



## **REQUEST FOR PROPOSALS**

CONSULTANCY FOR DEVELOPMENT OF RANGE MANAGEMENT  
PLANS FOR MARA NORTH, MARA NABOISHO AND OLARE  
MOTOROGI CONSERVANCIES MAASAI MARA

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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 serves to meet the following strategic objectives:

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, currently has 24 member conservancies at different stages of development. The Conservancies are all based on 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 averaging annual revenue paid by the Tourism Investors. As such, the partnership allows the indigenous Maasai community and the tourism operators to earn an income and realize economic development.

## **1.2. SUMMARY**

MMWCA invites your organization to submit a technical proposal for the development of range management plans for Mara North, Mara Naboisho And Olare Motorogi conservancies maasai mara . 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: 19<sup>th</sup> July 2024
- RFP closing date and time: 3<sup>rd</sup> August 2024, 17:00 EAT
- Estimated contract award date: 10<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 David Kinanta [kinanta@maraconservancies.org](mailto:kinanta@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 26<sup>th</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 3<sup>rd</sup> August 2024, 17:00 EAT by email to: [procurement@maraconservancies.org](mailto:procurement@maraconservancies.org) . The subject heading of the email should be 'RFP for the development of range management plans for Mara North, Mara Naboisho And Olare Motorogi conservancies Maasai Mara 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, August 3<sup>rd</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. Background and Context

#### Overview of the Mara conservancies

The Mara conservancies are group conservancies founded by pooling land from nearby private landowners. The Mara Conservancies are located adjacent to the Maasai Mara National Reserve. To date, the Mara landscape has 24 conservancies, ranging from well-established to newly founded, developing, and prospective conservancies. Among the well-established, conservancies in the landscape are Mara North, Mara Naboisho and Olare Motorogi conservancies. The three conservancies are interrelated and share many similarities in terms of administration and land ownership. These conservancies are critical to protecting the region's natural integrity and biodiversity, as well as promoting sustainable tourism and local community livelihoods.

However, conservancies suffer social, economic, and environmental challenges that jeopardize their fundamental foundation and viability. Climate change, rapidly growing human population, unsustainable land use trends, land degradation, human-wildlife conflicts, uncontrolled livestock numbers, poor range and pasture management, and inadequate research are just a few of the numerous social, economic, and ecological challenge. In light of these concerns, conservancies need to develop comprehensive integrated natural resources management plans to enhanced biodiversity conservation and livelihoods improvement.

#### Overview of Mara North, Mara Naboisho and Olare Motorogi Conservancies.

**Mara North Conservancy (MNC):** Mara North Conservancy is a private wilderness area covering over 28,486 hectares (70,391 acres). Established in January 2009, it is a not-for-profit entity formed through a partnership between 12 tourism operators and 768 Maasai landowners. MNC is integral to the Maasai Mara ecosystem, located in the north-western zone and bordering the Maasai Mara National Reserve. The conservancy focuses on rehabilitating degraded areas, restoring natural habitats, and reclaiming migratory corridors. Efforts include reducing fences and blocking wildlife corridors, decreasing land subdivisions and sales by 40%, and collaborating with partner organizations to control incompatible land uses. These initiatives support long-term commitments to the environment, wildlife, and local communities.

**Naboisho Conservancy:** Established in 2010, the Mara Naboisho Conservancy spans 50,000 acres and is located within the Greater Mara Region. It was carved out of the Koiyaki-Lemek Group Ranch and borders the Maasai Mara National Reserve, Olare Motorogi Conservancy, and Ol Kinyei Conservancy. Naboisho is known for limiting tourist numbers, ensuring a more exclusive and sustainable wildlife viewing experience. The conservancy boasts one of the highest densities of lions in Africa and is home to diverse wildlife, including elephants, giraffes, and rare species like the wild dog. Naboisho promotes a community conservation approach, integrating responsible tourism with efforts to conserve biological resources and the socio-cultural heritage of the Maasai community. The model provides sustainable livelihoods for over 500 Maasai landowners, with conservancy fees directed back to them.

