



REQUEST FOR PROPOSAL (RFP)

To: All Interested Bidders	DATE: February 26, 2021
	REFERENCE: RFP/UNDP/CIWT/124873/008/2021 - Consultant services to implement a National Baseline KAP survey to support communication strategy for a social marketing campaign – RE ADVERTISEMENT

Dear Sir / Madam:

The United Nations Development Programme (UNDP) hereby invites you to submit a Proposal to this Request for Proposal with reference **RFP/UNDP/CIWT/124873/008/2021 - Consultant services to implement a National Baseline KAP survey to support communication strategy for a social marketing campaign** with the following:

A **bidder's conference** will be held on:

Date/Time : Thursday, 4th March 2021 starting 1400 hours (GMT+7)
Place/Meeting ID : <https://undp.zoom.us/j/89576924391?pwd=Qkc1MHkwSkZ3bE15R0RtQUFhMlZRUt09>
Meeting ID : 895 7692 4391
Passcode : 006330

Detailed Terms of Reference (TOR) as well as other requirements are listed in the RFP available on UNDP ATLAS e-Tendering system (<https://etendering.partneragencies.org>) **Event ID: IDN10 0000008618**

Your offer, comprising of a Technical and Financial Proposal, should be submitted in accordance with the RFP requirements, through the UNDP ATLAS e-Tendering system and by the deadline indicated in <https://etendering.partneragencies.org>.

NOTE! The **Technical Proposal and Financial Proposal** files **MUST BE COMPLETELY SEPARATE** and **uploaded separately in the system and clearly named** as either **"TECHNICAL PROPOSAL"** or **"FINANCIAL PROPOSAL"**, as appropriate. Each document shall include the Proposer's name and address.

The file with the **"FINANCIAL PROPOSAL AND ANY RELATED FINANCIAL DOCUMENTS MATTER"** must be **encrypted with a password** so that it cannot be opened nor viewed until the Technical Proposal has been found to be pass the technical evaluation stage. Once a Technical Proposal has been found to be responsive by passing the technical evaluation stage, UNDP shall request the Proposer to submit the password to open the Financial Proposal.

The Proposer shall assume the responsibility for not encrypting the Financial Proposal. **NOTE: DO NOT ENTER BID AMOUNT IN THE SYSTEM, INSTEAD ENTER THE NUMBER 1.**

In the course of preparing and submitting your Proposal, it shall remain your responsibility to ensure that it is submitted into the system by the deadline. The system will automatically block and not accept any bid after the deadline. In case of any discrepancies, the deadline indicated in the system shall prevail.

Kindly ensure that supporting documents required are signed and stamped and in the .pdf format, and free from any virus or corrupted files and the **FINANCIAL PROPOSAL AND ANY RELATED FINANCIAL DOCUMENTS MATTER IS PASSWORD PROTECTED.**

NOTE: The file name should contain only Latin characters (No Cyrillic or other alphabets.).

You are kindly requested to indicate whether your company intends to submit a Proposal by clicking “Accept Invitation” but not later than **4th March 2021.** If this is not the case, UNDP would appreciate indicating your reason, for our records.

If you have not registered in the system before, you can register by logging in using:

Username : event.guest
Password : why2change

The step by step instructions for registration of bidders and quotation submission through the UNDP ATLAS e-Tendering system is available in the attached “Instructions Manual for the Bidders”. Should you require any training on the UNDP ATLAS e-Tendering system or face any difficulties when registering your company or submitting your quotation, please send an email to fariz.mursyid@undp.org / yusef.millah@undp.org .

Please note that ATLAS has following minimum requirements for password:

1. Minimum length of 8 characters;
2. At least one capital letter; and
3. At least one number.

New proposer registering for the first time, the system will not accept any password that does not meet the above requirement, and thus registration cannot be completed.

The user guide and video are available to you in the UNDP public website in this link:
<https://www.undp.org/content/undp/en/home/procurement/business/resources-for-bidders.html>

You are advised to use Internet Explorer (Version 10 or above) to avoid any incompatibility issues with the re-tendering system.

No hard copy or email submissions will be accepted by UNDP.

UNDP looks forward to receiving your Proposal and appreciate your interest to participate in UNDP procurement opportunities.

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Martin Stephanus Kurnia
Head of Procurement Unit
2/26/2021

Description of Requirements

Context of the Requirement	The Development of Consultant services to implement baseline KAP survey to support communication strategy for social marketing campaign on illegal wildlife trade (IWT)
Implementing Partner of UNDP	Directorate of Crime Prevention and Forest Security, Directorate General of Law Enforcement and Forestry, Ministry of Environment and Forestry
Brief Description of the Required Services ¹	<p>Indonesia is one of the world's top 10 'megadiverse' countries, and supports many mammal and bird species including endemic and endangered species threatened by illegal wildlife trade (IWT) such as Sumatran tiger, Sumatran and Javan rhinoceros, Bornean and Sumatran orang-utan, Asian elephant, Sunda pangolin, anoa, yellow-crested cockatoo and other species. The country is located in the biodiversity distribution path of the Asian continent and Australia and is in the transitional zone of the Wallace line, and therefore harbors the biological richness of Asia, Australia and the transitional zone of the two continents.</p> <p>In the past decades, we have seen the devastating impact of unsustainable and IWT on wildlife populations in Indonesia and Southeast Asia. The value of the illegal trade in Indonesia alone is estimated at up to US\$ 1 billion per year. Factoring in the unsustainable legal trade, the value rockets, representing an enormous economic, environmental, and social loss. This trade has already caused the decline and local extinction of many species across Southeast Asia. Much of the trade is highly organized, benefits a relatively small criminal fraternity, whilst depriving developing economies of billions of dollars in lost revenues and development opportunities. Within Southeast Asia, a significant amount of this trade starts from Indonesia, the largest supplier of wildlife products in Asia, both 'legal' and illegal. Indonesia is also becoming an important transit point for IWT from Africa to East Asia, such as African Ivory. The consequence of the unsustainable trade is a massive threat to globally important wildlife.</p> <p>UNDP, together with several partners, aims to reduce the volume of unsustainable wildlife trade and the rate of loss of globally significant biodiversity in Indonesia and East and Southeast Asia, by ensuring that the legal wildlife trade is ecologically and economically sustainable, while reducing the scale and impact of illegal wildlife trafficking, both from Indonesia and in transit through the country. Wildlife is a natural resource that, if exploited well, can fuel development, provide considerable state revenues and financial incentives. This project will secure populations of globally significant species through dramatically improving the systemic and institutional capacity of the nation to control legal commercial and IWT and associated overexploitation of species.</p>

