



## REQUEST FOR PROPOSAL (RFP)

**RFP No.: RFP/NNF-NAP/05-2025**

**Issuance Date: Friday, 23 May 2025**

**Closing Date & Time: ~~Friday, 20 June 2025 at 17h00~~ – Local Time, Windhoek, NAMIBIA**

**Closing Date & Time Extended to: Thursday, 26 June 2025 at 17h00 - Local Time, Windhoek, NAMIBIA**

**Subject: Request for Proposals (RFP) for Outreach & Communications for the project “Strengthening Adaptation Planning & Coordination in Namibia”**

Dear Prospective Bidder,

We kindly request qualified bidders to submit a proposal to render outreach and communications services as detailed in Annexure 1 of this request for proposal document (RFP).

The NNF is serving as the delivery partner for the project, “Strengthening Adaptation Planning and Coordination in Namibia” which is funded by the Green Climate Fund (GCF), while the Ministry of Environment and Tourism is the focal point.

All procurement activities are carried out in adherence to the highest professional, ethical, moral and legal standards, as per NNF’s procurement policy, ensuring that no situations of compromise arise.

If you are interested in bidding for this tender, and available during the timeframe stipulated, please submit your proposal comprising of both a financial and a technical component. The financial proposal must be submitted as a separate attachment.

### **General Requirements:**

- (a) The application proves financial and technical capabilities to execute the work.
- (b) Evidence submitted should include: previous experience of similar work and a list of previous clients. Please also submit the CVs of key personnel with the proposal.
- (c) Bidders should submit a statement on past and present declaration of ineligibility, if any, by any local/international agency or any termination of contract for unsuccessful completion of assignment, giving adequate details to enable a fair assessment.
- (d) Applicants shall bear all costs associated with the preparation and submission of their application and the NNF will not be responsible or liable for those costs regardless of the conduct or outcome of the application process.



- (e) By way of responding to the call for proposal, the applicant accepts that all answers to be provided are legally binding and should the need arise, may be used as evidence in a court of law. Also, the NNF reserves the right to verify the accuracy of any answers provided herein. Any information provided that is not correct shall lead to disqualification of the applicant.
- (f) Any other relevant documentation.

### **Eligibility Criteria**

All bidders shall submit together with their bid the following documentary evidence. Failure to submit may result in the disqualification of your bids.

- (a) Have a certified copy of the company registration documents (founding statement).
- (b) Have a valid certified copy of the Good Standing Certificate with Namibia Revenue Agency (NAMRA).

### **Declaration of Undertaking**

Bidders are required to subscribe to or sign the Declaration of Undertaking attached as Annexure 2.

### **Preparation of the Bid**

You are requested to submit a proposal for the services mentioned in Annex 1, by preparing, signing and submitting the following:

- (a) A bid submission letter (own format).
- (b) A company/firm profile with all information relating to company background, list of completed and ongoing contracts of a similar nature, and contactable references.
- (c) Curriculum Vitae of personnel relevant for the assignment.
- (e) Brief Technical Proposal (10 pages maximum) including a workplan and realistic delivery timelines.
- (f) Financial offer/quotation with cost breakdowns.
- (h) Any other attachment as deemed appropriate.

Potential bidders are advised to carefully read the complete invitation to tender document, especially the general requirements and eligibility criteria, before preparing your bid. It is the obligation of the Bidder to familiarise himself/herself and fully understand the contents of this request for proposal.



### **Payment Terms:**

The payment schedule is outlined in Section IX “Payment Schedule” of the Terms of Reference, shall be dependent on the funds available and shall be discussed with the successful bidder.

### **Deadline for Submission of Proposals:**

Proposals should be sent via email to [TS@nnf.org.na](mailto:TS@nnf.org.na) before or on **Friday, 20 June 2025 by 17h00**. Late submissions will not be accepted. Proposals should be addressed to: Namibia Nature Foundation Project Office, c/o Hosea Kutako Drive & Mozart Street, Windhoek-West, Windhoek. P.O. Box 245, Windhoek.

All submitted proposals should clearly state in the e-mail Subject Line: **“RFP/NNF-NAP/05-2025 – Communications & Outreach for the NAP”**: Request for Proposal (RFP) for the rendering of outreach and communications services for Namibia’s National Adaptation Plan (NAP).

All documents must be signed.

### **Opening of Bids**

Bids will be opened internally by the NNF Procurement Committee, and the opening summary will be made available within seven days or soonest available time after opening to any bidder on requests. No document will be returned.

### **Evaluation and Rating of Proposals**

Proposals will be assessed based on the Terms of Reference for this RFP. The evaluation is conducted by the Procurement Committee of the NNF. Upon approval by the Procurement Committee, the NNF Compliance & Contracts Manager will complete the review process, prepare the notice of contract award letter, and upon acceptance, prepare a first draft contract. Thus, rating will be done based on overall experience, human resources, financial resources and expertise in relation to the subject of the Contract.

