



Request for Proposal

For the provision of Consultancy to undertake a study on 'A Case for a moratorium on Factory farming in the Global South'

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CHARITY: World Animal Protection

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1 INTRODUCTION

World Animal Protection is seeking supplier (s) (**"the Bidder"** or **"You"**) to put forward a Proposal for the provision of Consultancy Services to undertake a study on 'A case for a moratorium on factory farming in the Global South.'

The purpose of this Request for Proposal (RFP) is for World Animal Protection to identify and select the Proposal that satisfies the complete RFP requirement and offers the best Value for Money. Proposal responses should emphasise a solution that is characterised by flexibility, responsiveness, openness, collaboration and global reach.

Responses to this RFP will be evaluated as detailed within Section 4, "Evaluation Approach."

1.1 Definitions

"Agreement" means the eventual, contracted business arrangement between World Animal Protection and the Bidder and the constituent goods, services, products, terms, conditions, and costs of that relationship;

"Value for Money" is the term used to assess the mix of quality, cost, resource use, fitness for purpose, timeliness and convenience to judge whether when taken together, they constitute good value to provide the maximum benefit to World Animal Protection;

"Must", "will", and "shall" indicate mandatory obligations that the Bidder must comply with;

"RFP" means all instructions, specifications and requirements stated in this document and its attachments, and any additional instructions subsequent to the distribution of this document;

"Services" means the services that are the subject of this RFP;

"Bidder" means the organisation submitting a formal response to this RFP;

"Supplier" means the successful respondent and its approved subcontractors;

"Proposal Response" means the documents comprising the Bidder's Proposal, including the complete product, service and price proposals submitted by the Bidder in response to this RFP.

1.2 Background to World Animal Protection

World Animal Protection, formerly World Society for the Protection of Animals (WSPA), is a global animal welfare organization with nearly fifty (50) years' experience in safeguarding the lives of animals around the world. Our vision is "A world where animals live free from suffering" and we work to end the suffering of animals around the world through strategic campaigning and by providing evidence-based lasting solutions.

Currently we are working to deliver on our new strategy, A NEW WORLD FOR ANIMALS (2021-2030) that aims to 1) ensure farmed animals live good lives by transforming the global food systems and 2) stop wild animals from being cruelly exploited as commodities by changing the systems that allow this.

We aim at putting animal welfare on the global agenda and demonstrate that what is good for animals is good for the planet and people. In our first goal, we aim to end farm animal cruelty by transforming the global food system. We will move the world to embrace humane and sustainable approaches to farming, financing, and consumption of high welfare animal products. This will not only improve the lives of millions of farmed animals but also will improve the health and wellbeing of all living things.

World Animal Protection is a registered charity, and our offices are located at Westside Towers, 9th Floor, Room 901 | Lower Kabete Road, Off Brookside Roundabout | P.O Box 66580 -00800, Nairobi, Kenya, registered company number: CF/2012/78166

Further information about World Animal Protection can be found on our website:
<https://www.worldanimalprotection.or.ke/>

1.3 Scope of Requirement

World Animal Protection is seeking to recruit a qualified Consultant (s)/company, with the right expertise and experience, to conduct a study on 'A case for a moratorium on factory farming in the Global South'. The successful consultant/company will work closely with World Animal Protection Staff and all other governmental and non-governmental entities that will be involved.

Background information: Factory farming, which is also referred to as 'industrial' or "intensive" farm animal production, entail practices that do not acknowledge the sentience and welfare of animals. In such production systems, negative animal welfare and environmental impacts are found to be significant yet are not factored into the costs of production.

The classical business model of a factory farm is characterized by high production efficiency and high production volumes with a strong focus on minimizing the cost of production; and animals bearing the greatest burden. Animals are forced, by billions, to live in cramped, sunless environments that prohibit natural behaviors and cause illness, injury, and distress. In essence, animals are viewed

as mere products, and not sentient, living creatures that experience joy, pain and anguish. Because of such conditions, antibiotics and other antimicrobials are administered to groups of animals to prevent them from getting sick in overcrowded and unhealthy conditions or to speed their growth for profit. This highlights the cruelty in factory farming.

Though science has shown factory farms to be a source of life-threatening diseases and causing a global threat to the environment and biodiversity, they remain a flourishing multi-billion industry that is to some extent propped up by governments.

Purpose of the consultancy: Through this consultancy, we aim to generate credible evidence that will convince civil society organizations, the public and governments to rally behind a call for a moratorium on factory farming, as a key progress point towards a future of global food systems without factory farming.

