



**REQUEST FOR PROPOSALS**  
CONSULTANCY OF A BASELINE SURVEY FOR THE USAID  
CONSERVATION OF THE MAASAI MARA LANDSCAPE (CMML)

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# **PART 1: INSTRUCTIONS AND CONDITIONS TO BIDDERS**

## **1.1. INTRODUCTION**

The Maasai Mara Wildlife Conservancies Association (MMWCA) is a membership organization for Mara conservancies, open to any existing or upcoming wildlife conservancy whose land is part of or integral to the greater Maasai Mara ecosystem. MMWCA aims to meet the following strategic outputs:

1. Conservancies' governance is strengthened.
2. Conservancies and wildlife corridors established and maintained in the Mara ecosystem.
3. Regional and National partnerships strengthened to support the growth of the Mara conservancies.
4. Communication and coordination across the landscape are enhanced.
5. Diversified and resilient revenue models for conservancies established and supported.
6. MMWCA's organizational capacity is enhanced to deliver its mission.
7. Gender equity is enhanced in the Mara landscape.

As an umbrella body for conservancies in the Mara landscape, MMWCA has 24 member conservancies who are at different stages of development. The Conservancies are mainly supported through a partnership between the Landowners and Tourism Investors, with the Association playing the coordination role. Landowners in the Mara commit their land to conservation by signing leases and, in turn, get guaranteed income. The CMML activity aims to secure biodiversity and improve livelihoods in the Mara landscape.

## **1.2. SUMMARY**

MMWCA invites your organisation to submit a technical and cost proposal for the consultancy of a baseline survey for the USAID Conservation of the Maasai Mara Landscape (CMML). 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: 15<sup>th</sup> July 2024
- RFP closing date and time: 29<sup>th</sup> July 2024, 17:00 EAT
- Estimated contract award date: 6<sup>th</sup> August 2024

## **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 Charles Amenity [charles@maraconservancies.org](mailto:charles@maraconservancies.org) and Eric Reson [eric@maraconservancies.org](mailto:eric@maraconservancies.org) . No other MMWCA personnel are to be contacted in relation to this RFP. Proposers must submit questions no later than 22<sup>nd</sup> July 2024, 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 29<sup>th</sup> July 2024, 17:00 EAT by email to: [procurement@maraconservancies.org](mailto:procurement@maraconservancies.org) and copy [contact@maraconservancies.org](mailto:contact@maraconservancies.org). The subject heading of the email should be 'RFP for the consultancy of a baseline survey for the USAID Conservation of the Maasai Mara Landscape (CMML) 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 29<sup>th</sup> 2024

Proposals should be emailed to: [procurement@maraconservancies.org](mailto:procurement@maraconservancies.org) and copy to [contact@maraconservancies.org](mailto:contact@maraconservancies.org)

## **PART 2: REQUIREMENTS**

### **1. OBJECTIVES**

The Maasai Mara in southern Kenya is an ecologically significant landscape holding about 25% of the country's wildlife and is also home to a pastoralist community of roughly over 200,000. While fairly well protected with a national reserve and assemblages of community conservancies, up to 70% of wildlife species live temporarily outside protected areas or migrate between them. Therefore, there is an urgent need to secure wildlife dispersal areas and migration corridors between protected areas, as they provide genetic viability and give seasonal access to additional grazing, water resources and breeding sites. But securing wildlife habitats also demands enhancing the livelihoods of communities that depend on that same ecosystem. Moreover, other challenges include limited infrastructure, inadequate water access points, lack of a landscape monitoring system hence uncoordinated data collection and absence of ecological monitoring at the conservancy level, and inequity in the distribution of conservancy benefits as women and youth, climate change and lack of access to suitable habitats outside protected areas.

These challenges necessitate an integrated approach for further development and sustainability of the related tourism economy as a major foreign exchange source in Kenya, especially in communal conservancies. So far, half of the ecosystem has been protected, and substantial benefits have been realized through the Mara Conservancies' model. Still, there is an opportunity to scale up interventions to enhance sustainability and optimize impact through strategic partnerships, including the private sector. The Conservation of the Maasai Mara Landscape Program presents an opportunity to build on the foundational work the Maasai Mara Wildlife Conservancies Association and other partners are doing in the landscape while drawing on the unique strengths of various strategic partners.

### **2. PROJECT OVERVIEW**

The CMML activity presents an opportunity to strengthen the partnership between the indigenous Maasai community and the investors in the Mara landscape. The activity aims to accelerate business growth and promote biodiversity conservation. Challenges, including population pressure and climate change, exacerbate the need to invest in and ensure the conservation of the ecologically significant landscape.