The selection method for the award will be based on the combination of technical/quality and financial evaluation. Only bidders obtaining 70% on average will be considered for financial evaluation.

The bidder obtaining the overall highest score on technical and financial evaluation will be selected and recommended for an award. Therefore, you are required to submit both a technical and financial proposal.



## Award Criteria

Your proposal will be evaluated based on the following criteria:

Methodology and Expertise		
Technical Expertise	Degree to which the proposal addresses the objectives outlined in the ToRs.	Max. 50 Points
Relevant Experience and Knowledge	Assesses the experience and track record of the firm against requirements of the assignment. Firm's project references show experience in outreach & communications	Max. 25 Points
Team Structure & Composition	Team expertise in strategic communications, content creation & storytelling (written communications, visual communications, narrative framing), design software skills (e.g. Canva, Illustrator etc.), marketing, and branding.	Max. 20 Points
Geographic Coverage	Experience at both national-level and local level outreach.	Max. 5 Points
Maximum Points for Technical Proposal (To be weighted@70% of the total score)		100 Points

The minimum requirement for Technical Proposals is set at 70 Points. If proposals fall underneath this threshold, proposals will be rejected.

## The Financial Proposal will be assessed as follows:

Costing		
Fees for the assignment	Degree to which the proposal cost is in alignment with the technical proposal and market related.	Max. 30 Points
Maximum Points for Financial Proposal (To be weighted@30% of the total score)		

The Service Provider shall be solely responsible to register as a tax payer with competent authorities of the jurisdiction in which the Services Provider may be liable for taxes.



## **Deciding Award of Contract**

The firm's track record in developing Outreach Strategies and materials shall be considered as the paramount requirement. The proposals will be evaluated on the basis of a maximum of 70 marks for Technical Proposals and 30 marks for financial proposals. Proposals from consultants should score at least 50 marks for the Technical Proposals to be retained for further consideration. Only those bidders scoring more than 70 marks on the overall assessment shall be considered for the assignment. Negotiations will start with the bidder scoring the highest marks and if negotiation is not successful, negotiation will start with the next best-ranked bidder and so on until an agreement is reached. Should you be contacted for negotiations, you must be prepared to furnish the detailed cost breakdown and other clarifications to the proposals submitted by you, as may be required to adjudge the reasonableness of your price proposals.

## **Rights of the NNF**

- (a) Please note that the NNF is not bound to select any of the consultants' submitting proposals.
- (b) Please note that the cost of preparing a proposal and of negotiating a contract, if any, is not reimbursable as a direct cost of the assignment.

## **Duration of Assignment**

This assignment shall be for a period of 3 months with an expected start date in July 2025.

## **Validity of Proposal**

You are requested to hold your proposal valid for 60 Days from the deadline for submission of proposals during which period you will maintain without change, your proposed price. The NNF will make its best efforts to finalize the agreement within this period.

## **Duration of the assignment**

This assignment is anticipated to take place between **July 2025 – September 2025**.

## **Insurance**

The consultant shall meet the cost of any insurance and/or medical examination or treatment required by him/her in the course of performing the services.

## **Duty Station:**

Windhoek, with regular meetings at the NNF Offices.



### **Confirmation of invitation to submit proposal**

Kindly inform us by email: (a) your acknowledgment of the receipt of this Letter of Invitation within 3 day and (b) further indicate whether you will be submitting the proposal.

The NNF would like to thank you for considering this invitation for submission of proposals.

Should you have any questions about this RFP, please feel free to contact Tega Shivute at [TS@nnf.org.na](mailto:TS@nnf.org.na), copying Louise Brown at [LHB@nnf.org.na](mailto:LHB@nnf.org.na).

Sincerely,

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Tega Shivute

Project Coordinator, National Adaptation Plan (NAP)



## **Annex 1:**

### **Terms of Reference Outreach for the National Adaptation Planning Process (NAP) Communications Firm May 2025**

#### **I. Background**

The Project, “Strengthening Adaptation Planning and Coordination in Namibia” is a three-year project funded by the Green Climate Fund (GCF). It aims to ensure a strategic approach to planning and implementing action to enhance resilience to climate change in Namibia at national and subnational levels, and across all sectors, ecosystems and livelihoods. It will be informed by a robust and scientific process to evaluate likely future climate change impacts, assess vulnerabilities across all levels and sectors, and explore the economic costs of inaction vs. the costs of adaptation. It will seek to identify adaptation strategies at national, subnational and sectoral levels, integrate adaptation into planning, enhance integrated monitoring, evaluation and learning, and to ensure access to climate change and adaptation information and data for all stakeholders. It will further seek to enable private sector engagement in climate adaptation through enabling policy frameworks, information and incentives, as well as to scale up finance for adaptation from international and domestic, public and private sources and through the strategic use of public funds to de-risk private investment. The Ministry of Environment, Forestry and Tourism is the National Designated Authority to the GCF responsible for project oversight and the Namibia Nature Foundation is the Delivery Partner responsible for project implementation.

