



**Request for Proposal
Event Planner/ Communications
Blue Ocean's Conference**

Date: November 28, 2018

RFP No. 001

Dear Sir or Madam,

Conservation International Foundation. (hereinafter referred to as "Conservation International"), is issuing a Request for Proposals (RFP) for a service "Event Planner" to support CI with an event which be held in Monrovia-Liberia from 18-22 March 2019. The event planner will head all event planning activities, oversee the event team, and ensure high quality delivery to international standards for this 4-day international conference.

Objective: The Objective of the 4-day conference is to change the hearts and minds of decision makers and stakeholders invested in the ocean to push new and innovative policies to protect Liberia's coastal and marine resources. This will be done by learning from in county experts, regional case studies, and the international community. We hope this will spur communication and collaboration to improve well-being, economic security and sustainable socio-development.

Interested offerors, should indicate their interest in submitting a proposal for the anticipated agreement no later than December 12, 2018. Offerors are responsible to ensure their offers are received in accordance with the instructions stated herein section "V". Late offers may not be considered.

Offerors are required to adhere to the Scope of Work, terms of the contract and CI's Code of Ethics attached as an annex to this RFP. This RFP does not obligate CI to execute a contract nor does it commit CI to pay any costs incurred in the preparation and submission of the proposals. Furthermore, CI reserves the right to reject any and all offers, if such action is considered to be in the best interest of CI.



I. Background:

Conservation International has secured support from the Embassy of Sweden to host a Blue Ocean Conference March 18-22nd, 2019.

Oceans have been historically undervalued in Liberia, and across Africa more broadly, and the services that the oceans provide are often taken for granted. Therefore, we propose a two-day Blue Oceans Conference led by the Liberian Environmental Protection Agency, Liberia Maritime Authority, National Fisheries and Aquaculture Authority, the Embassy of Sweden in Monrovia and Conservation International with the aim of highlighting the threats, opportunities, and value of Africa's coasts and oceans. This event creates an opportunity for African countries and relevant stakeholders to understand the challenges associated with marine governance and sustainable development, specifically regarding climate change impacts, pollution, illegal fishing practices, economic opportunities, and maritime security. However, more importantly, the Conference will identify opportunities and a road map for improving ocean and coastal management.

The event themes include: Climate Change and Ocean Acidification; Sustainable Fishing; Marine Pollution; and Blue Economy

Participants will work across disciplines to discuss possible actions that can be taken to improve management and sustainable development of Africa's marine resources. Specifically, this will include:

1. Call for Action – Participants will be asked to adopt by consensus a concise, focused, nationally and regionally agreed declaration in the form of a “Call for Action” to support the implementation of SDG 14. The draft “Call for Action” will be developed following rounds of governmental consultation between October 2018 and February 2019. It will be put to participants for discussion and will be regionally adopted as the main conference outcome document.
2. Registry of Voluntary Commitments – The conference will encourage participants (public and private) to register voluntary commitments that take steps to achieve SDG 14 and the 2050 AIMS.
3. Partnership Dialogues – The Conference will promote “partnership dialogues” to facilitate knowledge and experience sharing between participants as a way of strengthening international cooperation and building new innovative partnerships.
4. Increased awareness of key stakeholders to be measured by proxy through print, radio, television and social media occurrences as well as direct engagement with conference supported activities such as the beach clean-up day event.

We expect that the momentum that this inaugural event generates will be sustained well into the future. In fact, we intend to ensure that the conference leads to the launch of a comprehensive coastal and marine strategy, for Liberia that can be modelled and adopted by other coastal African countries. However, we recognize that in order to see lasting change the momentum coming out of the conference must be maintained and the commitments made during the conference must be upheld, implemented successfully and on schedule. To do this we will look at possibilities during the conference to set up an



entity or identify an existing organization to ensure that momentum is maintained, ways and means to support implementation of commitments are identified, successful partnerships are built upon, and new partnerships are created.

II. Conference Logistics and Proposed Agenda

When: March 18-22, 2019 are the proposed dates. During the week participants will be encouraged to join local partners and stakeholders for the beach clean-up exercise, with an optional field trip which would be funded through match funding from the Government of Liberia.

Where: The conference will be convened at an appropriate venue located in Monrovia, Liberia

Structure: Many sessions will run in parallel. Delegates will be able to move between sessions and choose a combination of sessions to suit their needs, interests and backgrounds. The program will be designed and scheduled to allow delegates to take on suitable combinations of topics at all levels and will provide excellent networking opportunities for delegates and exhibitors.

