



**Request for Proposals (RfP)**  
Consultancy Services for the development of the brand  
identity manual for the Project “Closing the Caribbean Plastic  
Tap”

## 2. REQUIREMENTS

2.1. A detailed description of the services to be provided can be found in Annex 1 (Terms of Reference)

## 3. CONTACT DETAILS

3.1. During the course of this RfP, from its publication to the award of a contract, you may not contact or discuss this procurement with any IUCN employee or representative other than the following contact. You must address all correspondence and questions to the contact, including your proposal.

IUCN Contact: Procurement Officer – [Procurement.Ormacc@iucn.org](mailto:Procurement.Ormacc@iucn.org)

## 4. PROCUREMENT TIMETABLE

4.1. This timetable is indicative and may be changed by IUCN at any time. If IUCN decides that changes to any of the deadlines are necessary, that will be informed.

DATE	ACTIVITY
13 June 2024	Publication of the Request for Proposals
20 June 2024	Deadline for submission of questions
30 June 2024	Deadline for submission of proposals to IUCN (" <b>Submission Deadline</b> ")
02 July 2024	Clarification and evaluation of proposals
05 July 2024	

**A. ADMINISTRATIVE REQUIREMENTS**

- a. Copy of identification document or passport (in case of being a foreigner)
- b. Copy of legal invoice for fees collection.
- c. Copy of resume
- d. Letter of interest signed, indicating that the Consultant have read, understood and accept the content of these Terms of Reference. (Annex 2)
- e. Signed Declaration of Undertaking (Annex 3a)
- f. Human Resources Questionnaire filled and signed (Annex 4)

**FOR CONSULTANCY COMPANIES:**

- a. Copy of Certification of Incorporation
- b. Copy of identification document of the Legal Representative
- c. Copy of legal invoice for fees collection.
- d. Copy of resumes of the Consulting Team
- e. Letter of interest signed, indicating that the Consultant have read, understood and accept the content of these Terms of Reference. (Annex 2)
- f. Signed Declaration of Undertaking signed by the Representative of the Consulting Company or, in the case of a Consortium or group of Consultants, signed by each member indicating that they have read and understood the content of the Declaration (Annex 3b)
- g. Human Resources Questionnaire filled and signed (Annex 4)

**B. TECHNICAL PROPOSAL:**

- i. The technical proposal must address each of the criteria listed below explicitly and separately, citing the reference number of the relevant criterion (Description column).

	<b>Description</b>	<b>Information to be presented</b>	<b>Relative importance (%)</b>
1	<i>Detailed workplan and methodology to be implemented</i>	<i>Shall include a proposal of potential stakeholders to be included in the consultations, as well as quotations for the different materials to be produced</i>	30%
2	<i>Description of equipment and/or software to be used</i>		10%
3	<i>Timeline of consultancy</i>	<i>A matrix of activities with scope of work and timelines to achieve the objective of the consultancy</i>	10%
4	<i>Experience</i>	<i>Company Profile / CV / Responsible for the Consultancy. Shall include specific examples of similar deliverables developed during previous consultancies.</i>	50%
<b>TOTAL</b>			<b>100%</b>

- i. IUCN will evaluate the technical proposals with respect to each of the criteria indicated in point i) and their relative importance.
- ii. Proposals in any other format will significantly increase the evaluation time and therefore such proposals may be rejected at the discretion of IUCN.

