



Terms of reference for the recruitment of an expert to raise awareness among rural communities living in priority areas relating to phase 2 of the Cocoa and Forests Initiative

31 July 2023

Table of Contents

1. Context.....	2
2. Objectives	2
3. Methodology	3
4. Expected results	3
5. Deliverables	4
6. Duration of the consultancy.....	4
7. Qualifications	4
8. Budget.....	4
9. Submission of proposal	4
10. Selection Procedure	4
11. Proposal requirements.....	6
12. Testing and weighing	7
13. Communication and Confidentiality	10
14. Disclaimer	11
15. Annexes	11
Annex 1: French version of ToRs	12

1. Context

Signed in 2017, the Cocoa and Forests Initiative (CFI) is an active commitment by the main cocoa-producing countries (Côte d'Ivoire and Ghana) and the main cocoa and chocolate companies to halt deforestation linked to cocoa cultivation and to restore forest cover by avoiding any further conversion of forests for cocoa cultivation.

In Côte d'Ivoire, the government and the main cocoa and chocolate companies have signed a joint action framework based on :

- The conservation of national parks and forest lands, as well as the restoration of forests that have been degraded by the encroachment of cocoa farms;
- Sustainable intensification and income diversification to increase yields and farmers' livelihoods, growing "more cocoa on less land" and thus reducing pressure on forests;
- The involvement and empowerment of cocoa-producing communities. In particular, mitigating the social impacts and risks of land-use change for the cocoa farmers concerned and their communities.

During the first phase of the initiative, which involved implementing the action plan over the period 2018 to 2020, awareness-raising campaigns on CFI were organized in the regions of Cavally, Guémon, Nawa and San-Pedro to raise awareness of the initiative among the various stakeholders in these regions. The aim of these campaigns was to gain the support of all stakeholders in general, and of the local populations and communities living in the priority regions, to facilitate the implementation of the pilot projects identified for the start-up phase of the Cocoa and Forests Initiative.

The signatories of the Cocoa and Forests Initiative have agreed to operationalize the Joint Action Framework and to plan the implementation of the second phase of the initiative through the adoption of an action plan for 2022-2025.

As part of the implementation of the 2022-2025 action plan, the CFI signatories have selected six classified forests, parks and reserves for collective investment in their conservation and restoration, involving the communities that depend on them. These are: the Yapo-Abbé classified forest; the Tamin classified forest; the Cavally classified forest; the Mont Péko national park; the Mabi-Yaya nature reserve and the Bossématié nature reserve.

To support the process of setting up landscape projects around the priority forests and parks identified for the second phase of the CFI, the Permanent Secretariat wishes to organize diagnostic and awareness-raising campaigns in the regions concerned. This is the context for this call for applications for the recruitment of a service provider with proven expertise in raising awareness in rural areas.

2. Objectives

The aim of this consultation is to carry out a diagnosis of the causes of deforestation in the CFI's priority regions with rural communities and to raise awareness among all stakeholders in general and local communities living in the priority regions in particular, in order to facilitate the implementation of projects identified in the second phase of the Cocoa and Forests Initiative.

Specifically, this will involve :

- Diagnose the causes of deforestation and propose solutions based on community action
- To present the lessons learnt from the previous awareness campaigns organized as part of CFI;
- Capitalize on the awareness-raising activities carried out by the various stakeholders in the CFI's six (6) priority forests/parks
- Define an awareness-raising strategy around CFI, national and international regulations on agriculture, forestry and land. The specific themes will be validated in conjunction with the CFI Secretariat.
- Design and produce communication tools to implement this awareness-raising strategy;
- Conduct awareness-raising activities in localities around the CFI's six (6) priority forests/parks;
- Determine and evaluate the impact indicators for the awareness-raising activities carried out.

3. Methodology

The consultant must propose an appropriate methodology for achieving the objectives of the awareness campaign.

4. Expected results

At the end of this consultancy, the following results are expected:

- A diagnosis of the causes of deforestation is made and solutions based on community action are proposed;
- An awareness-raising strategy is defined;
- The most relevant communication tools focusing on key messages about CFI, national and international regulations on agriculture, forestry and land are developed and produced;
- Awareness-raising activities are carried out for stakeholders and communities living in localities around CFI's six (6) priority forests according to a well-defined timetable, taking into account awareness-raising activities already carried out;
- The impact indicators for the awareness-raising activities carried out are determined and evaluated.

