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**World Economic Forum**

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**REQUEST FOR PROPOSAL FOR  
THE DEVELOPMENT OF  
TECHNICAL STUDIES ON THE  
AMAZONIAN CATTLE SECTOR**

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# 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 the development of market studies, financial instruments, and public policy of the Amazon region. The supplier must have extensive experience in environmental, forestry, economics, finance, law, or related sciences within the Peruvian Amazon.

This process will result in the selection of one supplier, who will be invited to enter a contracting phase for a specific and detailed scope of work subject to final fixed pricing. To carry out the services, a consortium may be formed by the maximum of two consulting companies and/or non-profit organizations under the supervision and accountability of the chosen supplier.

The selected vendor will develop a pack of technical studies or solutions comprising a market study for the Peruvian amazon beef, business plans, and policy proposal of financial instrument for deforestation-free cattle production.

### **Background**

In Latin America, TFA supports the implementation of private sector commitments to remove deforestation from the supply chains of agricultural commodities such as palm oil, beef, cocoa, dairy, soy, and coffee. It operates through the engagement and articulation of local actors in the construction of national and regional agendas and collaboration, establishing links between global commitments and local actions, guaranteeing impact and concreteness to the deforestation-free movement. TFA Latin America supports the attraction of global investments and actors to the region, especially for jurisdictional programs, and promotes the construction of bridges between regional actors and the global movement through an intense agenda of dialogues and consultations.

In Peru, TFA's action focuses on supporting the consolidation of the Coalition for Sustainable Production, working with local partners, and engaging the private sector, targeting efforts on the implementation of sectoral commitments in cocoa, palm oil, coffee, and cattle, as well as in the construction of a portfolio of jurisdictional initiatives to be supported and accelerated.

TFA Latin America has recently joined efforts with WWF, The Climate Group, and other stakeholders to overcome barriers preventing the uptake of a promising nature-based solution that is low carbon and deforestation-free across cattle sector with focus in Madre de Dios, Peru. The project, funded by the UK PACT Green Recovery Fund, has three components, the first related to capacity building, the second related to knowledge management, and the third, focused on the generation of conditions for market development and financing.

In coordination with partners, TFA will lead the creation and facilitation of the working group (named Alliance for Regenerative Livestock in the Peruvian Amazon) to promote the dialogue and action toward regenerative and deforestation-free cattle in Peruvian Amazon, and will be responsible for ensuring the delivery of the technical studies on market opportunities, sustainable livestock business

plans and financing instruments.

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

The World Economic Forum 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.

Our 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 catalyse 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, and the UK, as well as the Gordon and Betty Moore Foundation and the Cargill Foundation.

### 1.2. 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)

### 1.3. Procurement Key Activities and Dates

Suppliers are asked to provide the response by **November 21<sup>st</sup>, 2021**, at 17:00 CET in electronic format to [TFA@weforum.org](mailto:TFA@weforum.org).

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

### 1.4. 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.

### 1.5. Queries about the Procurement

Any questions about the procurement must be submitted by e-mail to TFA by November 12<sup>th</sup>, 2021, 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.

### 1.6. Proposal Submission Checklist

Proposals must include:

- A narrative describing previous experience in similar projects and answering the RFP **Erro! Fonte de referência não encontrada.** in Section 2.6
- A description of methodology to be used
- A maximum of 15 pages total
- A pricing proposal following the requirements in Section 2.4

### 1.7. 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

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| <b>Jessica Maillot</b>   |
| <b>Project Coordinator</b>   |
| <a href="mailto:Jessica.Maillot@weforum.org">Jessica.Maillot@weforum.org</a> |

### 1.8. 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

### 1.9. 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.

### 1.10. 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.

### 1.11. 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.

### 1.12. 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 supplier must have extensive knowledge and work experience in market studies, business plans, financial instruments, and public policy of the Amazon region.
- The supplier must have professional and teamwork experience in environmental, forestry, economics, finance, law, or related sciences within the Peruvian Amazon. The supplier must include information about the experience of the professional team responsible for providing the service. The professional team should be made up of a maximum of 4 persons.
- In the case of consortiums, it should be formed by a maximum of 2 organizations.

### 2.2. Scope of work

For each one of the 3 technical studies the following activities should be deployed:

1. Review information, studies, projects, and policies related to cattle production in the Peruvian Amazon. For the market study, a systematized survey/interviews plan with relevant buyers should be considered.
2. Hold meetings with government officials, technicians, specialists, and relevant stakeholders from the livestock sector in Madre de Dios or national level.
3. Organize focus groups or workshops for collecting and disseminating information or validating deliverables.
4. Generate documents of the progress and later on, the completion of the studies.

Description of the Deliverables:

1. **Domestic Market study Report:** Based on primary and secondary information, develop an analysis of the current and potential demand of high-quality, deforestation free and sustainable beef at national level. Standard contents of market study must be provided (e.g., market trends, competitors, specifications of products of demand, measure of potential

market, price and premium for differentiated beef, requirements, and recommendations for the suppliers).

2. **Investment business plans Report:** A dossier with at least 2 business and/or investment plan models. This business or investment plans (oriented to reimbursement or non-reimbursement funds) should contribute to sustainable productive development of producers organized. A mapping and description of small-scale producer organizations should be prepared previously based on eligibility criteria of financial institutions (e.g. Agrobanco, Agrorural).
3. **Financial instrument proposal:** A public policy proposal of an innovative financial tool for deforestation-free and/or regenerative cattle must be developed. This document must include an identification, selection of existing instruments; analysis of financing objectives and possible investments, access conditions, interest rates, financing periods and other conditions, limitations or bottlenecks, and lessons learned; and how it can be improved to increase scalability, blended finance options, and incorporating sustainability criteria.

### 2.3. Timeline

Award will be made by **December 3<sup>rd</sup>**, 2021.

Expected completion date of all deliverables is May 30<sup>th</sup>, 2022.

### 2.4. Pricing

- Proposals should be for a fixed price for the entire work, including all expenses and taxes, in Pound Sterling (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](#).