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**World Economic Forum**

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**REQUEST FOR PROPOSAL  
COMMERCIAL COMPACT  
BETWEEN THE CHINA MEAT  
ASSOCIATION AND BRAZILIAN  
MEATPACKERS**

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## Contents

1. Introduction and instructions .....	3
1.1. Purpose of this Request for Proposal .....	3
1.2. About the World Economic Forum and the Tropical Forest Alliance .....	3
1.3. Supplier Instructions .....	3
1.4. Procurement Key Activities and Dates.....	4
1.5. RFP Evaluation Criteria.....	4
1.6. Queries about the Procurement.....	5
1.7. Proposal Submission Checklist.....	5
1.8. Points of contact .....	5
1.9. Provided Information.....	5
1.10. Confidentiality.....	6
1.11. Cost of Responding .....	6
1.12. RFP Errors.....	6
1.13. Liability .....	6
2. Specifications .....	6
2.1. Requirements.....	6
2.2. Scope of work.....	7
2.3. Description of the Deliverables.....	8
2.4. Timeline.....	8
2.5. Pricing.....	9

# 1. Introduction and instructions

## 1.1. Purpose of this Request for Proposal

The purpose of this Request for Proposals (RFP) is to solicit proposals from suppliers with expertise in international trade to support the design of a B2B commercial agreement between China Meat Association (CMA)'s companies and Brazilian meatpackers where sustainability including Deforestation and Conversion-free (DCF) requirements are front and center. The DCF requirements should be based on sectorial best practices such as CMA's Specification for Meat Industry Green Trade and international references (e.g., the Accountability Framework). The selected vendor will contribute to the Tropical Forest Alliance's efforts to develop consistent sustainability criteria for beef trade, from which potential agreements have a win-win possibility: (1) to benefit Chinese consumers by providing them with access to Brazilian beef products that have an increased environmental blueprint; and (2) aside from the benefits to the environment in Brazil, to secure consistent trade partnerships for beef producers in the South American country.

## 1.2. About the World Economic Forum and the Tropical Forest Alliance

The World Economic Forum (WEF) is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas. It was established in 1971 as a not-for-profit foundation and is headquartered in Geneva, Switzerland. It is independent, impartial and not tied to any special interests. The Forum strives in all its efforts to demonstrate entrepreneurship in the global public interest while upholding the highest standards of governance. Moral and intellectual integrity is at the heart of everything it does.

The WEF's activities are shaped by a unique institutional culture founded on the stakeholder theory, which asserts that an organization is accountable to all parts of society. The institution carefully blends and balances the best of many kinds of organizations, from both the public and private sectors, international organizations and academic institutions.

The Tropical Forest Alliance (TFA) is a global multistakeholder platform focused on reducing commodity driven deforestation. Hosted by the World Economic Forum, the TFA works with over 160 public, private and civil society actors to catalyze high-impact partnerships to address the inherent tensions that exist to grow production while protecting the forests - public and private, producer and market, global and local, people and the forest frontier. The TFA operates regional platforms in Latin America, West and Central Africa, China and Southeast Asia. It is supported by the Governments of the Netherlands, Norway, Germany, the UK, and the USA, as well as The Nature Conservancy, Partnerships for Forests, the Gordon and Betty Moore Foundation and the Cargill Foundation.

## 1.3. Supplier Instructions

For ease of response and evaluation, Suppliers are required to complete and submit all components of this RFP.