**Olare Motorogi Conservancy (OMC):** Olare Motorogi Conservancy, formed in 2006 from the merger of Olare Orok and Motorogi sub-conservancies, covers 35,000 acres. Located on the northern fringe of the Maasai Mara National Reserve, it was established by 277 Maasai landowners. The conservancy's management model involves landowners leasing their land to a Land Holding Company, which contracts it to a management company. This partnership balances traditional pastoralist interests with commercial

tourism, ensuring sustainable land use and guaranteed income for landowners. OMC addresses environmental challenges such as range degradation, biodiversity loss, and overgrazing through controlled grazing policies and sustainable land management practices. The conservancy aims to develop a rangeland management plan to guide ecosystem utilization, ensuring a balanced approach to tourism, livestock, community livelihoods, and biodiversity conservation.

## **Rangeland Management**

Open grassland accounts for roughly 49.49% of the land cover in the Mara Ecosystem, including conservancies. Range management in conservancies, including Mara North, Mara Naboisho, and Olare Motorogi, is primarily concerned with livestock grazing and related ecosystem products. These conservancies use a diversified approach to rangeland management, concentrating on sustainable rangeland management to solve common socioeconomic and environmental concerns. The most frequent strategies include:

- **Rehabilitation and Restoration:** Reclaiming degraded areas and restoring natural habitats to support wildlife and ecosystem health.
- **Community Engagement:** Involving local Maasai communities in conservation efforts and providing sustainable livelihoods through land leasing and tourism revenue.
- **Sustainable Tourism:** Limiting tourist numbers to reduce environmental impact and ensure exclusive wildlife experiences.
- **Controlled Grazing:** Implementing policies to manage livestock grazing, preventing overgrazing and supporting healthy rangelands.
- **Conservation Partnerships:** Collaborating with organizations to reduce incompatible land uses and promote coordinated development.

By adapting a better plan with clear strategies, the conservancies aim to create a sustainable balance between conservation, tourism, and community development, ensuring the long-term viability of the Maasai Mara ecosystem.

## **2. SCOPE OF THE WORK**

The assignment's goal is to develop a long-term range management plan for the three (3) conservancies Mara North, Mara Naboisho and Olare Motorogi that will guide range management, utilization, assessment and monitoring, range restoration and improvement interventions for enhanced range management, biodiversity conservation and livelihood improvement.

### **Specific Objectives**

- To evaluate existing range management practices, monitoring, and utilization in three conservancies (Mara North Conservancy, Mara Naboisho, and Olare Motorogi ) highlighting both challenges and opportunities for enhanced range land management and conservation
- To assess land degradation types and trends in the 3 conservancies, their key drivers, identify



- causes and recommend key management interventions to mitigate negative impact for sustainable range management.
- iii. To identify and map degraded sites in the conservancies and recommend approaches to reclaim and restore the sites.
  - iv. To identify and map invasive plants species in the 3 conservancies and recommend key management interventions.
  - v. To develop a comprehensive, participatory range management plan and implementation strategies for 3 conservancies of Mara North, Mara Naboisho and Olare Motorogi with norms of optimal and sustainable livestock and wildlife grazing for the conservancy.

## **2.1. SCOPE OF ASSIGNMENT**

The consultant shall be responsible for

- Develop methodology detailing how the consultant will undertake the work contemplated in the terms of reference including how to engage key actors in order to acquire relevant information on range management in the conservancies.
- Comprehensive review of existing conservancy rangelands management practices, utilization, assessment and monitoring strategies.
- A detailed assessment of nature/types of land degradation in three conservancies (Mara North, Mara Naboisho and Olare Motorogi) , key drivers for land degradation, causes and management interventions to mitigate negative impact for sustainable ecosystem management.
- Using GIS, identify and map conservancies degraded and critical areas for restoration and recommend management interventions
- Using GIS application undertake land cover analysis, for the conservancies and produce land cover maps.
- Identify and map invasive plant species in three target conservancies and recommend management interventions.
- Field visit to relevant locations and one on one discussions with stakeholders including land owners, tourism partners, conservancy management and other key stakeholders.
- A detailed ecological condition of pastures and existing vegetation, with the current grazing system.
- An analysis of the conservancy carrying capacity and proposed strategies for addressing carrying capacities for sustainable range management, livelihood and biodiversity conservation.
- Align the conservancy rangeland management plan with conservancy management plan, ecosystem management plan and other policy documents.
- Develop a range management plan and implementation strategies and present to the conservancies management and other stakeholders for validation and adoption.