Speakers: The Government of Liberia will be invited to open the conference along with at least one high level Swedish representative. The organizing committee will seek Key Note Speakers who are world leaders in ocean themes and whose work influences and shapes practice. Speakers from will be considered from around the world. Ensuring gender and cultural diversity will be a top priority when considering speaker selection. Speaker expenses will be covered by the Conference Organizers.

Audience: The Conference will be open to the public. However, invitations will be sent to relevant Government Agency Representatives both within Liberia and throughout West Africa. In selecting participants, we will aim to ensure balanced gender representation. Invitations will also be sent to technical experts, environmental NGOs working in the region, private partners in the region, and relevant academics throughout Africa. Conference attendees will be expected to cover their own expenses.

Special invitations will be extended by the Government of Liberia to its partners, focal points, and government members of the Abidjan Convention, thus requiring simultaneous translation throughout the conference.

Social Events: A conference in Monrovia, Liberia is about more than just the academic proceedings. As one of Africa's most historic cities, Monrovia offers culture and history with a multitude of options for events and excursions. A few events will be organized as part of the program, including a welcome reception giving delegates a taste of a traditional Liberian night life and a gala dinner.

Marketing and Promotion: A dedicated conference website will be built with an advance booking service for delegates, and links to relevant information regarding hotels, restaurants and cultural



facilities. We will develop a robust public relations program to generate media interest before and during the conference, and to keep it in the public eye.

Management: CI together with NIRAS, Swedish Embassy and GoL will lead the development of the Conference themes, agenda, speakers, and ensure successful completion of Conference outcomes. To ensure seamless delivery in the Liberian setting, CI-Liberia will collaborate with an event planner with extensive experience executing large events and has a strong presence in West Africa and especially Liberia. The goal in procuring this service is to maximize return on investment and ensure a seamless event planning process, including venue selection, event marketing, meeting management and logistics, exhibit management, registration and event technology. In addition, the Swedish firm “NIRAS” was recruited to partner with the Government of Liberia and CI to plan and organize the Oceans conference. NIRAS will be responsible for incorporating Swedish perspectives into the regional conference in consultation with the Working Group (representing government institutions) and CI.

Proposed Agenda

Day 1	Morning: Beach cleaning event Aims to support clean-up exercises on targeted beaches and to educate the local population – including graduates and students – about the steps they can take to prevent or minimize marine debris and plastic waste.
Day 2	Evening: Arrival and registration at hotel and cocktails
Day 3	Morning: Registration Official Opening – Invited dignitary Plenary session – Keynote speaker(s), followed by tea and coffee break Plenary Session- High level Panel Discussion Afternoon: Lunch Parallel sessions (key themes) Evening: Conference Gala Dinner
Day 4	Morning: Parallel sessions (key themes) Afternoon: Lunch Afternoon: Development of Conference Action Plan 4pm: Closing session
Day 5	Optional field trip – Marshall Wetlands Proposed Multiple Use Reserve
*There will be simultaneous interpretation in English and French throughout the meeting.	



III. Key Tasks, Scope of Work for the Event Planner, and Deliverables

Conservation International is seeking a company or an organization to serve as the Event Planners for this 4-day international conference. The event planner will head all event planning activities, oversee the event team, and ensure high quality delivery to international standards.

This includes:

- Develop, manage and execute master event logistical plan and timeline for a 250-person environmentally friendly event
- Create, manage and reconcile event budgets, expenses and timelines. Adhere to project timelines and budget guidelines.
- Participating in the development of the Conference Agenda along with CI, the Swedish Embassy, their consultants NIRAS, and the government of Liberia
- Maintain regular and ongoing communication and coordination with the workshop team
- Managing participation including, collecting email addresses and contact numbers of participants, sending out invitation to participants in a format cleared by the Embassy, CI and Government of Liberia and developing and managing online registration and participation
- Develop and implement a conference marketing campaign including public relation and communication for the event, pre, during and post conference
- Handle all aspects related to the event organization including relationships with vendors, venues, publicity, accommodation, transportation, feeding etc., in collaboration with CI, the Swedish Embassy, their consultants NIRAS and the government of Liberia
- Support the organization of a beach cleanup day

