



Request for Proposals

Title: Communications consultancy for the Blue Nature Alliance

RFP No: Alliance 005

Date of Issuance: 17 November 2025

1. Background

The Blue Nature Alliance (the Alliance) is a global partnership working to catalyze large-scale ocean conservation by supporting the designation and effective management of marine protected areas (MPAs). A joint initiative of the Global Environment Facility, The Pew Charitable Trusts, Conservation International, Minderoo Foundation, and the Rob Walton Foundation, the Alliance collaborates with governments, NGOs, scientists, and communities to accelerate protection of at least 30% of the global ocean.

To enhance the visibility and impact of our work at specific priority sites, the Alliance seeks strategic communications support from a qualified agency or team to develop and help implement tailored communications strategies for selected locations. The consultancy will provide communications support that serves both site-specific strategic objectives (e.g., advancing conservation or policy outcomes) and Alliance-level visibility goals.

2. Project Overview

Blue Nature Alliance seeks a partner agency to provide strategic communications expertise in support of a portfolio of large-scale area-based ocean conservation projects that, together, will safeguard 5% of the global ocean, and contribute towards the Kunming-Montreal Global Biodiversity Framework target of protecting 30% of the ocean by 2030 (30x30).

General areas of support may include:

- Advising the Alliance and relevant implementing partners on effective communications strategies as part of a broader political and outreach strategy,
- Producing relevant communications assets tailored towards specific policy outcomes/audiences, and
- Relevant event planning and communications to advance ocean conservation strategies, elevate the work of our partners, and where relevant, support brand visibility for the Blue Nature Alliance.

3. Terms of Reference, Deliverables and Deliverables Schedule

Objective: To create and implement site-specific communications strategies that address both immediate and long-term priorities as part of larger political strategies developed by Blue Nature Alliance site leads and partners for priority sites. These strategies should elevate the visibility of site-level work when appropriate, support national and regional conservation goals, and contribute to the overall positioning of the Alliance as a global leader in large-scale ocean protection. By the conclusion of the consultancy, the selected firm will deliver priority communication materials and provide guidance on future communication milestones and activities.



The successful applicant will be responsible for:

- Providing strategic communications guidance as part of the broader political and advocacy strategy developed with Blue Nature Alliance site leads and implementing partners.
- Developing and delivering communications materials tailored to priority audiences and policy objectives.
- Leading event-related communications that advance ocean conservation strategies, highlight partner achievements, and, where appropriate, enhance the visibility of the Blue Nature Alliance brand.
- Not required, but a plus if applicant has experience in aligning communications with fundraising and donor engagement efforts to help maximize impact.

4. Key deliverables:

- In consultation with the Blue Nature Alliance, identify approximately three potential geographic sites for in-depth communications strategies. Work with site leads and Alliance communications team to design communications strategies tailored to each site and implement associated activities, all in support of delivering the Alliance's overarching political/advocacy objectives.
- As identified in communications strategies, support development of strategic communications products such as:
 - Fact sheets
 - Social media content
 - Infographics
 - Press materials
 - Media outreach and other earned or paid media
 - Talking points
 - Presentations or toolkits
 - Multimedia products including short videos
- Support Alliance global events and cross-cutting communications needs in order to advance ocean conservation strategies, elevate the work of our partners, and where relevant, support brand visibility for the Alliance, including at key events.
- Participate in periodic coordination meetings with the Alliance communications team and relevant Alliance staff/partners as needed (at a minimum, once a month).
- Prepare and submit monthly progress summaries outlining key activities, deliverables, and recommendations.

The consultant will receive technical direction from the Alliance communications leads and will coordinate closely with site leads. The consultant will communicate among this team for frequent progress updates and collaboration and will seek to align the communication strategy with Alliance goals and members.

5. Timeline: This contract will span a period of one year, with the possibility of extension or renewal.

The Alliance is looking to issue this contract as soon as possible. Submissions should be sent to ciprocurement@conservation.org no later than **December 8, 2025**.