### **3. PURPOSE**

The overall purpose of the program is to optimize strategic partnerships and biodiversity programs to achieve, maintain, improve, and sustain biodiversity conservation and build private sector confidence and investment in the Mara landscape by systematically collaborating with the private sector, conservancies, and sub-county levels. It also seeks to complement and strengthen health services—especially related to gender-based violence—alongside conservation activities to achieve greater sustainability

### **4. EXPECTED OUTOMES**

The program will focus on four broad outcome areas as follows:

- i. Secured and sustained biodiversity through locally-led organizations and strategic partnerships;

- ii. Enhanced economic development and sustainable revenue streams for livelihood sustenance in the Mara region;
- iii. Enhanced gender equality and women empowerment including, but not limited to combatting gender-based violence and female genital mutilation; and
- iv. Promotion of indigenous people's rights.

## 5. IMPLEMENTING PARTNERS

The program will be implemented by five consortium members: the Maasai Mara Wildlife Conservancies Association (prime implementing partner), Community Health Partners, Mara Elephant Project, Indigenous Livelihood Enhancement Partners and Centre for Rights Education and Awareness.

## 6. TARGET AUDIENCE

The baseline is intended for project team, community people and stakeholders (government, non-government, camps, conservancies, community groups) to understand the current situation and gaps for sustaining biodiversity conservation and enhancing well-being of people in the Mara landscape. The groups and individuals with a major interest in the baseline survey include:

Partner Name	Main Roles in the Project
Conservancy Managers	<ul style="list-style-type: none"> <li>▪ Oversee and implement strategies to secure and sustain biodiversity, enhance economic development, promote gender equity, and uphold indigenous people's rights within conservancies.</li> </ul>
Board of Trustees/Land Owners Committees	<ul style="list-style-type: none"> <li>▪ Ensure representation and participation of women and local communities in decision-making processes and support biodiversity conservation initiatives.</li> </ul>
Conservancy Staff (e.g., Rangers)	<ul style="list-style-type: none"> <li>▪ Implement human-wildlife conflict mitigation strategies, support economic activities, and promote safe and inclusive working environments.</li> </ul>
Non-Government Partners (e.g., Mara Elephant Project, Mara Predators)	<ul style="list-style-type: none"> <li>▪ Collaborate on biodiversity conservation, economic development, gender equity initiatives, and indigenous rights promotion.</li> </ul>
MMWCA Staff	<ul style="list-style-type: none"> <li>▪ Lead the coordination and execution of programs aimed at biodiversity conservation, economic development, gender equity, and indigenous rights promotion.</li> </ul>
Women's Groups	<ul style="list-style-type: none"> <li>▪ Engage in economic activities, leadership training, advocacy, and efforts to combat harmful gender norms and practices.</li> </ul>
Youth and Persons with Disabilities (PWDs)	<ul style="list-style-type: none"> <li>▪ Participate in programs aimed at improving access to economic opportunities, vocational training, and leadership roles.</li> </ul>
Community Leaders (e.g., Cultural and Religious Leaders)	<ul style="list-style-type: none"> <li>▪ Influence and support the transformation of harmful gender norms and practices, promote indigenous rights, and engage in biodiversity conservation efforts.</li> </ul>
Government Agencies (e.g., NCG Depts. for	<ul style="list-style-type: none"> <li>▪ Develop and implement gender-responsive policies, support economic development initiatives, and promote</li> </ul>

Gender, Health, and Education, KWS, WRTI)	human rights and biodiversity conservation.
Educational Institutions	<ul style="list-style-type: none"> <li>Support initiatives to increase girls' enrollment and retention in schools, provide vocational training, and promote gender-sensitive education.</li> </ul>
Health Facilities	<ul style="list-style-type: none"> <li>Provide gender-responsive health services, including reproductive health and family planning, and support women's empowerment.</li> </ul>
Community Members	<ul style="list-style-type: none"> <li>Engage in advocacy and social change initiatives to support biodiversity conservation, gender equity, economic development, and indigenous rights.</li> </ul>
Private Sector Partners (e.g., Tourism Investors)	<ul style="list-style-type: none"> <li>Develop and support contracts that ensure equitable benefits for local communities, promote sustainable tourism, and support biodiversity conservation.</li> </ul>
Child Protection Committees	<ul style="list-style-type: none"> <li>Implement and oversee child protection policies, support efforts to eradicate harmful cultural practices, and promote gender equity.</li> </ul>

## 7. SCOPE OF ASSIGNMENT

The consultant will carry out the following:

### ***Outcome Area 1: Secured and Sustained Biodiversity through Locally-Led Organizations and Strategic Partnerships***

- Explore the Current Biodiversity Threats by assessing the impact of human population growth, poverty levels, and economic pressures on the Mara Ecosystem.
- Analyze the effects of existing and planned infrastructure developments on wildlife dispersal and migratory routes.
- Engagement communities around proposed areas of conservancies' establishment and wildlife corridors to assess level of preparedness and perception.
- Assess the effectiveness of human-wildlife conflict mitigation strategies in different clusters in the ecosystem.
- Evaluate the capacity of local communities and conservancies to respond to and manage human to human and human wildlife conflicts.