¹ A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

	<p>Combating wildlife crime does not only save species but also curbs corruption. This directly benefits local people disadvantaged by the wide range of corrupt practices that forestall development and progress. Moreover, combating wildlife crime reduces insecurity and crime in rural areas and strengthens the infrastructure for effective law enforcement that can address both wildlife crime and other crimes that affect rural communities. It will also ensure that species and their habitats are better managed and more resilient, thus creating the conditions for communities to continue using natural resources as a socio-economic safety net, particularly as climate change uncertainty exacerbates risks to their economic and physical security.</p> <p>One of the project's outcomes is to strengthen institutional capacity for regulatory coordination, implementation and enforcement at the national and international level. The outcome will be achieved through, among others, development and implementation of social marketing campaign to increase awareness on IWT to be implemented at the national and regional levels.</p>
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List and Description of Expected Outputs to be Delivered	<p>The selected consultant/firm will be responsible for designing and undertaking the baseline KAP survey.</p> <p>Methodology</p> <p>The survey should combine quantitative and qualitative methods to provide the required data and insights for being main reference in developing the communication strategy. The consultant/firm will apply different data collection methods such as household surveys, in-depth interviews (IDI), and semi structured interviews to collect input from participants/ stakeholders.</p> <p>Survey Areas</p> <p>The collecting data will be conducted in 34 provinces across Indonesia for 2.040 respondents. The characteristics of research participants were local populations (men/women) with a minimum of 18 years old. While for 4 (four) locations (Medan, Lampung, Surabaya, and Manado), there are additional 1.600 respondents (every 400 respondents per location).</p> <p>IDI will be conducted for active and retired hunters of big mammals, small mammals, birds, and reptiles that should be gathered in 5 (five) locations (Sumatera, Java, Kalimantan, Sulawesi, and Eastern Indonesia) with a minimum of 10 participants and maximum 15 participants for each location.</p> <p>While for middlemen, IDI also will be conducted in 5 (five) locations in North Sumatera, Lampung, North Sulawesi, Banten Provinces, and Surabaya) with a minimum of 5 participants and a maximum of 6 participants. Also, semi-structured interviews with purposive sampling will be conducted in 34 provinces with at least 3 participants per province.</p> <p>All the collecting data process must adopt a strict Covid-19 Health Preventive Protocol.</p>
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	<p>Main Tasks</p> <p>The team of consultants will coordinate with the Directorate General of Environment and Forestry Law Enforcement of the Ministry of Environment and Forestry. The scope of work is divided into the following phases:</p> <p>PHASE 1</p> <p><u>Scope of work 1: Initial preparation</u></p> <ol style="list-style-type: none"> 1.1. Kick-off meeting to discuss and reconfirm the objectives, methods, target research, participants, deliverables, and timeline of the survey (The meeting will be facilitated by CIWT Project). 1.2. Finalize survey instruments after discussion with the project team and UNDP manager. Both qualitative and quantitative research should be conducted to obtain data, attitudes, knowledge, and practices of key stakeholders concerning IWT issues. 1.3. Submit a detailed work plan and scope of study within 2 (two) weeks of signing the contract by both parties. <p>PHASE 2</p> <p><u>Scope of work 2: Data Collection and Data Analysis</u></p> <ol style="list-style-type: none"> 2.1 Collecting data through quantitative and qualitative methods to provide the required data and insights for being baseline information in developing the communication strategy. 2.2 Data Analysis <p>PHASE 3</p> <p><u>Scope of work 3: Preliminary Research Report</u></p> <p>Submit a draft final report before stakeholder meeting to discuss a draft report containing all report produced in the scope of work 1 to 2: Preparing presentation and lead a stakeholder meeting to present preliminary findings and receive feedback from the project team for report finalization (The meeting will be facilitated by CIWT Project).</p> <p>PHASE 4</p> <p><u>Scope of work 4: Final Report</u></p> <ol style="list-style-type: none"> 4.1. Presentation of the final report and recommendations. The report shall be an in-depth analysis and can be used as guidelines to identify effective communication channels and methods for the national social marketing campaign on IWT and measure the stakeholders' supports and participation. The survey will also help in the development of a detailed M&E framework based on its findings.
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	<p>4.2. Finalize report based on all inputs and comments gathered from all stakeholders, UNDP and Ministry of Environment and Forestry, and submit the report in English and Indonesian. The consultant shall submit file storage (i.e. USB or CD) containing a soft copy of the editable version of the final report, all presentation, photos, all data and calculation, and simulation result (if available); (The meeting final report presentation report will be facilitated by CIWT Project).</p> <p>Expected Outputs</p> <p>The specific outputs of the assignment include:</p> <ul style="list-style-type: none"> • Inception report should include research design, fieldwork plan, and instruments for a national baseline survey outlining the methodology, sampling technique, and data analysis process. • Preliminary report of the national baseline survey for feedback from MoEF and UNDP. • Final report of the national baseline survey incorporating feedback and comments from MoEF and UNDP.
Person to Supervise the work/Performance of the Service Provider	<ol style="list-style-type: none"> 1. Programme Manager NRM Cluster Environment Unit, UNDP Indonesia. 2. National Project Manager of Combatting Illegal Wildlife Trade (CIWT).
Frequency of Reporting	Please refer to the TOR
Progress Reporting Requirements	Please refer to the TOR
Location of work	Jakarta
Expected duration of work	5 months
Target start date	April 2021
Latest completion date	August 2021
Travels Expected	<p>1 time for each location and spent min 5 days for each location (for details please refer to annex 2 section E). The list of locations are as follows:</p> <p>Location:</p> <ol style="list-style-type: none"> 1. Medan 2. Surabaya 3. Pontianak 4. Manado 5. Ambon 6. Lampung 7. Banten <p>(team will be spent within min 5 days for all those locations with minimal 100 residence in each location)</p>