5. Deliverables

The consultant is expected to provide the following deliverables:

- A report including the diagnostic analysis and proposed solutions;
- Communication tools with relevant messages formulated around the CFI and national and international regulations on agriculture, forestry and land tenure;
- A clearly defined work schedule with activities, tools, channels, awareness-raising periods and locations identified;
- Supporting documents for awareness-raising activities;
- Reports on awareness-raising activities in the localities identified, with impact indicators filled in and evaluated;
- A film summarising the awareness campaign.

6. Duration of the consultancy

The consultant will carry out this mission over a maximum period of 5 months (from August to December 2023), according to a detailed timetable to be provided.

7. Qualifications

The consultant must have the following qualifications

- Excellent skills in awareness-raising and group facilitation tools;
- Solid experience in community awareness-raising;
- Knowledge of national and European regulations on forestry and agricultural practices, mainly in the cocoa sector;
- Knowledge of the Cocoa and Forests Initiative;
- Excellent research, analysis and report writing skills.
- Experience in conducting similar activities/projects.

8. Budget

The consultant will propose a budget to meet the objectives of the assignment. It must provide details of the budget for this assignment, including fees, travel expenses (if any) and any other relevant costs.

9. Submission of proposal

Interested consultants must submit a detailed proposal covering the following points:

- An understanding of the objectives of the assignment
- The methodology and approach for carrying out the assignment;
- The relevant experience and qualifications of the consultant or consultancy firm.
- The proposed timetable and work plan.
- The financial proposal, including fees and any additional costs.

10. Selection Procedure

The selection process will comprise the following stages:

1. Inviting service providers to submit a proposal based on these terms of reference.
2. Opportunity to ask questions about the assignment and the terms of reference. Answers to questions will be given in an information notice which will be sent to all consultants who have expressed an interest in the assignment or who have asked questions.
3. Evaluation of proposals by the evaluation committee. The evaluation committee will evaluate the proposals on the basis of the selection criteria published in these specifications.
4. Decision on the selection of the service provider.
5. Inception meeting with the service provider.

The timetable below shows the deadlines for the tender procedure:

Tender procedure	Deadline
Publication of terms of reference	31 July 2023
Closing date for questions*	05 August 2023
Deadline for submission of proposals**	18 August 2023
Selection of service provider	28 August 2023
Start of the assignment	04 September 2023

* Questions received by IDH after this date will not be answered.

** Proposals submitted after the deadline will be returned and will not be considered in the tender process.

After the deadline for submission of proposals, the evaluation committee will assess the proposals.

Proposals will first be checked for completeness:

The absence of the documents mentioned in section 11 of this document may result in exclusion from participation in the tender procedure. This is also the case if the minimum requirements listed in these specifications are not met.

If the proposal is complete, the selection committee will evaluate it on the basis of the criteria mentioned in section 12.

The assignment will be awarded to the service provider whose bid is the most economically advantageous. This offer is determined on the basis of the evaluation criteria of price and quality.

IDH will reject the proposal if illegal or corrupt practices have taken place in connection with the award or the tender procedure.

Questions

Questions concerning the assignment, or the ToRs may be submitted until 05 August 2023 at 23:59 GMT, by e-mail to gnagne@idhtrade.org. Specifically mentioning: "Questions on the call for tenders for the recruitment of an expert to raise awareness among rural communities living in priority areas relating to phase 2 of the Cocoa and Forests Initiative".

Questions must be submitted in French and using the model question form attached to these specifications in Annex 2.

The questions submitted will be grouped, anonymized, and combined in an information notice. This notice will be sent to all service providers.

It is the responsibility of the service provider to submit the questions on time and accurately. Where the IDH indicates that it has not received the questions by the stated deadline, the service provider must demonstrate that the questions were sent in a timely manner.

11. Proposal requirements

IDH is requesting the service providers to hand in a proposal of maximum 20 pages (excluding company biographies, CVs, sample work and references). The proposal must be handed in a MS Word or PowerPoint version next to a PDF submission to facilitate any copy-and-pasting of content that we may need during evaluation.

Please note that all proposals must be submitted in French language.

The proposal must at least include:

Content:

- a. A succinct, well-documented approach addressing the requirements set out this ToR. We request that the proposal structure matches the selection criteria as closely as possible. It should demonstrate how the consultant intends to carry out the assignment and the activities, as well as the likely sources of data, the duration and the order of the activities.
- b. A clear proposed way of working with IDH and the Permanent Secretariat, including agreements on milestones, validation of research and analysis, and final recommendations.

