



REQUEST FOR PROPOSALS
DEVELOPING A BUSINESS PLAN FOR LEMEK
CONSERVANCY

Contents

PART 1:	INSTRUCTIONS AND CONDITIONS TO BIDDERS	3
1.1.	INTRODUCTION	3
1.2.	SUMMARY	3
1.3.	PROCUREMENT PROCESS	3
1.4.	CONDITIONS	3
1.5.	QUERIES AND QUESTIONS DURING THE RFP PERIOD	4
1.6.	AMENDMENTS TO RFP DOCUMENTS	4
1.7.	PROPOSAL LODGEMENT METHODS AND REQUIREMENTS	4
1.8.	LATE AND INCOMPLETE PROPOSALS	4
1.9.	WITHDRAWALS AND CHANGES TO THE PROPOSAL	4
1.10.	VALIDITY OF PROPOSALS	4
1.11.	EVALUATION OF PROPOSALS	4
1.12.	CONFIDENTIALITY	4
1.13.	SUBMISSION REQUIREMENTS	4
PART 2:	REQUIREMENTS	6
1.	OBJECTIVES	6
2.	SCOPE OF THE WORK	6
2.1.	DELIVERABLES	6
2.2.	PAYMENT TERMS	6
2.3.	APPLICATION REQUIREMENTS	6
PART 3:	EVALUATION OF PROPOSALS	8

PART 1:

INSTRUCTIONS AND CONDITIONS TO BIDDERS

1.1. INTRODUCTION

The Maasai Mara Wildlife Conservancies Association (MMWCA) is a membership organization of all the Mara conservancies, open to any existing or upcoming wildlife conservancy whose land is part of or integral to the greater Maasai Mara ecosystem. The MMWCA is one of the 12 regional associations forming the Kenya Wildlife Conservancies Association (KWCA) as envisaged in the Wildlife Conservation and Management Act 2013.

MMWCA's Mission is: 'conserving the greater Maasai Mara ecosystem for the prosperity of all: biodiversity and wildlife, the regional Maasai population, recreation and tourism for the nation of Kenya'.

The MMWCA has three key objectives:

1. Provide a space for open discussions, a hub for knowledge sharing and coordination across conservancies, a voice for advocacy, lobbying county and national government and driving policy in the interest of conservancies and conservation related issues.
2. Support the creation and development of conservancies and their neighboring areas across the greater Mara ecosystem, as a sustainable form of land-use and to provide mechanisms for equitable and value-based benefit sharing to sustain land under conservation.
3. Lead or/and implement development and conservation programs across member conservancies to facilitate coordination, collaboration and synergetic action.

1.2. SUMMARY

MMWCA invites your organisation to submit a financial and technical proposal for the development of a business plan for Lemek Conservancy. The detailed description of the requirement can be found in Part 2 of this Request for Proposal (RFP).

1.3. PROCUREMENT PROCESS

The following key dates apply to this procurement process:

- RFP issue date: 18th June 2019
- RFP closing date and time: 5th July 2019, 17:00 EAT
- Estimated contract award date: 10th July 2019

1.4. CONDITIONS

MMWCA is not bound in any way to enter into any contractual or other arrangement with any proposer as a result of issuing this RFP. MMWCA is under no obligation to accept the lowest financials proposal or any proposal. MMWCA reserves the right to terminate the

procurement process at any time prior to contract award. By participating in this RFP, proposers accept the conditions set out in this RFP.

1.5. QUERIES AND QUESTIONS DURING THE RFP PERIOD

Proposers are to direct any questions regarding the RFP to the MMWCA contact Eric Reson eric@maraconservancies.org. No other MMWCA personnel are to be contacted in relation to this RFP. Proposers must submit questions no later than 5th July 2019, 17:00 EAT.

As far as possible, MMWCA will share the responses to any questions, suitably anonymized, with all invited proposers. If you consider the content of your question confidential, you must state this at the time the question is posed.

1.6. AMENDMENTS TO RFP DOCUMENTS

MMWCA may amend the RFP document by issuing notices to that effect to all invited proposers and may extend the RFP closing date and time if deemed necessary.

1.7. PROPOSAL LODGEMENT METHODS AND REQUIREMENTS

Proposers must submit their proposal to MMWCA no later than 5th July 2019, 17:00 EAT by email to: procurement@maraconservancies.org. The subject heading of the email should be 'RFP for Development Of A Business Plan by [organizational name].' Electronic copies are to be submitted in PDF, or MS Word, formats. Proposals must be in English.

1.8. LATE AND INCOMPLETE PROPOSALS

Any proposal received by MMWCA later than the stipulated RFP closing date and time, and any proposal that is incomplete, will not be considered. There will be no allowance made by MMWCA for any delays in transmission of the proposal from proposer to MMWCA.