Special Security Requirements	<input checked="" type="checkbox"/> Comprehensive Travel Insurance <input checked="" type="checkbox"/> Safety and Healthy Protocol on COVID-19															
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input checked="" type="checkbox"/> Other: N/A															
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required															
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required															
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input checked="" type="checkbox"/> Local Currency for Local Bidders															
Value Added Tax on Price Proposal ¹	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes															
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input checked="" type="checkbox"/> 90 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.															
Partial Quotes	<input checked="" type="checkbox"/> Not permitted															
	<table border="1"> <thead> <tr> <th>Phase</th> <th>Deliverable/Outputs</th> <th>Due Date</th> <th>Condition for payment release</th> <th>Payment Amount</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Finalized Work Plan</td> <td>April 2021</td> <td>Subject to approval by CIWT and</td> <td>25%</td> </tr> </tbody> </table>						Phase	Deliverable/Outputs	Due Date	Condition for payment release	Payment Amount	1	Finalized Work Plan	April 2021	Subject to approval by CIWT and	25%
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1	Finalized Work Plan	April 2021	Subject to approval by CIWT and	25%												

¹ VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

			Work plan covering scope of work 1		Technical Officer of UNDP		
		2	Draft report covering scope of work 2 and 3	June 2021			50%
		3	Final Report with detail requirement as specified in Scope of Work 4	August 2021			25%
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	<div>1. Programme Manager NRM Cluster Environment Unit, UNDP Indonesia.</div> <div>2. National Project Manager of Combatting Illegal Wildlife Trade (CIWT).</div>						
Type of Contract to be Signed	<input checked="" type="checkbox"/> Professional Service Contract						
Criteria for Contract Award	<div><input type="checkbox"/> Lowest Price Quote among technically responsive offers</div> <div><input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) – only bidder that reach minimum score 70% where the password in opening the financial proposal will be opened</div> <div><input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.</div>						
Criteria for the Assessment of Proposal	<div>Technical Proposal (70%)</div> <div><input checked="" type="checkbox"/> Expertise of the Firm 20%</div> <div><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 50%</div> <div><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 30%</div>						

	<p>NOTE: Only bidder(s) who received minimum score of 70 on the technical score will be requested for password to open the financial proposal</p> <p>Financial Proposal (30%) To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors
Contract General Terms and Conditions ¹	<input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services) <input type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000) Applicable Terms and Conditions are available at: http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html
Annexes to this RFP ²	<input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> Detailed TOR <input checked="" type="checkbox"/> Sample written self-declaration <input type="checkbox"/> Others ³ [pls. specify]
Contact Person for Inquiries (Written inquiries only) ⁴	<p><i>Fariz Pradipta Mursyid and Yusef Millah</i> Procurement Unit <i>fariz.mursyid@undp.org/yusef.millah@undp.org</i></p> <p>RFP/UNDP/CIWT/124873/008/2021 - Consultant services to implement a National Baseline KAP survey to support communication strategy for a social marketing campaign</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Other Information [pls. specify]	

¹ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

² Where the information is available in the web, a URL for the information may simply be provided.

³ A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

⁴ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL¹

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery²)

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date] , and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:

- a) *Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) *Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) *Latest Audited Financial Statement – income statement and balance sheet to indicate Its financial stability, liquidity, credit standing, and market reputation, etc.;*
- d) *Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contract references;*
- e) *Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

¹ This serves as a guide to the Service Provider in preparing the Proposal.

² Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

C. Qualifications of Key Personnel

If required by the RFP, the Service Provider must provide:

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

D. Cost Breakdown per Deliverable*

	Deliverables <i>[list them as referred to in the RFP]</i>	Percentage of Total Price <i>(Weight for payment)</i>	Price <i>(Lump Sum, All Inclusive)</i>
1	Finalized Work Plan Work plan covering scope of work 1	25%	
2	Report covering scope of work 2 and 3	50%	
3	Final Report with detail requirement as specified in Scope of Work 4	25%	
	Total	100%	

**This shall be the basis of the payment tranches*

E. Cost Breakdown by Cost Component [*This is only an Example*]:

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Communication Expert		40 days	1	
2. Psychologist		35 days	1	
3. Wildlife Specialist		10 days	1	
4. Data Analyst		20 days	3	
5. Research Assistant		35 days	1	
6. Enumerators		10 days.		
II. Travel Expenses to: (please provide in detail including living allowance, transportation cost (Local and Air Ticket), meals, health protocol etc.				
1. Medan		min. 5 days	1	
2. Surabaya		min. 5 days	1	
3. Pontianak		min. 5 days	1	
4. Manado		min. 5 days	1	
5. Ambon		min. 5 days	1	
6. Lampung		min. 5 days	1	
7. Banten		min. 5 days	1	
III. Other Survey Expense for 7 regions (if any, please specify in detail) (Medan, Surabaya, Pontianak, Manado, Ambon, Lampung, Banten)			Min. 100 response per regions	
IV. Household survey 34 Provinces (please provide in detail including honorarium, daily allowance, local transportation, health protocol etc.)		10 days	Min. 60 response per provinces	
V. Household survey 4		10 days	Min. 400	

locations (<i>Medan, Lampung, Surabaya, and Manado</i>) (please provide in detail including honorarium, daily allowance, local transportation cost, health protocol etc.)			<i>response per locations</i>	
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[Name and Signature of the Service Provider's Authorized Person]

[Designation]

[Date]

Request for Proposal (RFP)

Consultant services to implement a National Baseline Knowledge, Attitude, and Practice (KAP) survey to support communication strategy for a social marketing campaign on illegal wildlife trade (IWT)

A. General Information		Terminology of this TOR
Title	:	Consultant services to implement a National Baseline KAP survey to support communication strategy for a social marketing campaign on illegal wildlife trade (IWT)
Report to	:	<ol style="list-style-type: none"> 1. Director of Forest Protection, Ministry of Environment and Forestry 2. Programme Manager NRM Cluster Environment Unit, UNDP Indonesia 3. National Project Manager of Combatting Illegal Wildlife Trade
Location	:	<ul style="list-style-type: none"> - Medan, Surabaya, Pontianak, Manado, and Ambon) IDI for Retired hunter - Medan, Lampung, Manado, Banten Provinces, and Surabaya) IDI for middleman
Expected place of travel	:	As listed in Attachment 2
Duration of contract	:	The expected duration of the contract is 5 months upon contract signing by both parties
Provision of support services	:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Equipment (laptop etc.)	:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Secretarial Services	:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

The terms listed here under are used throughout this request for proposal (RFP) to mean the following:

Wildlife crime	<p>Crime (from great dictionary of the Indonesian Language) is a behavior that contrary to applicable values and norms that have been ratified by written law.</p> <p>Wildlife (from great dictionary of the Indonesian Language) are all animals that live and still have wild properties, both free-living and those that are maintained by humans,</p>
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	<p>Wildlife (Law NO. 5 of 1990) is all animals that live on land, water, and air that still have wild traits, both free-living and those that are maintained by humans.</p> <p>Crime against protected animals (Law NO. 5 of 1990) Article 21 paragraph 2 (a) captures, injures, kills, saves, possesses, maintains, transports and trades protected animals in living conditions; (b) storing, possessing, maintaining, transporting and trading protected animals in a dead state; (c) removing protected animals from a place in Indonesia to another place inside or outside Indonesia; (d) trade, store or possess skin, body or other parts of protected animals or goods made from these parts or remove them from a place in Indonesia to another place inside or outside Indonesia; (e) taking, damaging, destroying, trading, storing or possessing eggs and/or nests of protected animals.</p>
Social Marketing	<p>Social marketing is the use of commercial marketing principles and techniques to improve the welfare of people and the physical, social and economic environment in which they live. It is a carefully planned, long-term approach to changing human behavior.</p> <p>The illegal wildlife trade is a global threat to biodiversity as well as to public health and good governance. As legislation and law enforcement have been insufficient to protect many wildlife species, is needed to increasingly focus on campaigns to help reduce demand for wildlife products.</p>
Stakeholders	<p>A person, group, or organization that has interest or related to illegal wildlife trade, which can affect or be affected by the related actions, activities, or policies. This include:</p> <ol style="list-style-type: none"> 1. Directorate General of Environment and Forestry Law Enforcement of the Ministry of Environment and Forestry 2. Active or retired hunters in selected locations 3. The middleman of IWT in selected locations 4. Individuals/institutions that are related to wildlife trade research, campaign, and monitoring.

B. Background Information

Indonesia is one of the world's top 10 'megadiverse' countries and supports many mammal and bird species including endemic and endangered species threatened by illegal wildlife trade (IWT) such as Sumatran tiger, Sumatran, and Javan rhinoceros, Bornean and Sumatran orang-utan, Asian elephant, Sunda pangolin, the anoa, yellow-crested cockatoo and other species. The country is located in the biodiversity distribution path of the Asian continent and Australia and is in the transitional zone of the Wallace Line, and therefore harbors the biological richness of Asia, Australia, and the transitional zone of the two continents.

In the past decades, we have seen the devastating impact of unsustainable and IWT on wildlife populations in Indonesia and Southeast Asia. The value of the illegal trade in Indonesia alone is estimated at up to US\$ 1 billion per year. Factoring in the unsustainable legal trade, the value rockets, representing an enormous economic, environmental, and social loss. This trade has already caused the decline and local extinction of many species across Southeast Asia. Much of the trade is highly organized, benefits a relatively small criminal fraternity, whilst depriving developing economies of billions of dollars in lost revenues and development opportunities. Within Southeast Asia, a significant amount of this trade starts from Indonesia, the largest supplier of wildlife products in Asia, both 'legal' and illegal. Indonesia is also becoming an important transit point for IWT from Africa to East Asia, such as African Ivory. The consequence of the unsustainable trade is a massive threat to globally important wildlife.