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## **2.2. DELIVERABLES**

The consultant is expected to deliver the following:

- i. An inception report detailing how the consultant will undertake the work contemplated in terms of reference.
- ii. Draft rangeland management plans for the 3 conservancies' (Mara North, Mara Naboisho and Olare Motorogi Conservancies)
- iii. Presentation: A power point presentation summarizing the key findings and recommendations for stakeholders
- iv. Final validated range management plans the three conservancies (Mara North, Mara Naboisho and Olare Motorogi) Conservancies.

## **2.3. DURATION**

The successful bidder shall be engaged by MMWCA for a period of 2 months.

## **2.4. PAYMENT TERMS**

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

## **2.5. APPLICATION REQUIREMENTS**

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

### **2.5.1. Individual/company consultant profile**

- Individual /company pin certificate/Tax ID
- Certificate of registration
- Valid Tax compliance
- Dully filled, signed and stamped conflict of interest form.

### **2.5.2. Technical proposal detailing:**

- Technical proposal outlining the approach for developing range management plan, research design and methodology. The proposal must demonstrate strong ability to achieve program objectives
- A proposed process and work plan for the exercise with clear timelines.
- A summary of the most relevant skills and experience of the proposed lead consultant and the consultant(s) together with her/his CV showing relevant previous assignments and clients. (Annex CVs separately).

### **2.5.3. Financial proposal detailing:**

- MMWCA will meet the logistics costs, including transport, accommodation and meeting/conference- related expenses for this assignment. The proposal should therefore cover consultant fee only.

## 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> <ul style="list-style-type: none"> <li>i. Certificate of Registration /Incorporation (2 Points)</li> <li>ii. Valid Tax Compliance certificate (2 Points)</li> <li>iii. Dully filled, signed and stamped supplier information form (1 Point)</li> <li>iv. Dully filled, signed and stamped conflict of interest form (1 Point)</li> </ul>	10 Points
<p><b>Relevant Expertise and Qualifications</b></p> <ul style="list-style-type: none"> <li>i. Demonstrate expertise in areas of rangeland and natural resources planning and management. (5 Points)</li> <li>ii. Experience in designing range management plans, rangeland monitoring and assessment protocols and implementation strategies in livestock –wildlife interfaces with evidence of similar work completed – 2 completed assignment of similar nature. Attach Contracts/LPO/LSOs. (5 Points)</li> <li>iii. Experience in rangeland management planning at the local level, within Maasai mara ecosystem will be an added advantage-2 points</li> <li>iv. Experience using GIS software to analyze land degradation and land cover trends, and providing high-quality maps with evidence of similar work accomplished. Attach Contracts/LPO/LSOs. (3 Points)</li> <li>v. Demonstrate expertise in developing rangeland restorations protocols/frameworks-2Marks</li> <li>vi. Exhibit competence and awareness of holistic plan grazing management methodologies, carrying capacity, pastures, and livestock management innovation-2marks</li> </ul>	20 Points
<p><b>Relevant Qualifications</b></p> <ul style="list-style-type: none"> <li>• Post graduate degree (MSc and/or PhD) in natural resources related field with extensive knowledge in rangeland management/ ecology or related field</li> <li>• .At least 10 years of working experience in rangeland resources management, rangeland inventory, monitoring and assessment</li> <li>• Excellent report writing skills, spoken and written English.</li> </ul>	20 Points

<p><b>Proposed Methodology</b></p> <p>i. 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.</p>	<p>20 Points</p>
<p><b>Financial Proposal</b></p> <p>i. Detailed financial proposal in Kenya Shillings with itemized expenses.</p> <p>The lowest cost proposal will be awarded 30 points. Other cost proposals will be awarded proportionate points as per formula:</p> <p><math>S_f = 100 \times F_m/F</math></p> <p>Where;  “Sf” is the Financial Score,  “Fm” is the lowest price, and  “F” the price of the proposal under consideration</p>	<p>30 Points</p>
<p><b>Total</b></p>	<p><b>100 points</b></p>

**The minimum technical score required to pass is: 80%**

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