- iii. When resumes (CVs) are requested, these should be from the people who will perform the specified job. Persons submitted as part of the Proposal may only be replaced with the approval of IUCN.
- iv. In the event that a company or group of consultants applies, in addition to the above information, the following must be specified:
  - Responsible for consulting
  - Composition of the consulting team, specialty of each member.
  - Role and responsibility in the activities/products of each member in accordance with the TOR

**C. FINANCIAL PROPOSAL:**

**Signed by the Proposer, indicating the value of professional services in USD in numbers and letters.**

- i. It will be considered that the prices presented include all the costs of fees, insurance, taxes, obligations, and risks that must be considered for compliance with the Terms of Reference. IUCN will not accept charges beyond those clearly indicated in the Financial Proposal and that are eligible for the execution of the Contract.
- ii. The Bidder will have to assume the payments corresponding to taxes according to regulations in force in its country; You will have to have health and life insurance up to date; and will assume the bank charges by transfer.
- iii. If local or international trips must be made for the execution of this Contract, the costs will be paid by IUCN through reimbursement and will be governed by the IUCN per diem scale for food and lodging.
- iv. Travel expenses related to the execution of this Contract will not exceed the total amount of USD4,900 broken down as follows:

<b>Expense type</b>	<b>Maximum amount</b>
Travel	3,595
Meals	340
Surface Transportation	265





- 12.1.3. IUCN will query any obvious clerical errors in a proposal and may, at IUCN's sole discretion, allow a Proposer to correct these, but only if doing so could not be perceived as giving an unfair advantage.
- 12.2. In order to participate in this procurement, the Proposer must meet the following conditions:
- Free of conflicts of interest
  - Registered on the relevant professional or trade register of the country in which is established (or resident, if self-employed)
  - In full compliance with its obligations relating to payment of social security contributions and of all applicable taxes
  - Not been convicted of failing to comply with environmental regulatory requirements or other legal requirements relating to sustainability and environmental protection
  - Not bankrupt or being wound up
  - Never been guilty of an offence concerning professional conduct
  - Not involved in fraud, corruption, a criminal organisation, money laundering, terrorism, or any other illegal activity.
- 12.3. Each Proposer shall submit only one proposal, either individually or as a partner in a joint venture. In case of joint venture, one company shall not be allowed to participate in two different joint ventures in the same procurement nor shall a company be allowed to submit a proposal both on its behalf and as part of a joint venture for the same procurement. A Proposer who submits or participates in more than one proposal (other

indicated in 8.1. Without these permissions, IUCN will not be able to consider the proposal.

**14. COMPLAINTS PROCEDURE**

14.1. If a Proposer has a complaint or concern regarding the propriety of how a competitive process is or has been executed, then please contact [sofiamariela.madrigal@iucn.org](mailto:sofiamariela.madrigal@iucn.org). Such complaints or concerns will be treated as confidential and are not considered in breach of the above restrictions on communication (Section 2.1).

**15. CONTRACT**

15.1. The contract will be based on IUCN's template which terms of which are not negotiable.

**16. ANNEXES**

**Annex 1**      *Specification of Requirements / Terms of Reference*

**Annex 2**      *Letter of Interest*

**Annex 3**      *Declaration of Undertaking (select 2a for companies or 2b for self-employed)*

**Annex 4**





The main objective of the project is to support reduction in plastic waste generation and leakage within the planned project timeframe of three years (2023-2026) in prioritised Caribbean SIDS.

The main project outcomes are:

1. Identified solutions for recyclable polymers in project countries implemented.
2. Non-recyclable polymer solutions implemented for project countries.
3. Advance policy/legislative actions for effective management of plastics and plastic waste at national and regional levels.
4. Improved knowledge of plastic footprint of each country.

The prioritised Caribbean SIDS in the Closing the Caribbean Plastic Tap project are:

Antigua and Barbuda  
Grenada  
Saint Kitts and Nevis  
Saint Lucia and  
Saint Vincent and the Grenadines.

Under this project it is intended that stakeholders from government, private sector and civil society will come together to develop and implement demand responsive solutions to plastic waste throughout the islands. These solutions will include policy changes and improvements in business operations as well as stimulate behaviour change of the public. These priorities were emphasised by country government representatives in the initial project discussion and design meeting held in November 2021. The activities identified in this project also highlight the priorities agreed to by the five participating countries.