UNDP, together with several partners, aims to reduce the volume of unsustainable wildlife trade and the rate of loss of globally significant biodiversity in Indonesia and East and Southeast Asia, by ensuring that the legal wildlife trade is ecologically and economically sustainable while reducing the scale and impact of illegal wildlife trafficking, both from Indonesia and in transit through the country. Wildlife is a natural resource that, if exploited well, can fuel development, provide considerable state revenues and financial incentives. This project will secure populations of globally significant species through dramatically improving the systemic and institutional capacity of the nation to control legal commercial and IWT and associated overexploitation of species.

Combating wildlife crime does not only save species but also curbs corruption. This directly benefits local people disadvantaged by the wide range of corrupt practices that forestall development and progress. Moreover, combating wildlife crime reduces insecurity and crime in rural areas and strengthens the infrastructure for effective law enforcement that can address both wildlife crime and other crimes that affect rural communities. It will also ensure that species and their habitats are better managed and more resilient, thus creating the conditions for communities to continue using natural resources as a socio-economic safety net, particularly as climate change uncertainty exacerbates risks to their economic and physical security.

One of the project's outcomes is to strengthen institutional capacity for regulatory coordination, implementation, and enforcement at the national and international levels. The outcome will be achieved through, among others, the development and implementation of a social marketing campaign to increase awareness on IWT to be implemented at the national and regional levels.

The preliminary survey conducted in four locations from March to August 2020 on illegal wildlife trade (IWT) reveals that the majority of the respondents have no intention to be involved in IWT activities. However, the data suggests that the possibility of the respondents to consume/trade/keep wildlife animals as pets cannot be ignored. The survey also shows that in general, the majority of respondents do not agree with the idea of keeping or consuming protected animals. However, most believe that wild animals have homeopathy properties that are beneficial for health, and the existence of animal lover clubs are part of conservation efforts. The survey also indicates that the urban respondents find it easy to buy wildlife animals as pets, while rural respondents find it easy to hunt the animals. Most respondents are also aware that laws are regulating IWT and legal consequences against illicit activities on rare and endangered animals.

The report also found less than half say that they intend to report suspected illicit activities due to lack of knowledge on where to report or lack of response from the authority. Most respondents expect the government and law enforcement to do their best to fight the illegal wildlife trade.

Despite the valuable information and insights gathered from the preliminary survey, it is paramount that in the series of studies, we also capture the knowledge, attitude, and behavior at the national level. As such, we require a population generalizable sample. The findings of the survey will provide further data and supporting information in the development of a communication strategy for social marketing campaigns on illegal wildlife trade.

C. Context of this TOR

The objective of the assignment is to design and undertake a national-scope baseline knowledge, attitude, and practice (KAP) survey before commencing social marketing campaigns on IWT. The survey is aimed to understand the current situation of the IWT-related issues, challenges, and opportunities in Indonesia to combat IWT, as well as the knowledge, attitude, and practice of the campaign's target audience groups.

This survey will provide government counterpart and project management unit (PMU) staff with detailed baseline data on knowledge, attitudes, and practices of key stakeholders on IWT issues to measure their support and participation and identify effective communication channels and methods for the national social marketing campaign. The survey will also help in the development of a detailed M&E framework based on its findings.

D. Scope Of Work

The selected consultant/firm will be responsible for designing and undertaking the national baseline KAP survey.

Methodology

The survey should combine quantitative and qualitative methods to provide the required data and insights for being main reference in developing the communication strategy. The consultant/firm will apply different data collection methods such as household surveys, in-depth interviews (IDI), and semi structured interviews to collect input from participants/ stakeholders.

Survey Areas and Respondents (for detail please refer to attachment 2)

The collecting data will be conducted in 34 provinces across Indonesia for 2.040 respondents. The characteristics of research participants were local populations (men/women) with a minimum of 18 years old. While for 4 (four) locations (Medan, Lampung, Surabaya, and Manado), there are additional 1.600 respondents (every 400 respondents per location).

IDI will be conducted for active and retired hunters of big mammals, small mammals, birds, and reptiles that should be gathered in 5 (five) locations (Sumatera, Java, Kalimantan, Sulawesi, and Eastern Indonesia) with a minimum of 10 participants and maximum 15 participants for each location.

While for middlemen, IDI also will be conducted in 5 (five) locations in North Sumatera, Lampung, North Sulawesi, Banten Provinces, and Surabaya) with a minimum of 5 participants and a maximum of 6 participants. Also, semi-structured interviews with purposive sampling will be conducted in 34 provinces with at least 3 participants per province. All the collecting data process must adopt a strict Covid-19 Health Preventive Protocol.