1.9. WITHDRAWALS AND CHANGES TO THE PROPOSAL

Proposals may be withdrawn or changed at any time prior to the RFP closing date and time by written notice to the MMWCA contact. No changes or withdrawals will be accepted after the RFP closing date and time.

1.10. VALIDITY OF PROPOSALS

Proposals submitted in response to this RFP are to remain valid for a period of 90 calendar days from the RFP closing date.

1.11. EVALUATION OF PROPOSALS

The evaluation of proposals shall be carried out exclusively with regards to the evaluation criteria and their relative weights specified in Part 3 of this RFP.

1.12. CONFIDENTIALITY

Any data, documentation or other business information furnished by or disclosed to the contractor shall be deemed the property of MMWCA and must be returned to MMWCA upon request.

1.13. SUBMISSION REQUIREMENTS

All interested person(s)/firm should submit technical and price proposals by the deadline.

Deadline: 17:00 EAT, July 5th 2019

Proposals should be emailed to: procurement@maraconservancies.org and copy to contact@maraconservancies.org

PART 2:

REQUIREMENTS

1. OBJECTIVES

MMWCA is seeking an individual consultant or firm with relevant expertise to develop a business plan for Lemek Conservancy.

2. SCOPE OF THE WORK

Lemek Conservancy is located northeast of the Maasai Mara National reserve bordering Olchoro Oirouwua Conservancy to the east and Mara North conservancy to the West. The conservancy is seeking to diversify revenue sources in order to improve its income. It would therefore like to engage an independent consultant who will develop a comprehensive result-based business plan that will support better decision-making, continual learning, and increased conservation impact. The Business Plan should describe the outcomes that Lemek Conservancy aspires to achieve, the strategies, activities, and resources needed to achieve them, and how the conservancy shall measure and share progress.

The business plan should contain the following:

- i. Status and situational assessment of the conservancy
- ii. Scope of the plan
- iii. Desired outcomes and key indicators
- iv. Clearly defined goals and strategies
- v. Specific actions necessary to achieve the goals and desired outcomes
- vi. Capacity of the conservancy's team in experience and qualifications, as well as any additional capacity needed and how this shall be addressed. This can include the role of partners critical to strategy execution
- vii. Specific funding and other investment needed
- viii. Specific performance measures

2.1. DELIVERABLES

- i. An inception report detailing how the consultant will undertake the work contemplated in the terms of reference
- ii. Community and stakeholders report
- iii. Draft of the business plan
- iv. Final business plan

2.2. PAYMENT TERMS

A contract of agreement will be issued between MMWCA and the contractor prior to commencing any job.

2.3. APPLICATION REQUIREMENTS

Based on these Terms of Reference, the consultant is expected to submit:

- a) The Consultant's Experience in the following format:

- i. The consultant's experience with regards to developing business plans. The consultant must demonstrate experience in undertaking significant and similar assignments for an organization in the last 3 years preferably conservation institutions.
 - ii. Qualifications of the consultant evidenced by professional certifications and CV.
 - iii. Demonstrated experience in community development activities preferably in implementing income generating activities and strategies, livestock management, micro-finance and eco-tourism
 - iv. A minimum of 5 years work experience in business planning, programme/project development with community based organisations or NGOs at a local level
 - v. Previous experience working with pastoralist communities or conservation organisations will be an added advantage
- b) A technical proposal highlighting:
- i. Proposed methodology work plan including timeframes and deliverables. This entails the detailed Project Schedule that covers the project plan, schedule and resource allocations
- c) A financial proposal highlighting:
- i. All costs associated with the assignment including travel and accommodation.
 - ii. If appropriate, these costs should be broken down by activity/milestone.
 - iii. The Financial Proposal should clearly identify as a separate amount if any, the local taxes, and other charges imposed under the law on the consultants and their personnel if any.

PART 3: EVALUATION OF PROPOSALS

Evaluation of submitted proposals will use a merit-point scoring system and be selected based on technical expertise. The evaluation will be carried out exclusively based on the weights specified in the table below:

The primary and sub-criteria for the technical evaluation are:

Criteria	Points
Consultant's Profile: <ul style="list-style-type: none"> i. The consultant's experience in undertaking significant and similar assignments for an organization in community development activities preferably in implementing income generating activities and strategies, livestock management, micro-finance and eco-tourism in the last 3 years preferably conservation institutions. (18 marks) ii. Qualifications of the consultant evidenced by professional certifications and CV. (5 marks) iii. A minimum of 5 years work experience in business planning, programme/project development with community based organisations or NGOs at a local level (7 marks) iv. Previous experience working with pastoralist communities or conservation organisations (5 marks) 	35 Points
Technical Proposal <ul style="list-style-type: none"> i. Proposed methodology work plan including timeframes and deliverables. This should include the project schedule that covers the project plan, schedule and resource allocations (35 points) 	35 Points
Financial Proposal	30 Points
Total	100 points

The contract will be awarded to the proposal with the highest score.