It is anticipated the project will support the reduction of waste generation on the islands through the utilisation and re-purposing of plastic waste into commercially viable products for sale. In this light, it is expected that project outcomes will lead to job opportunities and income generation activities for the population with special emphasis on women, youths, and community groups.

## **2. OBJECTIVES OF THE CONSULTANCY**

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**2.1. General:** Develop the brand identity manual for the project, as well as initial communication materials to promote the project among different stakeholders and audiences.

**2.2. Specific:**

- Obtain the necessary information for the brand identity manual through stakeholder consultations and desk review.
- Develop and validate the brand identity for the project, as well as the brand book and

		palette proposal, typography proposal, slogan/tagline proposal.
2	Final brand book and visual identity standard manual	<p>The manual must be in compliance with the branding guidelines from The Italian Agency for Development Cooperation and the IUCN Brand Book.</p> <p>It shall include, but will not be limited to:</p> <ul style="list-style-type: none"><li>- logo for the project and font direction, with different mock-ups where the logo will be applied and guidelines on how the logo shall be placed next to other logos.</li><li>- Colour palette and typography, ensuring they align with the brand's essence.</li><li>- Guidelines for using these elements consistently across various platforms.</li><li>- Clear instructions for anyone working with the brand.</li><li>-</li></ul>





**ANNEX 2: LETTER OF INTEREST**

Fill in the information in blue

TO: [IUCN]  
The undersigned, [

[Place and date]

ATTACHMENT 3a – SELF-EMPLOYED PROPOSER

DECLARATION in relation to RfP < Consultancy Service >

I, the undersigned, hereby confirm that I am self-employed and able to provide the service independent of any organisation or other legal entity.

Full name (as in passport):

Home or Office (please delete as appropriate) Address (incl. country):

I hereby authorise IUCN to store and use the information included in the attached Proposal for the purpose of evaluating Proposals and selecting the Proposal IUCN deems the most favourable. I acknowledge that IUCN is required to retain my Proposal in its entirety for 10 years after then end of the resulting contract and make this available to internal and external auditors and donors as and when requested.

I further confirm that the following statements are correct:

1. I am legally registered as self-employed in accordance with all applicable laws.
2. I am fully compliant with all my tax and social security obligations.
3. I am free of any real or perceived conflicts of interest with regards to IUCN and its Mission.
4. I agree to declare to IUCN any real or perceived emerging conflicts of interests I may have concerning IUCN. I acknowledge that IUCN may terminate any contracts with me that would, in IUCN sole discretion, be negatively affected by such conflicts of interests.
5. I have never been convicted of grave professional misconduct or any other offence concerning my professional conduct.
6. I have never been convicted of fraud, corruption, money laundering, supporting terrorism or involvement in a criminal organisation.
7. I acknowledge that engagement in fraud, corruption, money laundering, supporting terrorism or involvement in a criminal organisation will entitle IUCN to terminate any and all contracts with me with immediate effect.
8. I am not included in the UN Security Council Sanctions List, EU Sanctions Map, US Office of Foreign Assets Control Sanctions List, or the World Bank listing of ineligible firms and individuals. I agree that I will not provide direct or indirect support to firms and individuals included in these lists.
9. I have not been, am not, and will not be involved or implicated in any violations of Indigenous Peoples' rights, or injustice or abuse of human rights related to other groups or individuals, including forced evictions, violation of fundamental rights of workers as defined by the International Labour Organization's (ILO) Declaration on the Fundamental Principles and Rights at Work, child labour, sexual exploitation, sexual abuse, or sexual harassment.

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<Date and Signature>





**ATTACHMENT 4: HUMAN RESOURCES QUESTIONNAIRE**

**CUESTIONARIO RECURSOS HUMANOS (CONSULTORES INDEPENDIENTES)**

**Consultant / Company Name**

\_\_\_\_\_ World Commission on Protected Areas  
\_\_\_\_\_ International Law Commission  
\_\_\_\_\_ Species Survival Commission  
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ATTACHMENT 5: COMMUNICATION GUIDELINES