List of Species:

The population mandatory species that need to be included in the question survey are Harimau (*Pantera tigris sumatrae*), Gajah (*Elephas maximus sumateranus*), Anoa (*Babalus sp.*), Babirusa (*Babyrousa babyrussa*), Orang Utan (*Pongo sp.*), Maleo (*Macrocephalon maleo*) as the mandatory species. Other species preferred but not mandatory that need to be included in the survey Kakatua (*Cacatua sp.*), Nuri Kepala Hitam (*Lorius domicella*)/Nuri Bayan (*Electus roratus*), Trenggiling (*Manis javanica*), Siamang (*Symphalangus syndactylus*), Owa Jawa (*Hylobates moloch*), Elang Jawa (*Nisaetus bartelsi*), Kukang (*Nycticebus sp.*), Merak Hijau (*Pavo muticus*), Rangkong Badak (*Buceros rhinoceros*), Rangkong Gading (*Rhinoplax vigil*), Beruang Madu (*Helarctos malayanus*), Cendrawasih (*Paradisaea sp.*), Rusa (*Cervus sp.*), , Buaya (*Crocodylus sp.*), Badak (*Dicerorhinus sp.*), Komodo (*Varanus komodoensis*), Penyu (*Chelonia sp.*), Kura-kura Moncong Babi (*Carettochelys insculpta*), Burung Hantu (*Otus sp.*), Yaki (*Macaca nigra*).

Research Instruments:

The survey instruments should cover the following main points:

- Demography
- Knowledge about wildlife trade and its related issues

- Attitude about wildlife trade and its related issues
- Practices (past behavior): keeping wild animals as pets, being offered wild animals to purchase, and using/purchasing body parts of wild animals
- Intention to purchase wild animals and body parts in the future
- Sources of information for IWT-related issues

The IDI guideline will include the following main points:

- The motivators and barriers to the desired behavior changes
- The opportunities and challenges for engaging the public in combating IWT

Main Tasks

The service provider will coordinate with the Directorate General of Environment and Forestry Law Enforcement of the Ministry of Environment and Forestry. The scope of work is divided into the following phases:

PHASE 1

Scope of work 1: Initial preparation

- 1.1. Kick-off meeting to discuss and reconfirm the objectives, methods, target research, participants, deliverables, and timeline of the survey (The meeting will be facilitated by CIWT Project).
- 1.2. Finalize survey instruments after discussion with the project team and UNDP manager. Both qualitative and quantitative research should be conducted to obtain data, attitudes, knowledge, and practices of key stakeholders concerning IWT issues.
- 1.3. Submit a detailed work plan and scope of study within 2 (two) weeks of signing the contract by both parties.

PHASE 2

Scope of work 2: Data Collection and Data Analysis

- 2.1 Collecting data through quantitative and qualitative methods to provide the required data and insights for being baseline information in developing the communication strategy.
- 2.2 Data Analysis

PHASE 3

Scope of work 3: Preliminary Research Report

Submit a draft final report before stakeholder meeting to discuss a draft report containing all report produced in the scope of work 1 to 2:

Preparing presentation and lead a stakeholder meeting to present preliminary findings and receive feedback from the project team for report finalization (The meeting will be facilitated by CIWT Project).

Scope of work 4: Final Report

- 4.1. Presentation of the final report and recommendations. The report shall be an in-depth analysis and can be used as guidelines to identify effective communication channels and methods for the national social marketing campaign on IWT and measure the stakeholders' supports and participation. The survey will also help in the development of a detailed M&E framework based on its findings.
- 4.2. Finalize report based on all inputs and comments gathered from all stakeholders, UNDP and Ministry of Environment and Forestry, and submit the report in English and Indonesian. The

consultant shall submit file storage (i.e. USB or CD) containing a soft copy of the editable version of the final report, all presentation, photos, all data and calculation, and simulation result (if available); (The meeting final report presentation report will be facilitated by CIWT Project).

E. Expected Outputs

The specific outputs of the assignment include:

- Inception report should include research design, fieldwork plan, and instruments for a national baseline survey outlining the methodology, sampling technique, and data analysis process.
- Preliminary report of the national baseline survey for feedback from MoEF and UNDP.
- Final report of the national baseline survey incorporating feedback and comments from MoEF and UNDP.

F. Risks and Assumptions

Undertaking data collection at the facilities level presents several challenges including rejection or resistance from the host, data is not sufficient or not valid, data is considered as confidential matter, and longer administration process which may delay the study schedule.

G. Institutions/Resources who need to be Involved

Several stakeholders related to the activity and can contribute as the respondent/resource person are:

1. Directorate General of Environment and Forestry Law Enforcement of the Ministry of Environment and Forestry
2. Active or retired hunters in selected locations
3. The middleman of IWT in selected locations.
4. Individuals/institutions that are related to wildlife trade research, campaign, and monitoring.

H. DELIVERABLES

Considering that the users of the study are the Government of Indonesia, all forms of reports shall be developed in the national language (Bahasa Indonesia) with an excellent translation in English. All reports/deliverable will be presented first to the Directorate-General of Law Enforcement of Environment and Forestry, Ministry of Environment and Forestry of Indonesia for feedback and comments. These comments must be incorporated into the reports before the product's final approval by the project steering committee. The final reports must have an executive summary and PowerPoint presentation. The team of the company shall submit the final report both in English and Bahasa Indonesia version in file storage (i.e. USB or CD) containing a soft copy of the editable version of the final report, all presentation, photos and video, all data and calculation, and simulation result (if available).