6. Submission Details

- a. **Deadline.** Proposals must be received no later than December 8, 2025. Proposals must be submitted via email to ciprocurement@conservation.org. All proposals are to be submitted following the guidelines listed in this RFP.
- b. **Validity of bid.** 120 days from the submission deadline
- c. **Clarifications.** Questions may be submitted to ciprocurement@conservation.org by the specified date in the timeline below. The subject of the email must contain the RFP number and title of the RFP. CI will respond in writing to submitted clarifications by the date specified in the timeline below. Responses to questions that may be of common interest to all bidders will be posted to the CI website and/or communicated via email.
- d. **Amendments.** At any time prior to the deadline for submission of proposals, CI may, for any reason, modify the RFP documents by amendment which will be posted to the CI website and/or communicated via email.

7. Minimum Requirements

- Demonstrated experience developing comprehensive communications strategies across diverse geographies to achieve short-term and long-term goals and advocacy communications.
- Demonstrated experience writing story-driven content about complex technical subjects and projects in a variety of formats (e.g., newsletters, presentations, op-eds/blogs, videos, one-pagers).
- Ability to manage communications project budgets, production schedules, and vendors.
- Knowledge of marine conservation, decision-makers engagement, and international processes.
- Graphic design skills desired
- Fluency in English required. Fluency in Spanish and Portuguese is desired.

8. Proposal Documents to Include

- a. Signed cover page on bidder's letterhead with the bidder's contact information.
- b. Signed Representation of Transparency, Integrity, Environmental and Social Responsibility (Attachment 1)
- c. Technical Proposal.
 - i. Individual/Corporate Capabilities, Experience, Past Performance, and 2 client references, preferably from 2 different geographies. Please include descriptions of similar projects or assignments and at least two client references.
 - ii. Qualifications of Key Personnel. Please attach CVs that demonstrate how the individual/team proposed meets the minimum requirements listed in section 5 (Minimum Requirements).
 - iii. Technical Approach, Methodology and Detailed Work Plan. The Technical Proposal should describe in detail how the bidder intends to carry out the requirements described in the Terms of Reference in Section 3.
- d. Cost Proposal. Offerors shall use the cost proposal template (Attachment 3). Please note: Travel should not be needed to complete this work.

- 9. Evaluation Criteria** In evaluating proposals, CI will seek the best value for money considering the merits of the technical and costs of proposals. Proposals will be evaluated using the following criteria:

Evaluation Criteria	Score (out of 100)
Is the bidder fluent in English?	Y/N
Is the bidder fluent in Spanish?	Y/N
Is the proposed approach and methodology appropriate to the assignment and practical in the prevailing project circumstances	30%/30 Max points
Is the presentation clear, logical, realistic and promise efficient implementation to the project?	10%/10 Max points
Does the bidder's past performance demonstrate recent proven experience doing similar work?	25%/25 Max points
Does the bidder and/or the proposed personnel have the specific technical expertise needed for the assignment?	25%/ 25 Max points
Cost: Costs proposed are reasonable and realistic, reflect a solid understanding of the assignment.	10%/ 10 Max points

10. Proposal Timeline

RFP Issued	17 November 2025
Clarifications submitted to CI	24 November 2025
Clarifications provided to known bidders	26 November 2025
Complete proposals due to CI	8 December 2025
Interviews conducted	23 December 2025
Final selection	5 January 2026

11. **Resulting Award** CI anticipates entering into an agreement with the selected bidder by January 5, 2026. Any resulting agreement will be subject to the terms and conditions of CI's Services Agreement. A model form of agreement can be provided upon request.

This RFP does not obligate CI to execute a contract, nor does it commit CI to pay any costs incurred in the preparation or 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. CI will, in its sole discretion, select the winning proposal and is not obligated to share individual evaluation results.

12. **Confidentiality** All proprietary information provided by the bidder shall be treated as confidential and will not be shared with potential or actual applicants during the solicitation process. This includes but is not limited to price quotations, cost proposals and technical proposals. CI may, but is not obliged to, post procurement awards on its public website after the solicitation process has concluded, and the contract has been awarded. CI's evaluation results are confidential, and applicant scoring will not be shared among bidders.