The global growth of factory farming, and particularly projections of the fastest growth in the Global South rest upon a widespread belief that industrial livestock systems will deliver on food security and nutrition, and economic development. Additionally, and to some degree, the growth is also attributed to the growing opposition to factory farming in Global North which pushes such businesses to relocate their operations to the Global South.

This consultancy will need to demonstrate that the above belief is misguided, and that the growth of factory farming is counter-productive in the quest of food security and nutrition, social inclusion, and economic development, whilst delivering multiple and additional negative impacts. The successful consultant will use the available evidence to showcase the counterproductive nature of intensification due to lack of resilience of factory farming to climate related disasters and external shocks.

The proposed outline/structure of the document:

- i. *Factory farming and the Global South* - A global snapshot and growth projections in emerging economies. Role of multinational corporations and integration of smallholder operations. Global dynamic of multi-nationals shifting business focus from Global North to Global South due to tighter local environment/welfare restrictions and in pursuit of profit in Global South where market demand is growing, and regulations are more relaxed. Implications of driving intensification including use of cage/crate equipment that is now redundant in Global North.
- ii. *Factory Farming and climate change* - emissions, mitigation, adaptation capabilities and weaknesses in the face of shocks as outlined in the literature, and experienced around the world, particular risks or impacts experienced in the Global South. Climate change as a multiplier of social inequalities and public health risks including zoonoses.

- iii. Factory farming perceived benefits and negative harms - weighing up arguments around food security and sovereignty, economic development/integration, public health and nutrition, environment, economic inclusion/squeezing out of small-scale farming, nutrition, with a focus on the experience in the Global South within the context of a global food system dominated by multinational corporations.
- iv. Opinions: the case for a moratorium on factory farming - voices from the ground/grass roots in the Global South.

Period: May 2022 to July 2022

Academic Qualifications of the Consultant:

The Consultant (s) being sought to undertake the research must have an advanced degree qualification in environmental sciences, climate change, sustainable development, or any other relevant field. A relevant work experience in climate change, climate adaptation and mitigation strategies, sustainable development fields, together with knowledge of climate change, public health and environmental issues in Africa and how that connects to industrial farming is desirable.

2 INSTRUCTIONS TO BIDDERS

2.1 RFP Response Guidelines

In a covering letter to your Proposal Response, please confirm the following:

1. Full compliance with the Proposal Response Requirements as detailed in Section 3. Details of any area of non-compliance must be provided.
2. Completion of clear pricing details in accordance with the Pricing Instructions in Section 3.4.
3. Completion of the separate Due Diligence Questionnaire if required (Appendix A).
4. Ability to attend a supplier interview on should this be required, to include the Partner or Director responsible, and the assigned Account Manager. Other staff are welcome to attend but no more than four people should attend the interview.
5. Compliance with the clauses contained in Section 2.2.

Your response to this RFP must be submitted in accordance with the following:

- The Proposal Closing Date on 27.05.2022
- In Kenya Shilling or USD for work completed in Kenya or in other countries.

- The Proposal Response must address all aspects of the requirement (Section 3). Failure to provide a satisfactory response or no response at all to any of the questions may result in the Bidder being excluded from further consideration.
- World Animal Protection will not evaluate questions that refer to information to be taken from a website, or any other type of media. The information must be included in the Proposal Response.
- The Proposal Response should be submitted by e-mail prior by the Proposal Closing Date and in accordance with the Schedule in Section 2.3 to the PatrickMuinde@worldanimalprotection.org email address.
- Supporting documents submitted via e-mail with the Proposal Response should be in either PDF format or otherwise in a read-only Microsoft Office format. These attachments must be referenced in the same way as the RFP. Hard copies of the Proposal Response may be requested following the electronic submission for ease of use by the interview panel.
- The completed Proposal Response must be saved with the World Animal Protection Reference, your name and the name of the document.
- The Bidder may email any relevant non-commercial information directly to the World Animal Protection Contact at the address stated on the front page of this RFP. You are reminded that the pricing information must only be submitted via PatrickMunide@worldanimalprotection.org. Failure to comply may mean that your submission will be disregarded. All postal information (and any memory sticks etc, where applicable) should be clearly marked with the Proposal Reference: **Ref: 2022/Farming/Climate change/Consultancy- A case for a moratorium on Factory farming in Africa**
- The Bidder is responsible for obtaining all information necessary for the preparation and submittal of their response to this RFP. World Animal Protection will not reimburse any expense incurred by the Bidder in the RFP process.
- All Bidders will have the opportunity to meet with World Animal Protection representatives. All other enquiries and questions regarding this RFP must be made in writing via e-mail World Animal Protection PatrickMuinde@worldanimalprotection.org clearly stating the Reference **Ref: 2022/Farming/Climate change/Consultancy- A case for a moratorium on Factory farming in Africa** in the subject line.
- Please note that any clarification given will be in writing. Where appropriate, clarification questions and responses will be shared with other Bidders.
- The information supplied in response to this RFP will be checked for completeness and compliance prior to the commencement of the formal evaluation procedure.
- World Animal Protection may not consider a Proposal Response which is submitted late, partially completed, wrongly labelled, or provides false, ambiguous or misrepresenting information, for evaluation.