- c. Maximum of three client references and a sample of previous work relevant to the deliverables in this ToR
- d. An overview of the project team, including the CVs of the project team members
- e. Budget presented in Euros (including and specifying VAT) with a break-down of days/rate per project team member
- f. Statement on Ground for exclusion (see section 6 below)

Administrative:

- g. Completed detail request form (annex 3)
- h. Copy of most recent (audited) financial accounts
- i. Statement of acceptance draft contract (annex 6)

The proposal must be submitted to Gnagne Kevin at gnagne@idhtrade.org with a copy to Carole Attoungbre at caroleattoungbre@idhtrade.org before **18 August 2023 at 23:59 GMT**.

12. Testing and weighing

The assignment will be awarded to the service provider with the most economically advantageous tender. The most economically advantageous tender is determined on the basis of the evaluation criteria of price and quality.

Grounds for exclusion

- 1. Service providers shall be excluded from participation in this tender procedure if:
 - a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
 - b) they or persons having powers of representation, decision-making or control over them have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
 - c) they have been guilty of grave professional misconduct proven by any means which the IDH can justify;
 - d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established, or with those of the Netherlands or those of the country where the contract is to be performed;

- e) they or persons having powers of representation, decision making of control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization, money laundering or any other illegal activity.

Service providers must confirm in writing that they are not in one of the situations as listed above.

2. Service providers shall not make use of child labor or forced labor and/or practice discrimination and they shall respect the right to freedom of association and the right to organize and engage in collective bargaining, in accordance with the core conventions of the International Labor Organization (ILO).

Minimum criteria

Services providers or Proposals not fulfilling the minimum criteria will be excluded from the tender procedure and will not be assessed against the other criteria.

1. Based in Côte d'Ivoire
2. At least one previous experience leading on field activities in the cocoa/forest areas in Côte d'Ivoire.
3. Proven experience in carrying out awareness campaigns work in similar fields (cocoa farming, public-private partnerships, forest protection and restoration, etc.)

Scoring and weighing

The evaluation criteria are compared and weighed according to the procedure below. This concerns a general outline of the scoring methodology and an explanation how the service provider can demonstrate compliance with the requirements.

Step 1 - Criterion Quality

Evaluation scores will be awarded for each of the components. The evaluation committee will score each component unanimously.

The proposal will be assessed based on the following selection criteria:

Component		Criteria	Max. Grading
1	Proposal overall	The extent to which the proposal meets the requirements set out in Section 3 above and throughout this document. Can the Service provider deliver the requirement deliverables? Will the Service provider be able to deliver a comprehensive solution?	5

2	Design and Development process	<p>The extent to which the Service provider demonstrates that a clear design and development process will be followed and IDH and the CFI Secretariat are adequately consulted for input during the design and development.</p> <p>The extent to which it is clear what is required of IDH and the CFI Secretariat in terms of human resources, digital assets and other input to deliver the project without being too onerous on our staff.</p>	5
3	Track record	<p>The extent to which the Service provider presents the required level of expertise and knowledge to fulfil the requirements both at team member and company level.</p> <p>To extent to which the Service providers gives a clear description of the project team, relevant (delivering similar projects) experience of team members and time allocation per team member.</p> <p>The selected service provider will be composed of experts with the following skills:</p> <ul style="list-style-type: none"> • Excellent skills in awareness-raising and group facilitation tools; • Solid experience in community awareness-raising; • Knowledge of national and European regulations on forestry and agricultural practices, mainly in the cocoa sector; • Knowledge of the Cocoa and Forests Initiative; • Excellent research, analysis and report writing skills. • Experience in conducting similar activities/projects. • Ability to work independently, meet deadlines and produce high quality deliverables. 	5

The evaluation committee will unanimously score each component by assigning scores from 1 to the maximum grading, with the maximum grading representing optimal performance on the component and 1 representing extremely poor performance on the respective component.

Step 2 - Criterion price

A combined price in Euros (including and specifying VAT) is to be presented. This is to be broken down by team member rate and hours.

The criterion of assessment is “the best price for the proposed level of quality” with a maximum grading of 5.

Step 3 - Weighting

The final score will be weighted 70% on Quality and 30% on Price.

If scores of service providers are equal, priority will be based on the total scores that were given for the Criterion Quality. The assignment will be awarded to the service provider that has received the highest score for the Criterion Quality. If the evaluation of the Criterion Quality does not lead to a distinction, the score for the component “Proposal overall” will be decisive. If this does not lead to a distinction, the ranking will be determined by the drawing of lots.

Award

Once IDH together with the CFI Secretariat has decided to which Service provider it intends to award the assignment, a written notification thereof is sent to all Service providers participating in the tender procedure.

The Service provider is contracted via a letter of assignment, following IDH's template (Annex 4).