13. Code of Ethics All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with CI's Code of Ethics [for GCF-funded projects only, add: "and the Green Climate Fund's Policy on Prohibited Practices"]. Conservation International's reputation derives from our commitment to our values: Integrity, Respect, Courage, Optimism, 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 violation of the Code of Ethics, as well as concerns regarding the integrity of the procurement process and documents should be reported to CI via its Ethics Hotline at www.ci.ethicspoint.com.

14. Attachments:

Documents to be submitted alongside your proposal must include the following Attachments

- Representation of Transparency, Integrity, Environmental and Social Responsibility
- Cost Proposal Template



Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

RFP No.

UEI Number (if applicable): XXX-XXX-XXX

All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with CI's Code of Ethics. CI's Code of Ethics 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.

I. With respect to CI's Code of Ethics, we certify:

- a. We understand and accept that CI, its contractual partners, grantees and other parties with whom we work are expected to commit to the highest standards of Transparency, Fairness, and Integrity in procurement.

II. With respect to social and environmental standards, we certify:

- a. We are committed to high standards of ethics and integrity and compliance with all applicable laws across our operations, including prohibition of actions that facilitate trafficking in persons, child labor, forced labor, sexual abuse, exploitation or harassment. We respect internationally proclaimed human rights and take no action that contributes to the infringement of human rights. We protect those who are most vulnerable to infringements of their rights and the ecosystems that sustain them.
- b. We fully respect and enforce the environmental and social standards recognized by the international community, including the fundamental conventions of International Labour Organization (ILO) and international conventions for the protection of the environment, in line with the laws and regulations applicable to the country where the contract is to be performed.

III. With respect to our eligibility and professional conduct, we certify:

- a. We are not and none of our affiliates [members, employees, contractors, subcontractors, and consultants] are in a state of bankruptcy, liquidation, legal settlement, termination of activity, or guilty of grave professional misconduct as determined by a regulatory body responsible for licensing and/or regulating the offeror's business
- b. We have not and will not engage in criminal or fraudulent acts. By a final judgment, we were not convicted in the last five years for offenses such as fraud or corruption, money laundering or professional misconduct.
- c. We are/were not involved in writing or recommending the terms of reference for this solicitation document.
- d. We have not engaged in any collusion or price fixing with other offerors.



- e. We have not made promises, offers, or grants, directly or indirectly to any CI employees involved in this procurement, or to any government official in relation to the contract to be performed, with the intention of unduly influencing a decision or receiving an improper advantage.
- f. We have taken no action nor will we take any action to limit or restrict access of other companies, organizations or individuals to participate in the competitive bidding process launched by CI.
- g. We have fulfilled our obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country where the contract is to be performed.
- h. We have not provided, and will take all reasonable steps to ensure that we do not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitate, or participated in terrorist acts, and we are compliant with all applicable Counter-Terrorist Financing and Anti-Money Laundering laws (including USA Patriot Act and U.S. Executive Order 13224).
- i. We certify that neither we nor our directors, officers, key employees or beneficial owners are included in any list of financial or economic sanctions, debarment or suspension adopted by the United States, United Nations, the European Union, the World Bank, or General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension".

Name: _____

Signature: _____

Title: _____

Date: _____

Attachment 2: Cost Proposal Template

The cost proposal must be all-inclusive of profit, fees or taxes. Additional costs cannot be included after award, and revisions to proposed costs may not be made after submission unless expressly requested by CI should the offerors proposal be accepted. Nevertheless, for the purpose of the proposal, Offerors must provide a detailed budget showing major expense line items. Offers must show unit prices, quantities, and total price. All items, services, etc. must be clearly labeled and included in the total offered price. All cost information must be expressed in [USD](#).

If selected, Offeror shall use its best efforts to minimize the financing of any taxes on goods and services, or the importation, manufacture, procurement or supply thereof. If Offeror is eligible to apply for refunds on taxes paid, Offeror shall do so. Any tax savings should be reflected in the total cost.

Cost Breakdown by Cost Component [\(example\)](#)

Description	Unit of measure (day, month etc.)	Total period of engagement	Unit cost/rate	Total Cost for the Period
Consultant 1				
Consultant 2				
Sub-total Personnel				
Travel Costs (if applicable)				
Other related Costs (please specify)				
Total Cost of Financial Proposal				