)
8. Robin Naidoo, Daniel Bergin, and Jan Vertefeuille, 2021, Socio-demographic correlates of wildlife consumption during early stages of the COVID-19 pandemic: [here](#)
9. WWF (Globescan), 2021, Demand Under the Ban China Ivory Consumption Research 2021: [here](#)
10. Alegria Olmedo, 2021, Pangolin consumption is more prevalent than past studies have shown: [here](#)
11. <https://www.kantar.com/campaigns/covid-19-barometer/>
12. TRAFFIC, 2017, Chi Initiative: World Rhino Day Briefing Paper: [here](#)
13. IUCN / TRAFFIC, 2022, African and Asian Rhinoceroses – Status, Conservation, and Trade: [here](#)
14. UNODC, 2020, World Wildlife Crime Report: [here](#)
15. TRAFFIC's resource page: [here](#)
16. USAID Reducing Demand for Wildlife's resource page: [here](#)
17. USAID, 2022, Meta-Analysis of USAID Wildlife Asia Social and Behavior Change Communication Campaigns: [here](#)

Appendix (B): Contractor Background

I. CONTRACTOR RESOURCES

Provide the following statistics on staff for the current calendar year and the two previous years.

Annual Staffing	Year before prior		Prior year		Current year		Period average	
	Overall	Relevant skills	Overall	Relevant skills	Overall	Relevant skills	Overall	Relevant skills ³
Permanent staff								
Other staff								
Total								

Does your company rely on sub-contractors to respond to significant components of the proposed services under this tender? YES / NO (delete as applicable)

If YES, please list NAME, ADDRESS, WEBSITE, COUNTY OF REGISTRATION for proposed sub-contractors

2. KEY PERSONNEL

Identify the key persons who will be delivering the Scope of Work, the role they will deliver, and past experience (100 words per person).

NAME	SUMMARY OF EXPERIENCE AND ROLE	F/T or P/T

³ Number of staff with experience relevant to the Scope of Work

Include additional rows as necessary.

Please submit CVs for key personnel identified above.

3. EXPERIENCE

Please provide three examples of relevant experience within the past three years (threeax three pages):

CONTRACTING COMPANY/ORGANISATION					
COMPANY/ORGANISATION CONTACT					
Overall contract value (USD):	\$	No. of staff included:		Dates (start/end):	
Description of role and deliverables		Approaches that made the delivery a success		Challenges that were addressed	

CONTRACTING COMPANY/ORGANISATION					
COMPANY/ORGANISATION CONTACT					
Overall contract value (USD):	\$	No. of staff included:		Dates (start/end):	

Description of role and deliverables	Approaches that made the delivery a success	Challenges that were addressed

CONTRACTING COMPANY/ORGANISATION					
COMPANY/ORGANISATION CONTACT					
Overall contract value (USD):	\$	No. of staff included:		Dates (start/end):	
Description of role and deliverables		Approaches that made the delivery a success		Challenges that were addressed	

Appendix (C): Financial Offer and Budget

**(in Vietnamese Dong (VND))
Also, include as an Excel Spreadsheet**

BUDGET				
DIRECT LABOR				
Position	Name	Rate	Days (Basis)	Total
				-
				-
				-
				-
				-
Total Direct Labor				-
TRAVEL, TRANSPORTATION, and PER DIEM				
Description	Rate	Units (Basis)	Total	
			-	
			-	
			-	
			-	
Total Travel, Transportation & Per Diem				-
OTHER DIRECT COSTS				
Description	Rate	Units (Basis)	Total	
			-	
			-	
			-	
			-	
Total Other Direct Costs				-
Fee				
			-	
Total Fee				-
TOTAL COSTS				VND -

Appendix (D) Proposal Evaluation Criteria

Part 1		Dossier						
No	Description of criteria	Guidance notes	Tick as appropriate					
1	Completeness of dossier	<i>All required documents are submitted?</i>	Signed Proposal Cover Letter	Technical Proposal	Summary of Relevant Experience	Corporate Capabilities	CVs for the key personnel	Financial Proposal
2	Validity of dossier	<i>Language, Format, Date & Type of Submission</i>	Yes	No	Comments			
Overall Comments (if any)								
Evaluation (Pass ⁴ /Fail ⁵)								

Part 2		Experience & Performance (TOTAL possible point: 10 points)
No	Description of criteria	Max. possible score
1	Relevance of experience	5
2	Personnel capabilities	5
Part 3		Technical Proposal (TOTAL: 80 points)
No	Description of criteria	Max. possible score
1	Understanding of proposal	10
2	Clarity of the proposal	10
2	Methodologies of SBCC Initiatives	10
4	Behavioral change impacts of SBCC creative designs	10
5	Feasibility of strategic communication plan	10
6	Creativity of proposal	10
7	Monitoring & Evaluation & Risk management solution	10
8	New value-added points	10
Part 4		Cost Evaluation Criteria (TOTAL: 10 points)
No	Description of criteria	Max. possible score
1	Relevance, clarity, and logics of budget	5
2	Efficiency of budget	5
TOTAL		100/100

⁴ If Pass, come to Part 2.

⁵ If Fail, stop evaluation.