- Requested reference materials may be attached as Appendices. The World Economic Forum retains the right not to review any un-requested material

- Supporting information must be presented in the same order as the questions and must be referenced to the relevant question
- Questions must be answered in English
- Failure of a Supplier to provide the required information, make a satisfactory response to any question, or supply documentation referred to in responses, within the specified timescale, may mean that the Supplier will not be invited to participate further in the procurement
- Suppliers are asked to provide one electronic copy of the response in a format compatible with Microsoft Word. It is the supplier's responsibility to ensure that the proposal and all other required documents are received at the e-mail address named in this document by the closing date specified.
- Responses will not be returned
- Participants need to address all information specified by this RFP. All questions must be answered completely. The World Economic Forum reserves the right to verify any information contained in the participants RFP response, and to request additional information after the RFP response has been received.
- Marketing brochures included must be submitted only as attachments and must not be used as a substitute for written responses. Nevertheless, suppliers should include any additional information that they think would help the Forum evaluate their proposal.
- Furthermore, the proposal must be accompanied by a cover letter, signed by an individual authorized to bind the proposed entity (see Proposal Submission Checklist)

#### 1.4. Procurement Key Activities and Dates

Suppliers are asked to provide the response by June 17<sup>th</sup>, 2022 at 5:00 pm CET in electronic format to [TFA@weforum.org](mailto:TFA@weforum.org).

**Responses received after this time will not be considered.**

#### 1.5. RFP Evaluation Criteria

The Forum is looking for the most suitable partner and therefore will not simply select the economical most attractive bid or quotation, but rather use objective criteria to evaluate the best match for its demand. All supplier information provided as part of the RFP will be treated as confidential. The Forum's criteria include, but are not limited to the following key factors:

- Conformity with requirements
- Product and required service pricing
- Implementation approach
- Quality of services as well as quality assurance
- Geographical coverage
- Demand flexibility
- Company values

The Forum will not disclose the detailed results of the selection and scoring process and reserves the sole right to decide whether a proposal complies with the requirements of the RFP and to accept, reject or negotiate modifications of supplier's proposals.

## 1.6. Queries about the Procurement

Any questions about the procurement must be submitted by e-mail to TFA by June 13<sup>th</sup> 2022 at [TFA@weforum.org](mailto:TFA@weforum.org). No other forms of communication or contact will be accepted. It is the World Economic Forum's practice to communicate any question or request for clarification, with both the query and the response, in a suitably anonymous form, to all participating Suppliers. On a case-by-case basis if any information is deemed as confidential to a particular Supplier, this will be reviewed at the time it arises.

## 1.7. Proposal Submission Checklist

Proposals must include:

- A narrative describing previous experience in similar projects
- A description of methodology to be used
- A maximum of 15 pages total
- A pricing proposal following the requirements in Section 2.5

## 1.8. Points of contact

Suppliers are not allowed to contact any World Economic Forum personnel, such as management or other local contacts, regarding this RFP. Any such communication may lead to the proposal received being rejected.

It is expected that the supplier also provides the World Economic Forum with a single point of contact capable of answering questions related to this RFP on a global scale.

### World Economic Forum Contacts

Ashley Bastiampillai
TFA Operations Specialist
<a href="mailto:ashleyerika.bastiampillai@weforum.org">ashleyerika.bastiampillai@weforum.org</a>

## 1.9. Provided Information

This RFP contains information believed to be reliable at the date obtained but may not provide all the necessary or desirable information. Neither the World Economic Forum nor its employees or involved advisors, contractors or other representatives guarantee the completeness of these information. The document is intended solely for the information of the party to whom it is issued. All proposals will become the property of the Forum which reserves the right to use without limitations or liability for any ideas from the proposals.

The World Economic Forum reserves the absolute right to:

- Accept or reject any or all proposals
- Negotiate with any, all or no bidders
- Modify or cancel this RFP

It is the Bidder's responsibility to:

- Properly understand and examine the RFP
- Examine all other information available on reasonable inquiry relevant to the risks, contingencies and circumstances affecting its response
- Satisfy itself as to the completeness, correctness and sufficiency of its response

### 1.10. Confidentiality

The Invitation document is confidential. The Forum may update or revise the document or any part of it. The recipient acknowledges that any such revised or amended document shall be received subject to the same confidentiality undertaking. The Recipient will not disclose or discuss the contents of the document with any officer, employee, consultant, director, agent, or other person associated or affiliated in anyway with the World Economic Forum or any of its customers or suppliers without the prior written consent of the World Economic Forum.