13. Communication and Confidentiality

The Service provider will ensure that all its contacts with IDH, with regards to the tender, during the tender procedure take place exclusively in writing by e-mail to Gnagne Kevin via gnagne@idhtrade.org. The Service provider is thus explicitly prohibited, to prevent discrimination of the other Service providers and to ensure the diligence of the procedure, to have any contact whatsoever regarding the tender with any other persons of IDH of the CFI Secretariat than the person stated in the first sentence of this paragraph.

The documents provided by or on behalf of IDH will be handled confidentiality. The Service provider will also impose a duty of confidentiality on any parties that it engages. Any breach of the duty of confidentiality by the Service provider or its engaged third parties will give IDH grounds for exclusion of the Service provider, without requiring any prior written or verbal warning.

All information, documents and other requested or provided data submitted by the Service providers will be handled with due care and confidentiality by IDH and the Permanent Secretariat. The provided information will after evaluation by IDH be filed as confidential. The provided information will not be returned to the Service provider.

14. Disclaimer

IDH reserves the right to update, change, extend, postpone, withdraw, or suspend the ToR, this tender procedure, or any decision regarding the selection or contract award. IDH is not obliged in this tender procedure to make a contract award decision or to conclude a contract with a participant.

Participants in the tender procedure cannot claim compensation from IDH, any affiliated persons or entities, in any way, in case any of the afore-mentioned situations occur.

By handing in a proposal, participants accept all terms and reservations made in this ToR, and subsequent information and documentation in this tender procedure.

15. Annexes

Annex 1: French version of the TOR

Annex 2: Template Question Form

Annex 3: Detail request form

Annex 4: Letter of Assignment template

Annex 5: IDH General Terms and Conditions for Services

Annex 6: Statement of acceptance draft contract

Annex 1: French version of ToRs

1. Contexte

Signé en 2017, l'Initiative Cacao et Forêts (ICF) est un engagement actif des principaux pays producteurs de cacao (Côte d'Ivoire et Ghana) et des principales entreprises de cacao et de chocolat à mettre fin à la déforestation liée à la culture du cacao et à restaurer la couverture forestière en évitant toute nouvelle conversion de forêts pour la culture du cacao.

En Côte d'Ivoire, le gouvernement et les principales entreprises de cacao et de chocolat ont signé un cadre d'action commune basé sur :

- La conservation des parcs nationaux et des terres forestières, ainsi que la restauration des forêts qui ont été dégradées par l'empiètement des exploitations de cacao ;
- L'intensification durable et la diversification des revenus afin d'augmenter les rendements et les moyens de subsistance des agriculteurs, de cultiver "plus de cacao sur moins de terre" et de réduire ainsi la pression sur les forêts ;
- L'engagement et la responsabilisation des communautés productrices de cacao. En particulier, l'atténuation des impacts sociaux et des risques liés aux changements d'utilisation des terres pour les cacaoculteurs concernés et leurs communautés.

Durant la première phase de l'initiative qui s'est faite par la mise en œuvre du plan d'action sur la période de 2018 à 2020, des campagnes de sensibilisation sur l'ICF ont été organisées dans les régions du Cavally, du Guémon, de la Nawa et de San-Pedro afin de faire connaître l'initiative aux différentes parties prenantes de ces régions. Ces campagnes avaient pour objectif de susciter l'adhésion de toutes les parties prenantes en général, et des populations et communautés locales vivant dans les régions prioritaires en particulier, pour faciliter la mise en œuvre des projets pilotes identifiés pour la phase de démarrage de l'Initiative Cacao et Forêts.

Les signataires de l'Initiative Cacao et Forêts ont convenu pour l'opérationnalisation du Cadre d'Action Commune, de la mise en plan de mise en œuvre de la seconde phase de l'initiative à travers l'adoption d'un plan d'action 2022-2025.

Dans le cadre de la mise en œuvre du plan d'action 2022-2025, les signataires de l'ICF ont sélectionné six forêts classées, parcs et réserves pour faire l'objet d'investissements collectifs pour leur conservation et leur restauration, en impliquant les communautés qui en dépendent. Ce sont : la forêt classée de Yapo-Abbé ; la forêt classée de Tamin ; la forêt Classée de Cavally ; le parc national du Mont- Péko ; la réserve naturelle de Mabi-Yaya et la réserve naturelle de Bossématié.