I. PAYMENT SCHEDULE

Phase	Deliverable/Outputs	Duration (in months)	Output Progress	Due Date	Payment Schedule	Payment Amount
1	Finalized Work Plan Work plan covering scope of work 1	1	30%	April 2021	Within two weeks upon signing contract	25%
2	Draft report covering scope of work 2 and 3	2	75%	June 2021	30 April 2021 (subject to approval by NPD CIWT and Technical Officer of UNDP)	50%
3	Final Report	1	100%	August 2021	30 June 2021 (subject to approval of final report by NPD CIWT and Technical Officer of UNDP)	25%

J. REQUIRED EXPERIENCE AND QUALIFICATIONS

1. Company / Organization

UNDP is seeking an organization/company, with the following requirements:

1. Has valid registration document/certificate
2. Experience in Strategic Communication
 - At least have 3 relevant projects in management, communication, public relation
 - Experience in conservation and biodiversity law enforcement business process;
 - Knowledge in wildlife crime; and
 - Experience in working with Indonesia's environmental and forestry law enforcement, biodiversity, and wildlife conservation sector's status, policies, and regulations is preferred.
3. Experience in projects and programs in Indonesia with 3 years of experience in conducting survey in Indonesia.
4. A previous experience in the IWT survey will be an advantage but not mandatory

2. Personnel:

a. List of Personnel:

The companies should have experienced professionals in the field of:

- Communication Expert (as a team leader);
- Psychologist;
- Wildlife Specialist;
- Data Analyst (three-person)
- Research Assistant

b. List of Qualification

Minimum requirements include:

a. Communication Expert (Team Leader)

- Qualifications:
 - Master Degrees (S2) in communication
 - Eight (8) years of combined working experience in the followings:
 - Experience in developing a communication strategy.
 - Experience in working with Government and Non-Government Organization/Institution
 - Experience in preparing content and material for a campaign
 - Experience in developing baseline study
 - Experience in developing a guideline
- Competencies and skills:
 - Have a basic understanding of the issue of wildlife trade.
 - Able to communicate messages in various media.
 - Have the ability to conduct persuasion, lobbying and, negotiation communication.
 - Broad insight into the scope of the organization.
 - Master interpersonal communication in overcoming pressure from the community and building customer trust.
 - Providing, serving, and mastering information related to the organization and public services.
 - Ability to Develop, support, and promote company goals, including message development, social media content creation and media outreach.
 - Ability to Develop and disseminate public relations materials that increase our visibility among stakeholders and lawmakers.
 - Have insight and understanding of public and media characteristics.
 - Have the ability to take decisions that are fast, intelligent, and minimize negative impacts.

b. Psychologist (one person)

Qualifications:

- Master's degree in psychology.
- 8 years experience in supporting research on human and animal behavior.
- Experience in working with Government and Non-Government Institution
- Research experience related to any type of behavior preferable both Human and Animal Behavior
- Experience in developing baseline study
- Experience in developing a guideline

Competencies:

- The ability to motivate and form the scope of teamwork in supporting the achievement of goals;
- Working with clients to help them make changes to their behavior through a variety of psychological therapies;
- Identifying and diagnosing behavioral or emotional disorders;
- Administering psychological tests and assessing the results;
- Conducting research through interviews, surveys, and observations

c. Wildlife Specialist (one person)

Qualifications:

- Bachelor (S1) degree in Biology or Forestry.
- 6 years' experience for a bachelor's degree in the issue of forest and wildlife management.
- Experienced in providing training or presentations related to the management of wildlife domestically / or abroad.

Competencies:

- Having the latest knowledge about wildlife trafficking in Indonesia and globally, especially in the issue of illegal hunting and a circulation of wildlife.
- Active in various wildlife conservation forums in Indonesia.

d. Data analyst (Three person)

Qualifications:

- Bachelor (S1) degree in Statistical, Information, Forestry, Conservation, or environmental science;
- One of the data analyst must be a statistical graduate and have experience in processing qualitative and quantitative data;
- 5 years' experience in the issue of forestry, conservation, social study, environmental and wildlife management. And combined working experience in the followings:
- Experience in preparing an in-depth analysis and prepare a presentation that will be used as a guideline;
- Experience in researching with Government and Non-Government Organization/Institution;
- Knowledge in data gathering, data cleaning, statistical analysis, and data visualization.
- Experience in developing baseline study
- Effective data visualization takes trial and error
- Experience and understands what types of graphs to use, how to scale visualizations, and know which charts to use depending on their audience.
- Proven working experience as a data analyst or business data analyst;
- Experienced analysts use modeling and predictive analytics techniques to generate useful insights
- Knowledge in ability to analyse, model and interpret data.
- Knowledge and understanding of traditional, widespread spreadsheet tools.

Competencies:

- Technical expertise regarding data models, database design development, data mining, and segmentation techniques.
- Strong knowledge of and experience with reporting packages (Business Objects etc), databases (SQL, etc), programming (XML, Javascript, or ETL frameworks).
- Knowledge of statistics and experience using statistical packages for analyzing datasets (Excel, SPSS, SAS, etc).
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy
- Have a high spirit in testing and validating models to make accurate and consistent models.

e. Research Assistant (one person)

Qualifications:

- Bachelor (S1) degree in Statistic, Information science, Forestry, Conservation, or environmental science;
- 4 years' experience in in the issue of forestry, conservation, social study, environmental and wildlife management and combined working experience in the followings:
- Experience in preparing an in-depth analysis and prepare a presentation that will be used as a guideline;
- Experience in researching with Government and Non-Government Organization/Institution;
- Experience in developing baseline study
- Proven working experience as a data analyst or business data analyst;

Competencies:

- Technical expertise regarding quantitative and qualitative data gatherings.
- Strong knowledge of and experience with prepare reports and paperwork.
- Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy. Have a high spirit in testing and validating models to make accurate and consistent models.