### ***Outcome Area 2: Enhanced Economic Development for Livelihood Sustenance in the Mara Region***

- Assess the current employability skills gap among youth and women.
- Evaluate the effectiveness of vocational training programs and post-training support in the landscape.
- Assess the impact of climate-resilient business practices on local livelihoods with a focus on existing nature-based enterprise development and climate resilience for women and youth.
- Evaluate the potential of tourism development on proposed tourism expansion platforms and assess the Market Analysis to identify barriers.

### ***Outcome 3: Enhance Gender Equity and Women's Empowerment***

- Assess the current levels of women's participation and representation in the county and conservancy leadership, management, and decision-making structures.
- Evaluate the inclusion of women in economic activities within the conservancies.
- Examine the prevalence and impact of harmful gender norms and practices such as female



- genital mutilation (FGM), teenage pregnancy and child marriage in the Mara region.
- Identify the key barriers to gender equity in conservancy operations, leadership roles, and community practices.
- Analyze the challenges faced by women, youth, and persons with disabilities in accessing economic opportunities and leadership positions across the 3 clusters.
- Assess the current Identified opportunities to enhance women's and girls' access to education, reproductive health services, and economic resources.
- Evaluate the capacity of local institutions, including health and educational facilities, to respond to the needs of women and girls.
- Assess the level of engagement and coordination among stakeholders, including government agencies, community leaders, and non-governmental organizations.

#### ***Outcome Area 4: Promotion of Indigenous People's Rights***

- Assess the current practice of promoting human rights within conservancies.
- Facilitate conservancy level engagement to promote understanding and adherence to FPIC
- Evaluate existing mechanisms for monitoring human rights in the mara conservancies.
- Evaluate the current state of integration of traditional knowledge in community conservation.

### **8. DELIVERABLES**

- Inception report outlining the methodology, sampled targets/sites, data collection tools, and a work plan that includes baseline planning, baseline design/methods & field schedule.
- Researchers training and field engagement report with challenges and recommendations from the field experience.
- Baseline Indicator numbers set to be determined from the MEL plan that will be provided by the MEL team.
- Draft Project Performance Assessment Report presenting findings, analysis, and recommendations alongside the raw data, Images, recordings and Consent forms obtained from respondents.
- Develop a set of monitoring tools to be used by MMWCA to adequately measure results and impact
- Final Baseline Report incorporating feedback received and addressing all evaluation objectives.

### **9. BUDGET**

- MMWCA will meet the logistics costs, including transport, accommodation and conference-related expenses for **researchers** held within Narok County.
- The proposal should therefore cover the **consultant's fee and logistics** (Accommodation & transport cost) during the period.

### **10. DURATION OF THE ASSIGNMENT**

MMWCA expects the consultant to conclude the assignment within **40days** upon Award and submit the Final Baseline Report. The final report is expected by **20<sup>th</sup> September 2024**.

### **11. QUALIFICATIONS AND EXPERTISE**

- Expertise in biodiversity conservation, including assessing threats and implementing strategies for ecosystem resilience in complex landscapes.

- Ability to engage local communities and stakeholders in discussions and assessments related to the establishment of conservancies and wildlife corridors, evaluating preparedness levels and perceptions.
- Demonstrated expertise in assessing the skills gap among youth and women and evaluating vocational training programs.
- Experience in evaluating the impact of climate-resilient business practices on local livelihoods, with a focus on nature-based enterprises and climate resilience strategies for women and youth.
- The consultant should possess strong analytical skills, excellent research abilities, and the ability to effectively communicate findings and recommendations.
- Cultural awareness and sensitivity to gender issues
- Relevant experience in gender, gender equality advocacy and programming, research and surveys;
- Proficiency in monitoring, evaluation, and learning frameworks tailored to conservation projects.

## 12. REQUIREMENTS IN RESPONSE TO THE TOR

### Statutory Submissions

Bidders that do not submit the following documents will not be considered for evaluation.