### 1.11. Cost of Responding

All costs and expenses incurred by bidders in any way associated with the development, preparation, and submission of their responses to this RFP, including but not limited to attendance at meetings, discussions, presentations, demonstrations, etc. and providing any additional information required by the Forum will be borne exclusively by the bidder.

### 1.12. RFP Errors

Each recipient should notify the World Economic Forum of any error or discrepancy found in this document. Notification should be made to the contact found in proposal related details.

### 1.13. Liability

This invitation is not an offer by the World Economic Forum, but an invitation for responses. No contractual obligation on behalf of the Forum whatsoever exists from this process unless and until a formal contract is signed and executed by authorized people of the Forum and the select bidder.

## 2. Specifications

### 2.1. Requirements

- The service provider must have experience in the field of international trade and negotiation of commercial agreements; a background related to Brazil and China commodity trade relations would be an asset and strong knowledge and understanding of sustainability issues in commercial agreements
- The supplier is expected to have advanced knowledge and understanding of trade policy issues in commodity related matters, as well as of the national and international context
- The supplier is expected to have extensive convening and facilitation capacity at individual and institutional levels
- If independent consultant, the supplier must have an advanced degree in trade, law, economics or another relevant discipline, and 10 years of relevant professional experience, or an equivalent combination of education and experience
- The supplier must possess strong analytical and drafting skills
- The supplier must have the ability to work quickly and effectively under pressure, prioritize and juggle multiple tasks within tight deadlines, and to deliver time-sensitive high-quality work
- Strong interpersonal and teamwork skills and demonstrated client orientation; sensitive to working in a multicultural environment

- Good understanding of sustainability issues is of primary importance
- Fluency in English is required

## 2.2. Scope of work

### Context and Background

Land grabbing and subsequent pasture expansion for beef production are some of the main drivers of deforestation in Brazil, historically accounting for roughly 75% of forest loss. The Brazilian domestic market absorbs 70% of the beef production, and exports are rapidly increasing its share, with China being the largest individual importer. Actors in Brazil have made significant progress towards sustainability in the beef value chain in the past decade. Since 2009, meatpackers in Brazil have worked on sustainability issues by signing signed zero-deforestation agreements, the Conduct Adjustment Term (TAC), launching their own sustainability programs, and creating their own monitoring systems.

In China, the government has shown a growing commitment toward ecological civilization within global soft-commodity supply chains, and the China Meat Association (CMA) recently launched a Specification for Meat Industry Green Trade that pushes for the elimination of illegal meat sourcing and avoiding purchasing from high deforestation areas. China Meat Association (CMA) is a national social organization registered at the Ministry of Civil Affairs of the People’s Republic of China to assist China’s meat industry. Established in May 1992, CMA represents the Chinese enterprises, public institutions, social organizations, and individuals in the meat industry. The members include the food companies in large and medium cities and counties, related scientific research and design institutes, universities and colleges, press corps, and private companies engaged in animal husbandry and slaughtering, meat-processing, cold-chain logistics, machinery and equipment, additives and seasonings, as well as packing materials.

In China, The Tropical Forest Alliance (TFA) is building collective action around solutions to reduce commodity-driven deforestation –from the demand side. In Latin America, TFA supports the implementation of private-sector commitments to remove deforestation from the supply chains of agricultural commodities and engages local actors in the construction of national and regional agendas, establishing links between global commitments and local actions, and guaranteeing concreteness to the deforestation-free movement. Throughout 2020 and 2021, TFA led public-private Dialogues with the main stakeholders of the beef sector in Brazil and China to discuss the opportunities and challenges for a Brazil-China collaboration toward a more sustainable, safe, and productive beef trade relation that will benefit all actors in the supply chain.