4. Language Requirement

While all individuals on the team may not have both English and Indonesian skills, collectively and at all times, there should be at least:

- Proficiency in English language, spoken and written. The consultants must have the ability to write reports, make presentations, and to provide training etc. in the English language.
- Proficiency in Indonesian, spoken and written. The consultants must have the ability to write reports, make presentations, and to provide training etc. in Indonesian.

5. Composition of Key Staff

A guideline proposed staffing structure for the consulting team is given in the following Table. Bidders should specify the amount of the time of key staff would spend in the field during project period. The combined team's CV should clearly demonstrate experience in the above-mentioned disciplines. Bidders are encouraged to review and propose their own staffing schedule to match the project need. Bid submissions must include CVs for proposed staff in the format given in the Attachment II "Technical Proposal Format",

Section 3: Personnel Suggested staffing structure and inputs

Description	Quantity	Unit	Number of Unit (Man. Days) in total	Remarks
Communication Specialist	1	Person	40	National specialist
Wildlife Specialist	1	Person	10	National specialist
Psychologist	1	Person	35	National specialist
Data Analyst	3	Person	60	National staff
Research Assistant	1	Person	35	National Staff
Enumerators		Person	10	National Staff
Total	7	Person		

Other Selection Criteria

Given the urgency and on-going nature of the work, the Organization/Company must be available to start one week after contract signing (expected in the week 1 of April 2021)

LIST OF ATTACHMENTS

ATTACHMENT 1: TIMELINE

ATTACHMENT 2: LIST OF EXPECTED MINIMUM NUMBER OF ACTIVITIES (WORKSHOP, SEMINAR, FGD, CONFERENCE OR SIMILAR)

ATTACHMENT 1. TIMELINE

Description	Deliverable	April 21	May '21	June '21	July '21	Aug '21
Sign contract						
1.1. Kick-off meeting to discuss and reconfirm the objectives, methods, target research, participants, deliverables, and timeline of the survey.	Minutes of Meeting					
1.2. Finalize survey instruments after discussion with the project team and UNDP manager. Both qualitative and quantitative research should be conducted to obtain data, attitudes, knowledge, and practices of key stakeholders concerning IWT issues.	Minutes of Meeting					
1.3. Submit a detailed work plan and scope of study within 2 (two) weeks of signing the contract by both parties.	Data Compilation					
2.1. Collecting data through quantitative and qualitative methods to provide the required data and insights to be the basis of the communication strategy in selected location as previously mentioned above.	Draft Report					
2.2. Data analysis	Draft Report					
3. Submit a draft final report before stakeholder meeting to discuss a draft report containing all report produced in the scope of work I to 2: Preparing presentation and lead a stakeholder meeting to present preliminary findings and receive feedback from the project team for report finalization (The meeting will be facilitated by CIWT Project).	draft report & minutes of meeting					
4. Presentation of the final report and recommendations. The report shall be an in-depth analysis and can be used as guidelines to identify effective communication channels and methods for the national social marketing campaign on IWT and measure the stakeholders' supports and participation. The survey will also help in the development of a detailed M&E framework based on its findings. Finalize report based on all inputs and comments gathered from all stakeholders, UNDP and Ministry of Environment and Forestry, and submit the report in English and Indonesian. The consultant shall	Final Report					

submit file storage (i.e. USB or CD) containing a soft copy of the editable version of final report, all presentation, photos , all data and calculation, and simulation result (if available); (The meeting final report presentation report will be facilitated by CIWT Project).						
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Note: All schedule of activities are subject to discussion FGD, meetings and site visits: Refer to annex 2

ATTACHMENT 2. LIST OF EXPECTED MINIMUM NUMBER OF ACTIVITIES (WORKSHOP, SEMINAR, FGD, CONFERENCE OR SIMILAR)

No.	Item	Freq. of activities	No of participant	No of Days	Location	Note
1.	FGD: For validating work plan of the consultant	1	25	1	Jakarta	Facilitate by CIWT
2.	Kick off Meeting	1	40	1	Jakarta	Facilitate by CIWT
3.	Collecting data through quantitative method	34 provinces	2.040	10	34 Provinces	Facilitate by the Selected Contractor
4.	Collecting data through quantitative method in selected locations	4 locations	1.600	10	4 locations (Medan, Lampung, Surabaya, Manado)	Facilitate by the Selected Contractor
5.	IDI for active and retired hunters of big mammals, small mammals, birds, and reptiles	5	Min 10 Max 15	3	5 (five) locations (Sumatera, Java, Kalimantan, Northern Sulawesi, and Eastern Indonesia)	Facilitate by Selected Contractor
6..	IDI for middleman	5	Min 5 Max 6	2	5 (five) locations in North Sumatera, Lampung, North Sulawesi, Banten Provinces, and Surabaya)	Facilitate by Selected Contractor
7.	Semi structured interviews	1	At least 3	1	34 Provinces	Facilitate by Selected Contractor
8.	Final Stakeholder Meeting	1	40	1	Jakarta	Facilitate by CIWT

Note: The table represents the minimum scenario in relation to the number of activities and the grouping of sub-sectors within each scope of work. The team of consultants is expected to design and estimate the grouping, or the number of stakeholder consultations and site visits needed in each scope of work, by referring to the table. The site visits shall only be conducted on the sub-sectors which are considered necessary to conduct field visits for the purposes of sampling, data collection, and/or data confirmation. The team of consultants shall cover the costs for accommodation, traveling, and transportation within Indonesia. Routine home-office costs for materials, printing, telecommunication, etc. are considered to be covered within the team of consultant's remuneration. The cost of meeting packages at 34 locations/survey area will be borne by the company/should be part of bidder's financial proposals.