



**REQUEST FOR PROPOSALS
FOR STRATEGIC VISIONING AND PLANNING
ISSUE DATE 11/25/19**

Protecting the Amazon and our climate by supporting indigenous peoples.

Since 1996, Amazon Watch has protected the rainforest and advanced the rights of indigenous people in the Amazon Basin. We partner with indigenous and environmental organizations in campaigns for human rights, corporate accountability, and the preservation of the Amazon's ecological systems.

Our Mission

Amazon Watch is a nonprofit organization founded in 1996 to protect the rainforest and advance the rights of indigenous people in the Amazon Basin. We partner with indigenous and environmental organizations in campaigns for human rights, corporate accountability and the preservation of the Amazon's ecological systems.

Our Vision

We envision a world that honors and values cultural and biological diversity and the critical contribution of tropical rainforests to our planet's life support system. We believe that indigenous self-determination is a critical component of any successful conservation strategy for the Amazon, and see that indigenous knowledge, cultures and traditional practices contribute greatly to sustainable and equitable stewardship of Mother Earth. We strive for a world in which governments, corporations and civil society respect the collective rights of indigenous peoples to free, prior and informed consent over any activity affecting their territories and resources. We commit, in the spirit of partnership and mutual respect, to support our indigenous allies in their efforts to protect life, land, and culture in accordance with their aspirations and needs, as well as the needs of future generations

Who We are Seeking

Amazon Watch (AW) seeks a vendor who has demonstrated experience in successfully developing consensus-based strategic plans, has strong facilitation skills, has proven experience with non-profit strategic planning. We seek a consultant to lead the organization in a strategic visioning and planning process, which will result in a completed plan as outlined below by April 30, 2020.

The consultant will be responsible for the following:

1. Designing and executing a strategic visioning and comprehensive planning process, which should include:
 - ❖ Information gathering from AW staff, board, partners and funders
 - ❖ Surveys of indigenous and NGO partners to identify trends, political scenario planning, partner needs/ requests of AW and feedback for AW (NEW: Survey will be conducted by Amazon Watch and written responses supplied in Spanish and/or Portuguese)
 - ❖ One-on-one interviews with at least 10 key partners (NEW: See above, Amazon Watch will provide responses from interviews in the Amazon)
 - ❖ Survey to funders
 - ❖ Benchmarking and SWOT analysis
 - ❖ Written assessment of surveys/interviews, including landscape analysis and summary of conclusions/ recommendations
 - ❖ Alignment of plan with an obtainable budget
 - ❖ Meeting planning and facilitation, including
 - At least 1 all-staff visioning session in early 2020
 - One Board and staff visioning session or planning meeting, including revising April 2019 SWOT in early 2020
 - 3-5 day strategic planning session in the SF Bay Area (no longer planned to be held in the Amazon region)
 - Monthly meetings with leadership team at AW
2. The creation of a draft and final 5 to 10 year strategic plan, which should include:
 - ❖ A (potentially) revised Vision Statement
 - ❖ External and internal goals that are strategic, actionable, and measurable
 - ❖ Yearly Key Performance Indicators (KPI's) to measure achievement of those goals
 - ❖ Tactical actions to implement and re-assess goals
3. Project management, including:
 - ❖ Driving the overall process, liaising with Board and Staff co-chairs
 - ❖ Producing drafts of surveys, reports, etc. for feedback
 - ❖ Preparing materials for, creating agendas and facilitating meetings
 - ❖ Working with AW staff on scheduling and logistics

Proposal Format

To best evaluate the ability of the vendor to meet our goals, please include the following in your proposal:

- ❖ Examples of similar projects (especially with organizations similar to ours)
- ❖ Your approach to strategic planning
- ❖ A summary of strategic planning experience
- ❖ Suggested project timeline with major tasks and milestones
- ❖ Project budget by line item
- ❖ Sample project plan
- ❖ Identify (if needed) who will be involved on your project team, their role, and including any relevant experience.
- ❖ Three client references

To accomplish the scope requested, the consultant will need to possess the following qualifications:

- ❖ Experience at successfully developing consensus-based strategic plans
- ❖ Strong facilitation skills
- ❖ Experience at creating a neutral environment for, and soliciting input from, individuals from various sectors
- ❖ Experience at gathering and utilizing data to inform the strategic planning process
- ❖ Knowledge of budgeting
- ❖ Knowledge of marketing, communications and branding
- ❖ Ability to constructively challenge key stakeholders
- ❖ Experience inspiring others to think innovatively
- ❖ Project management experience

Process for Proposal Submission and Evaluation Instructions for submission

- a) Deadline to submit proposals: December 13, 2019
- b) Inquiries concerning this RFP should be directed to Paul Paz y Miño, Associate Director (paz[at]amazonwatch.org) no later than 12/13/19
- c) Conditions of Proposal: All costs incurred in the preparation of a response to this RFP are the responsibility of the bidder and will not be reimbursed by AW
- d) Submission Instructions Proposals should be submitted in PDF format via email to paz[at]amazonwatch.org before the closing submission date. If the file is too large for email, a link to the file should be provided. Late arrivals will not be accepted. Mail submissions will not be accepted. It is the responsibility of the bidder to ensure that the response is received by AW by the closing submission date. A response may be judged non-responsive and excluded for further consideration if it is not received by the deadline or does not follow the specified format.
- e) Right to Reject AW reserves the right, in its sole discretion, to reject any and all responses received in response to this RFP. A contract for the accepted response will be based upon the factors described in this RFP.
- f) Small Businesses, Minority-Owned Firms, and Women's Enterprises- AW will make efforts to utilize small businesses, women's business enterprises, and/or minority-owned firms. A bidder qualifies if it meets the definition established by the Small Business Administration.

g) Confidentiality- If the bidder deems any material submitted to be proprietary or confidential, that must be indicated in the relevant section(s) of the response.

h) Notification of Selection and Timeline It is expected that a bidder will be selected within two weeks of the closing submission date, although this timeline is subject to change. AW reserves the right to cancel this RFP at any time. Upon conclusion of negotiations with the successful bidder, all bidders submitting responses to this RFP will be informed in writing of the name of the successful firm or individual.

i) Criteria for Selection AW will select the proposal which it feels will deliver the highest quality deliverable at the best value. Proposals will be initially reviewed by the Executive Director and the Strategic Planning committee. Selection of vendor will be made by the Strategic Planning Committee with input from the Executive Director.

Price will be a significant, but not the only, criteria in evaluating the proposals. Consideration will also be given to the following:

- ❖ Ability of the bidder to provide all aspects of the proposal.
- ❖ Compliance of the vendor and proposal with the project requirements outlined above.
- ❖ The extent to which the proposed deliverable meets the scope and goals outlined in the RFP.
- ❖ Experience with similar organizations and portfolio of work.
- ❖ The award will be made to the qualified bidder whose proposal is most advantageous to AW with price and other factors considered.