#### Individual Consultant

- PIN certificate/Tax ID
- Tax compliance Certificate

#### Company

- Company PIN/ Tax ID
- Certificate of Registration
- Tax Compliance Certificate

The following is required from the consultant in response to these terms of reference as a basis for evaluation and choice of the suitable consultant firms/individuals:

- i. Their understanding of these terms of references
- ii. A proposed methodology/approach to deliver on the scope
- iii. A capacity statement with CVs of individuals to be involved in this assignment
- iv. Proof of prior experience in undertaking similar consultancies
- v. A high-level **work plan** with a well-defined timeframe
- vi. A financial proposal embedded in the proposal with a complete cost breakdown
- vii. Statement of demonstrating your availability throughout the exercise for individual consultants.

## 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
<p><b>Mandatory Documents:</b></p> <p><u>For Companies</u></p> <ul style="list-style-type: none"> <li>i. Provide Company Profile with Organogram/Organization Chart (2 Points)</li> <li>ii. Provide Certificate of Incorporation, Certificate of Registration (1 Point)</li> <li>iii. Provide CR12 certificate (1 Point)</li> <li>iv. KRA PIN (1 Point)</li> <li>v. Provide Valid Tax Compliance Certificate (1 Point)</li> <li>vi. Copy of Utility Bill or Lease to confirm existence of the business premises (1 Point)</li> <li>vii. Describe any conflicts of interest that your company may have in entering into a relationship with MMWCA (1 Point)</li> <li>viii. Audited financial reports for the last two years (2 Points)</li> </ul> <p><u>For Individuals</u></p> <ul style="list-style-type: none"> <li>i. A detailed CV and profile of the consultant highlighting relevant experience (2 Points)</li> <li>ii. Individual KRA PIN (1 Point)</li> <li>iii. KRA Tax Compliance Certificate (1 Point)</li> <li>iv. A business registration or Incorporation certificate (1 Point)</li> <li>v. Business Permit (1 Point)</li> <li>vi. Copy of Utility Bill or Lease to confirm existence of the business premises (1 Point)</li> <li>vii. Describe any conflicts of interest that your company may have in entering into a relationship with MMWCA (1 Point)</li> <li>viii. Financial reports for the past two years (2 points)</li> </ul>	<p>10 Points</p>
<p><b>Technical Capacity</b></p> <ul style="list-style-type: none"> <li>i. <b>Expertise in Biodiversity Conservation</b> <ul style="list-style-type: none"> <li>• Demonstrated ability to assess biodiversity threats and implement effective conservation strategies aligned with human rights principles (10 Points)</li> </ul> </li> <li>ii. <b>Gender Mainstreaming and Women's Empowerment</b> <ul style="list-style-type: none"> <li>• Ability to assess integrated population, health &amp; Environment with gender equity into conservation and development projects. (10 Points)</li> </ul> </li> <li>iii. <b>Sustainable Economic Development and Human Rights</b> <ul style="list-style-type: none"> <li>• Experience in evaluating livelihoods improvement and revenue diversification through nature-based enterprises in communities aligning with human rights principles (10 Points).</li> </ul> </li> </ul>	<p>30 Points</p>

<p><b>Relevant Expertise and Qualifications</b></p> <p><u>Team Members</u></p> <ol style="list-style-type: none"> <li>i. Bachelor's degree in related field (2 Points)</li> <li>ii. 2 years of experience in related field preferably in Arid and semi-arid areas and/or Narok County (1 Points)</li> <li>iii. Demonstrated experience in similar evaluations (2 Points)</li> </ol> <p><u>Lead consultant</u></p> <ol style="list-style-type: none"> <li>i. PhD/Master's degree in related field (5 Points)</li> <li>ii. 5 years of experience in related field preferably in Arid and semi-arid areas and/or Narok County (5 Points)</li> <li>iii. Experience in evaluating community livelihoods projects. (5 Points)</li> </ol>	20 Points
<p><b>Proposed Methodology</b></p> <ul style="list-style-type: none"> <li>• Clarity of the proposed approach to address biodiversity conservation, community engagement, gender mainstreaming, sustainable economic development and human rights.</li> <li>• Detailed understanding of the Terms of References (TOR) / Methodology/Approach and Work Plan on how to undertake the assignment for each task, breakdown of activities, tools and timeline for carrying out assignment.</li> </ul>	10 Points  10 Points
<p><b>Financial Proposal</b></p> <ol style="list-style-type: none"> <li>i. Detailed financial proposal in Kenya Shillings with itemized expenses.</li> </ol> <p>The lowest cost proposal will be awarded 30 points. Other cost proposals will be awarded proportionate points as per formula:</p> $Sf = 100 \times Fm/F$ <p>Where;          "Sf" is the Financial Score,          "Fm" is the lowest price, and          "F" the price of the proposal under consideration</p>	30 Points
<p><b>Total</b></p>	<b>100 points</b>

**The minimum technical score required to pass is: 80%**  
**The contract will be awarded to the proposal with the highest score.**