The Project has four overarching outcomes:

- Outcome 3.1 - Adaptation planning and institutional coordination is strengthened
- Outcome 3.2- An evidence basis is used to design adaptation solutions for maximum impact
- Outcome 3.3 - Private sector engagement in adaptation is catalysed
- Outcome 3.4 - Adaptation finance is increased

Ultimately, the purpose NAP process is to reduce vulnerability to the impacts of climate change by building adaptive capacity and resilience; and to facilitate the integration of climate change adaptation in a coherent manner into relevant new and existing policies, programmes and activities, in particular development planning processes and strategies, within all relevant sectors and at different levels.



## II. Objectives of the Consultancy

In order to promote informed decision making and ownership of NAP outcomes, effective communication and stakeholder engagement are critical. One of the project's objectives is to engage with, and raise awareness of stakeholders at national, subnational and sectoral levels about climate change vulnerabilities and adaptation, and to facilitate their participation in solutions. Outreach and communications for this project also aims to build relationships with all stakeholders, including, community members, businesses, youth, and decision-makers—so they understand the goals and benefits of adaptation measures and increase support. As such an outreach strategy will be developed with the aim to communicate climate change to target audiences, including the people most affected by climate risks, in a way that makes that message easier for non-scientific audiences to understand. In addition, the project aims to capture valuable insights on indigenous and traditional knowledge so it may be incorporated into the planning and design of more effective, culturally appropriate solutions. Finally, the project envisions that effective outreach can build momentum for political and financial backing, especially when the public and local stakeholders advocate for adaptation initiatives.

To this end, the project seeks the services of a **communications and outreach consulting firm** to design and implement a targeted communications strategy and develop compelling outreach materials tailored to diverse stakeholders, including government, private sector, civil society, and communities on the ground. A detailed stakeholder list will be shared with the selected service provider. The materials developed will enhance visibility, engage target audiences and strengthen stakeholder relationships that will support the NAP process in Namibia.

Based on identified stakeholders, information requirements and capacity building needs, outreach materials, as well as suitable communication channels for different stakeholders will be identified and developed. The information materials will be used throughout the NAP process to introduce various stakeholders to climate change, the need for adaptation planning and the NAP Process. They will support the creation of a general understanding ahead of consultations.

To that end, the selected service provider is responsible for:

- Developing a comprehensive outreach strategy aligned with the goals of the climate adaptation project
- Producing high quality, audience-specific outreach materials for the project that will help to increase visibility and awareness, and promote stakeholder engagement. (e.g. briefs, factsheets, slide deck, logo, sector-specific adaptation information packs, briefing notes).

## III. Scope of work

- Develop a comprehensive outreach strategy outlining how all relevant stakeholder groups will be engaged and informed throughout the NAP process





- Advise the NAP Project's PMU on positioning and messaging to reach a wide variety of stakeholder groups
- Design and produce content for presentations, digital channels, print, and social media (e.g. social media posts, newspaper articles, newsletters, brochures, radio/TV content).
- Develop a content calendar for produced content
- Draft and final versions of all materials that are print-ready and web-optimized formats
- Video scripts for future video footage
- Design a web page linked to NNF's website that is dedicated to NAP Activities

#### **IV. Deliverables and activities**

The consultant will be responsible for the following:

1. Inception Report
  - Detailing methodology, work plan and timeline
2. Outreach & communication strategy:
  - Design an outreach & communications strategy to increase visibility and raise awareness on climate change vulnerability and impacts and on the expected outcomes under the NAP
  - Adapt messages to the specific needs and concerns of all stakeholders, considering their livelihoods, cultural practices, and existing knowledge. The messaging should recognize that different groups (farmers, women, youth, marginalised groups, decision makers, etc.) may have distinct needs and preferences, and tailor information to the specific needs and concerns of rural vs. urban communities
3. Design Outreach materials - Finalized materials should be submitted in various formats (print-ready, digital and editable) such as:
  - PowerPoint slide deck
  - Climate risk infographics
  - Community posters or flyers in multiple Namibian languages
  - Sector-specific guides (e.g. for farmers, tourism operators, transport sector)
  - Short documentary or explainer videos
  - Content for radio
  - Brochures, posters, pamphlets, newsletters etc.
  - Consider means and channels of communication appropriate for target audience.
  - Ensure communication materials are accessible in local languages to overcome language barriers and enhance understanding.