Pour accompagner le processus de mise en place des projets paysagers autour des forêts et parcs prioritaires identifiés pour la seconde phase de l'ICF, le Secrétariat Permanent de l'ICF souhaite organiser des campagnes de diagnostic et de sensibilisation au sein des régions concernées. C'est dans ce cadre que s'inscrit cet appel à candidatures pour le recrutement d'un prestataire de services disposant d'une expertise avérée en matière de sensibilisation en milieu rural.

2. Objectifs

L'objectif de cette consultation est de faire auprès des communautés rurales, un diagnostic des causes de la déforestation au sein des régions prioritaires de l'ICF et de sensibiliser toutes les parties prenantes en général et les communautés locales vivant dans les régions prioritaires en particulier, pour faciliter la mise en œuvre des projets identifiés dans la seconde phase de l'Initiative Cacao et Forêts.

De manière spécifique, il s'agira de :

- Faire un diagnostic des causes de la déforestation et proposer des solutions basées sur l'action communautaire
- Présenter les leçons tirées de la précédente sensibilisation organisée dans le cadre de l'ICF ;
- Capitaliser sur les actions de sensibilisation menées par les différentes parties prenantes au sein des six (6) forêts/parcs prioritaires de l'ICF
- Définir une stratégie de sensibilisation autour de l'ICF et de la réglementation nationale et internationale en matière agricole, forestière et foncière. Les thématiques spécifiques seront validées en lien avec le Secrétariat de l'ICF
- Concevoir et produire des outils de communication de mise en œuvre de cette stratégie de sensibilisation ;
- Conduire les activités de sensibilisation dans les localités autour des six (6) forêts/parcs prioritaires de l'ICF ;
- Déterminer et évaluer les indicateurs d'impact des sensibilisations réalisées

3. Méthodologie

Le consultant doit proposer une méthodologie appropriée pour atteindre les objectifs de la campagne de sensibilisation.

4. Résultats attendus

A l'issue de cette consultance, les résultats suivants sont attendus :

- Un diagnostic sur les causes de la déforestation est fait et des solutions basées sur l'action communautaire sont proposées ;
- Une stratégie de sensibilisation est définie ;
- Les outils de communication les plus pertinents axés sur des messages clés autour de l'ICF et de la réglementation nationale et internationale en matière agricole, forestière et foncière sont développés et produits ;
- Les activités de sensibilisation sont menées à l'endroit des parties prenantes et des communautés vivant dans les localités autour des six (6) forêts prioritaires de l'ICF selon un chronogramme bien défini en tenant compte des actions de sensibilisation déjà menées ;
- Les indicateurs d'impact des sensibilisations réalisées sont déterminés et évalués.

5. Livrables

Il est attendu du consultant qu'il fournisse les livrables suivants :

- Un rapport comprenant l'analyse diagnostic et les solutions proposées ;
- Des outils de communication avec les messages pertinents formulés autour de l'ICF et de la réglementation nationale et internationale en matière agricole, forestière et foncière ;
- Un chronogramme de travail clairement défini avec les activités, les outils, les canaux, les périodes de sensibilisation et les localités identifiées ;
- Les documents supports pour les activités de sensibilisation ;
- Des rapports d'activités de sensibilisation dans les localités identifiées avec les indicateurs d'impact renseignés et évalués ;
- Un film réalisé récapitulant la campagne de sensibilisation.

6. Durée de la consultance

Le consultant mènera cette mission sur une durée maximum de 5 mois (d'août à décembre 2023), selon un calendrier détaillé à fournir.

7. Qualifications

Le consultant devra posséder les qualifications suivantes :

- Excellentes compétences en matière de sensibilisation et d'outil d'animation de groupe ;
- Une solide expérience en matière de sensibilisation en milieu communautaire ;
- Une connaissance de la réglementation nationale et européenne en matière de foresterie et pratique agricole principalement dans le secteur cacao ;
- Une connaissance de l'Initiative Cacao et Forêts ;
- Excellentes compétences en matière de recherche, d'analyse et de rédaction de rapports.
- Expérience de la conduite d'activités/projets similaires.

8. Budget

Le consultant proposera un budget permettant d'atteindre les objectifs de la mission. Il devra fournir les détails concernant le budget pour cette mission, y compris les honoraires, les frais de déplacement (le cas échéant) et tout autre coût pertinent.

9. Soumission de la proposition

Les consultants intéressés doivent soumettre une proposition détaillée portant sur les points suivants :

- La compréhension des objectifs de la mission ;
- La méthodologie et l'approche pour la réalisation de la mission ;
- L'expérience et les qualifications pertinentes du consultant ou du cabinet de conseil.
- Le calendrier et le plan de travail proposés.
- La proposition financière, y compris les honoraires et tous les coûts.