World Animal Protection reserves the right to:

- Request additional relevant information from the Bidder in support of responses to this RFP after the final submission date.
- Revisit and re-evaluate all responses to this RFP at any stage.

- Reject any Proposal Responses and to seek additional Bidders.
- Enter into negotiations with and subsequently contract with more than one Supplier.
- To cancel or withdraw this RFP with or without substitution, to alter the terms or conditions of this RFP, and/or to alter within reason the proposed implementation schedule.

2.2 Notice to Suppliers

2.2.1 Confidentiality

You agree to keep confidential all information, whether written or oral, concerning the business and affairs of World Animal Protection and/or its associated companies (defined as any entity controlling, controlled by or under common control with World Animal Protection), which you have received or obtained as a result of the information supplied in this RFP, or in discussion relating to it, except any such information which is in the public domain. This condition shall apply equally to any sub-contractor consulted by you and it shall be your responsibility to ensure that any sub-contractor abides by the terms of this RFP. If your Proposal is unsuccessful, or you choose not to quote for this requirement, you may be asked to return all relevant documents.

2.2.2 Proprietary Information

World Animal Protection consider all Proposals submitted by the Bidder in response to this RFP as the proprietary material of World Animal Protection. No Proposal Responses or associated documentation will be returned. It is your responsibility to identify any information contained in your Proposal that is confidential.

2.2.3 Compliance with Laws

By virtue of submitting a Proposal Response, you acknowledge that the products, materials and services you propose to supply conform to and comply with all applicable regulations, laws and codes. You shall indemnify World Animal Protection and its affiliates for any breach or alleged breach of such representations or warranties or as defined.

2.2.4 RFP Process Information

This RFP represents a definition of specific requirements. It is not an offer to contract. Only the execution of a written contract will obligate World Animal Protection in accordance with the terms and conditions of the Agreement, which must be executed prior to the provision of any services.

2.3 Estimated Timings for the Proposal Process

ACTION	DATE
RFP issued to Bidders	17.05.2022
Bidders to submit written response to RFP (by email)	27.05.2022
World Animal Protection Review Proposal Responses	30.05.2022 - 01.06.2022

World Animal Protection - Award decision made, contract finalized and signed-off	03.06.2022
Successful Supplier(s) commence	03.06.2022
Submission of the 1 st draft of the report	07.07.2022
Submission of the 2 nd draft report	14.07.2022
Submission of the final report	27.07.2022

Suppliers will be notified of any changes as they take place.

3 PROPOSAL RESPONSE REQUIREMENTS

Responses to the RFP must provide information in the following format when answering the questions below. Please provide electronic copies of your main Proposal Response documents to PatrickMuinde@worldanimalprotection.org

Additionally, to your response below, you are required to complete the Due Diligence Questionnaire (Appendix A).

3.1 Details of your Firm (where necessary)

- 3.1.1 Outline your structure, size and capabilities as relevant to World Animal Protection:
- What is your international structure, and are you able to match the locations of our relevant offices where local work is required? Do you have partnerships or affiliates in the countries within the scope of this RFP where you do not have an office presence? How is work undertaken across the partnership globally coordinated?
- 3.1.2 Identify your firm's major international charity clients (from these we will select two to act as referees and will contact you for details).
- 3.1.3 Provide information about your wider experience and involvement with the charity sector.
- 3.1.4 Confirm that this bid will not result in any potential conflict of interest between your organisation and World Animal Protection or any officer of World Animal Protection.
- 3.1.5 Explain why you think you are best suited to provide these services to World Animal Protection.

3.2 Staffing & other Resources

Your Proposal Response should identify:

- 3.2.1 The account manager and other relevant staff who will be assigned to the service World Animal Protection's requirements, including details of their relevant experience and qualifications (please also specify which clients they have worked with and are currently working with).
- 3.2.2 The time which the account manager and other relevant staff will devote to World Animal Protection's requirement.
- 3.2.3 How you manage succession planning and staff continuity.
- 3.2.4 How you will use technology to deliver your service.