#### 4. Branding and Visual Identity

- Project logo, colour palette, fonts
- Templates for reports, slides, social media posts
- Visual content (e.g. photos, pictures, graphics) for reports and slides
- Tone of voice guidelines

#### 5. Content and messaging development:

- Consult with PMU & NNF Communications team to distil complex information into accessible and engaging materials; tailor messages for specific stakeholder groups across diverse sectors, land uses, livelihoods, geographies, ecosystems, genders, age groups, etc.
- Tailor content and messaging to a variety of media channels: radio, online, newspapers, maintaining relationships with journalists, community pages, storytelling and visual strategies to engage rural and less literate communities.
- Ensure that all relevant logos are included in high resolution.
- Provide technical expertise to promote the work of the NAP through communication materials (social media flyers, infographics, posts, online stories, video clips, longer videos, etc.)
- Carry out graphic design work for printed and online information products.
- Generate compelling and informative content, including newspaper articles, blog posts, video materials
- The consultant will cover the cost of software for the design of communication materials, web page, and graphic design work.
- Content Calendar for the duration of the project

Considerations for the selected firm:

### **V. Duration of the Assignment**

The consultancy is expected to run for 3 months, starting from the signing of the contract.

### **VI. Team Composition, Skills and Experience**

The consulting firm should propose a multidisciplinary team with a track record of delivering quality work on time and has excellent time management skills. The selected firm will have the following core expertise:

- At least 10 years of experience in strategic communications, outreach, marketing, digital branding or advertising.



- Experience in and understanding of sustainable development and climate change fields.
- The ability to distil large amounts of complex information into succinct and coherent messages in a variety of formats for diverse stakeholders and audiences.
- Excellent writing skills in English.
- Experience producing high-quality content for technical and lay audiences.
- Experience in visual storytelling, infographics, and layout design.
- Translators: ability to provide materials in all major Namibian languages

## **VII. Reporting and Supervision**

The firm will report to the Project Coordinator, Technical Specialist and NNF Communications Team. Regular progress meetings will be held.

## **VIII. Submission Requirements**

Interested firms should submit:

- Technical Proposal – maximum 10 pages (methodology, work plan, team CVs),
- Financial Proposal (detailed budget)
- Portfolio of previous relevant work
- References from at least two similar assignments

## **IX. Payment Schedule**

Payments shall be remitted in 3 payments upon certification by the Project Supervisor

<b>Payment Schedule</b>	<b>payment amount (% of contract value)</b>	<b>Milestone</b>
First payment	10%	Upon signature
Second payment	10%	Upon Completion of an Inception Report
Third Payment	80%	Upon completion, submission and approval of all deliverables.

*The NNF reserves the right to withhold payment until satisfied with the services rendered.*



## **X. Terms and Conditions**

The Namibia Nature Foundation reserves the right to reject any and all quotations, cancel this RFP, or waive any formalities.

This RFP does not obligate the organisation to award a contract.

We look forward to receiving your quotations and working together.



## ANNEX 2 DECLARATION OF UNDERTAKING

We underscore the importance of a free, fair and competitive contracting procedure that precludes abusive practices. In this respect, we have neither offered nor granted directly or indirectly any inadmissible advantages to any public servant or other person nor accepted such advantages in connection with our bid, nor will we offer or grant or accept any such incentives or conditions in the present tendering process or, in the event that we are awarded the contract, in the subsequent execution of the contract. We also declare that no conflict of interest exists, i.e. the bidder or individual members of the bidder's staff or a subcontractor has no economic links or family ties with personnel of the contracting agency who are involved in preparing the tender documents, awarding the contract or supervising the execution of the contract.

We also underscore the importance of adhering to environmental and social standards in the implementation of the project. We undertake to comply with applicable labour laws and the Core Labour Standards of the International Labour Organization (ILO) as well as national and applicable international standards of environmental protection and health and safety standards.

We will inform our staff of their respective obligations and of their obligation to fulfil this declaration of undertaking and to obey the laws of the country of (name of the country) or any relevant country for the implementation of the project.

We also declare that our company/all members of the consortium has/have not been included in any list of sanctions and affirm that our company/all members of the consortium will immediately inform the contractor if this situation occurs at a later stage.

We acknowledge that, in the event that our company (or a member of the consortium) is added to a list of sanctions, the Client shall be entitled to exclude us/the consortium or, if the contract is awarded to our company/the consortium, to immediately cancel such contract if the statements made in the Declaration of Undertaking were objectively false or the reason for exclusion from the tender procedure occurs after the Declaration of Undertaking has been issued.

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(Place)

.....

(Date)

.....

(Services Provider)

.....

(Signature)