In 2022, TFA, through a grant from the Partnerships for Forest program (BEIS-UK), will lead the agenda to lever domestic beef supply chain sustainability advances in Brazil towards its major export markets, starting in China. The project “Brazil-China: sustainable, safe and productive beef value chain” is supported by a consortium made up of TFA (including Latin America and China teams), WWF Brazil, WEF’s Future of Protein workstream, and Imaflo, which will be key in the implementation of this agenda that seeks to promote a shared vision on minimum sustainability criteria for beef trade, formalize a public-private Brazil-China Beef Alliance and mobilize and catalyze a B2B trade-relation grounded on a harmonized sustainable criterion.

### Activities

The following non-exhaustive list of activities is expected to be conducted:

- Development of workplan with project’s main goals, activities, timeline, expected deliverables, roles, and responsibilities
- Kick-off meeting with TFA project team (Brazil and China)

- Secondary research to improve understanding of Chinese context (sectorial agreements, legislation, main actors, and other relevant information)
- Consolidation of main DCF criteria Chinese companies should evaluate when sourcing beef from Brazilian meatpackers. The criteria should be based on the DCF Implementation Toolkit and CMA's Specification for Meat Industry Green Trade (including commitment and policy, traceability practices, DCF Implementation Plan, MVR systems, main KPIs, and others)
- Kick-off meeting with CMA representative to present work proposal and main requirements
- Follow-up with TFA project team China and CMA representative to validate work proposal and main next steps
- Requirements update after alignments with TFA project team China and CMA representative
- Meetings with the project team (e.g., TFA, Imaflora, WWF, WEF Future of Protein) to define best ways to monitor and verify information provided by Brazilian meatpackers
- Meetings to define the best strategy to communicate new requirements to CMA companies' suppliers
- Development of letter of requirements to Brazilian meatpackers
- Validate letter of requirements to Brazilian meatpackers with project team (Brazil and China) and CMA representative
- Support communication of letter of requirements to Brazilian meatpackers
- Follow-up with Brazilian meatpackers to support understanding of requirements
- Support project team (Brazil and China) and CMA assess answers received from Brazilian Meatpackers and identify those closest to be in compliance with the new DCF requirements
- Support project team (Brazil and China) and CMA provide feedback to Brazilian meatpackers regarding answers provided
- Meetings with project team (Brazil and China) and CMA to define main strategies to continue the work (e.g., engagement plans with meatpackers; continuity of monitoring and verification practices; development of commitments or policies by Chinese companies; updates on Chinese companies' purchasing strategies; incentives or sanctions established by Chinese companies, among others).

### 2.3. Description of the Deliverables

- D1. Develop a commercial transaction pilot plan: The pilot must include DCF requirements or criteria for beef trade between Brazil and China, aligned with key actors including project members, CMA and at least on Brazilian meatpacker
- D2. Propose a letter of requirements/criteria to be reviewed and aligned by the project Team, CMA representatives and at least one Brazilian meatpacker
- D3. Facilitate and accompany the commercial transaction between at least one Brazilian meatpacker and one Chinese buyer
- D4. Produce an assessment report with recommended strategies to scale up and a roadmap to develop and advance a Commercial Compact between Chinese and Brazilian companies with a consolidated list of the main DCF criteria/requirements

### 2.4. Timeline

Proposals are due on June 17<sup>th</sup> 2022 and award will be made by June 23<sup>rd</sup> 2022. Expected completion date of all work is January 31<sup>st</sup> 2023.



## 2.5. Pricing

- Proposals should be for a fixed price for the entire work, including all expenses and taxes, in the local currency of the country where the consultancy is based
- Proposals from Brazil must be budget in GBP
- Offers based on input-based pricing will not be considered
- Proposals will be evaluated on both total cost and on value-for-money

The products/services proposed by the prospective supplier must be aligned with the values, principles and criteria set out in the Forum's [Sustainable Procurement Policy](#).