3.3 Service Requirement Approach

Your Proposal Response should identify how you:

- 3.3.1 Determine how your company's proposal will best suit and fulfil World Animal Protection's requirements.
- 3.3.2 Address matters for each of World Animal Protection's requirements.
- 3.3.3 Identify and respond to critical service issues.
- 3.3.4 Will work with World Animal Protection stakeholders and, where relevant, other companies/agencies to deliver and/or complement World Animal Protection's requirement.
- 3.3.5 Would work with World Animal Protection staff to ensure that the service requirements are well planned, with sufficient notification of service requirements to prevent both last-minute peaks in work and slippage to the requirement.
- 3.3.6 Control and co-ordinate World Animal Protection's requirement including indicative timings.
- 3.3.7 Describe your firm's approach to resolving project issues.
- 3.3.8 Ensure appropriate responsibility for decisions on the requirement.
- 3.3.9 Conduct the reporting arrangements.
- 3.3.10 Manage transition of the requirement and the handover from the existing supplier.
- 3.3.11 Describe internal processes used for quality assurance.
- 3.3.12 Describe your firm's approach to resolving accounting and financial reporting issues.
- 3.3.13 Provide your understanding of our key risks and identify any areas of concern for World Animal Protection.
- 3.3.14 We are keen to constantly improve the speed and efficiency of this World Animal Protection requirement so would be interested in any ideas you have for improving its efficiency as much as possible and note how this would positively impact World Animal Protection.

3.4 Pricing

Pricing provided within the RFP response should be submitted in accordance with the following:

- 3.4.1 Pricing in USD or Kenya Shillings.
- 3.4.2 Please provide daily rates for each grade of staff in all relevant locations. Rates should be fixed for a minimum period of 3 year
- 3.4.3 Please provide an analysis of hours by grade of staff that will be involved in the service requirement.
- 3.4.4 Outline your proposals for setting and agreeing fees in future years.
- 3.4.5 Explain how you manage any issues that might lead to extra fees being charged.
- 3.4.6 Pricing should be inclusive of all taxes
- 3.4.7 Pricing should include all costs involved in the fulfilment of the requirements as specified in this document. No additional costs may be added once pricing has been submitted.
- 3.4.8 Where travel is required, the expenses claimed by Suppliers must adhere to World Animal Protection's Travel and Expenses policy.
- 3.4.9 Exclusions must be clear.
- 3.4.10 An overall estimate of the price for each aspect of the service requirement should be provided.
- 3.4.11 Provide your proposed billing schedule.
- 3.4.12 Pricing must be valid for a period of ninety 3 months from the date of submission.

In addition, your written response the Proposal should:

- 3.4.13 Contain details of other resources you would/ could make available to World Animal Protection included within your proposed fee or at an additional fee.

3.5 Other

3.5.1 Added value is an additional form of benefit from suppliers to World Animal Protection with the intention of providing support over and above the direct requirements stated in the Proposal document. Please set out what you can offer in addition to answering World Animal Protection's requirements above which will add value to your offering with on-going benefits to World Animal Protection. Some examples and ideas of added value support are listed below for your reference.

- Pro Bono goods and/or services

- Allowing use of offices/conference venues for World Animal Protection staff meetings and events
- Benefits available from parent/sister companies
- Introductions to other businesses (supplier affiliates/sister companies)
- Providing staff training and development
- Free consultancy
- Supporting World Animal Protection as your company's charity of choice

3.5.2 What actual/potential conflicts of interest or ethical concerns do you consider may be relevant to this requirement?

3.5.3 Please provide any other relevant information

4 EVALUATION APPROACH AND CRITERIA

We are inviting x [number] firms to submit Proposals. A shortlist of 2-3 firms will be invited to meet with Management. Bidders will be informed of the outcome of the Proposal by date - month - year.

World Animal Protection reserves the right to select the Proposal which it deems to be in its best interests. World Animal Protection shall not be bound to accept the lowest price Proposal submitted, but will instead seek the Proposal that offers the best Value for Money.

Responses to the Proposal will be evaluated against the following criteria:

Criteria	Weighting
1. Price	30%
2. Ability to meet the full requirements of this RFP	40%
3. Experience of the supplier and the specific staff proposed	10%
4. Approach to fulfil the requirement, including how the supplier would work with our staff to ensure a well-managed working relationship.	10%
5. References	10%