IV. Minimum Qualifications

- Minimum 5 years' experience in all aspects of event planning specifically \conferences & international events, meetings and workshops
- Proven track record in delivering high quality events in Liberia for at least 150 persons
- Proven experience in communications, outreach and media relations
- Ability to develop online platforms for conference and communicate with participants both in Liberia and throughout the globe
- Experience managing events across Africa particularly West Africa
- Experience managing volunteer team
- Experience managing event budgets of up to USD 200,000
- Demonstrated excellence in organization and project management skills
- Energetic, innovative, creative self-starter
- Problem solver and results oriented
- Able to work well under pressure of event deadlines
- Ability to prioritize tasks in a fast-paced environment
- Experience in both English and French
- Must be a legal entity qualified to operate in Liberia and under Liberian laws



V. Instructions for Proposal Submission:

Interested Parties must submit their Proposal (PDF version) to Conservation International by **Wednesday, December 12, 2018**. Email address: hrliberia@conservation.org

The Proposals MUST INCLUDE:

Technical:

The offer must be submitted in English Language. The following should be included in the offer:

- Organization Overview- Name, size, years of experience, Description of services offered
- Description of detailed work plan, approach, and timeline to meet the expected deliverables- No more than 7 pages outlining overall concept of the event
- Summaries, documents and photos of events the applicant has planned that demonstrate experience in every facet of the event (research, design, planning, calendar, logistical needs, budget, and evaluation can be included as attachments to the proposal)
- CVs of key personnel that will be assigned to the implementation of the proposed methodology, clearly defining the roles and responsibilities.
- Legal registration documents, including business registration, tax clearance, etc
- Evidence of the existence of a bank account in the name of the organization/company

Financial:

A detailed budget in USD with a brief narrative. The budget must show the level of effort and the number of staff involved in this assignment. CI is estimating a range of US\$150,000- US\$ 220,000 for this assignment.

VI. Evaluation and Basis for Award:

Award (s) will be made to the offeror (s) whose proposal is determined to be responsive to this solicitation document, meets the eligibility criteria stated in this RFP, meets the technical capability requirements, and is determined to represent the most advantageous to CI.

- Relevant Technical Expertise [20 PTS]
- Past performance [10 PTS]
- Approach, Timeline and Detailed work plan [40 PTS]
- Budget [30 PTS]

VII. Terms of the Contract:

This is a request for proposal only and in no way, obligates CI to award a contract. In the event of contract negotiation with a successful offeror, CI will issue contract using appropriate template. The terms of the contract are non-negotiable.

ETHICS STANDARDS

Conservation International's reputation derives from our commitment to our core values: Integrity, Respect, Courage, Optimism, and Passion and Teamwork. CI's Code of Ethics (the "Code") provides guidance to CI employees, service providers, experts, interns, and volunteers in living CI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to.

Any violations of the Code of Ethics should be reported to CI via its Ethics Hotline at www.ci.ethicspoint.com.

CI relies on the personal integrity, good judgment and common sense of all third parties acting on behalf, or providing services to the organization, to deal with issues not expressly addressed by the Code or as noted below.

Integrity:

- Act in good faith, responsibly, with due care, competence and diligence and maintain the highest professional standards at all times.
- Comply with all contractual terms as well as all applicable laws, rules and regulations, domestic and international, in every country where Services are carried out.
- Provide true representation of all Services performed.
- Never engage in any of the following acts: falsification of business document or receipts, theft, embezzlement, diversion of funds, bribery, or fraud.

Transparency:

- Avoid conflicts of interest and not allow independent judgment to be compromised.
- Not accept gifts or favors from sub-contractors, suppliers or other 3rd parties that would negatively impact the provision of Services to CI.

Accountability:

- Disclose to CI, at the earliest opportunity, any information you have or become aware of, that may result in a real or perceived conflict of interest or impropriety.
- Implement activities, provide Services, and manage staff and operations in a professionally sound manner, with knowledge and wisdom with the goal of a successful outcome per the terms of this Agreement.

Confidentiality:

- Not disclose confidential or sensitive information obtained during the course of your work with CI.
- Protect confidential relationships between CI and other 3rd parties.

Mutual Respect and Collaboration:

Engage with indigenous peoples and local communities in which CI works in a positive and constructive manner that respects the culture, laws, and practices of those communities, with due regard for the right of free, prior and informed consent.