
World Economic Forum

REQUEST FOR PROPOSAL FOR REUSE- FOCUSED LANDSCAPE ANALYSIS AND PROJECT PREPARATION IN SUPPORT OF PLASTIC POLLUTION REDUCTION EFFORTS IN COLOMBIA

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1. Introduction and instructions

1.1. Purpose of this Request for Proposal

This request for proposal (RFP) is an invitation to submit proposals for the provision of a landscape analysis and project preparation focused on reuse solutions and their enabling environment in leading cities in Colombia. This work will help inform plastic action efforts in Colombia supported by the Global Plastic Action Partnership in close collaboration with the UN Environment Programme. The work is to be carried out between May – Sep 2022.

The purpose of this RFP is to solicit proposals from suppliers with expertise in stakeholder engagement, multi-stakeholder platforms, sustainable consumption and plastic pollution issues, as well as research and insight generation related to the above areas, with a view to meeting high-quality requirements and project objectives established by the World Economic Forum and its partners. 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.

1.2. About the World Economic Forum

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.

1.3. About the Global Plastic Action Partnership (GPAP)

As part of the Forum’s dedication to accelerating impact under the Paris Agreement and the United Nations Sustainable Development Goals (SDGs), GPAP was launched in September 2018 at the Sustainable Development Investment Summit as a lighthouse initiative within the Platform for Advancing the Circular Economy (PACE). The vision of GPAP is to partner with countries and global partners to champion a shift towards a new plastics economy both by addressing the root causes of plastic pollution, from production to consumption and reuse, and by improving waste management efforts downstream. GPAP brings together governments, regional bodies, international organizations

and businesses, as well as innovators and civil society organizations on an impartial collaboration platform with the aim of creating dedicated communities and driving positive change.

1.4. GPAP – UNEP collaboration related to Colombia / reuse

GPAP and UNEP collaborate globally on plastic pollution eradication efforts, including in the area of upstream solutions and especially on reuse. GPAP and UNEP – together with WWF - are leading the development of a global one-stop-shop Reuse Portal, an open digital collaboration platform engaging innovators, businesses, policymakers, activists, experts, consumers, and citizens to access practical guidance, tools and networks to shift from single use to reuse.

At the local level, GPAP is a co-funding and collaboration partner supporting the UNEP/GEF project entitled “Reduce marine plastics and plastic pollution in Latin American and Caribbean cities through a circular economy approach” (GEF ID 10547). The project is expected to be formally launched in October 2022, foresees city-level plastic action efforts in Colombia, including upstream solutions to enable reuse systems.

1.5. Procurement Key Activities and Dates

Suppliers are asked to provide the response by **Monday 25 April 2022, 09:00 CET** in electronic format to poonam.watine@weforum.org. Responses received after this time will not be considered.

- RFP launch: 28 March 2022
- Deadline to submit questions via email: 1 April 2022
- Response to questions shared: 5 April 2022
- Deadline to submit RFPs: 25 April 2022
- Short-listed vendors may be invited to present their proposal via Zoom w/c 25 April or 2 May
- Final vendor to be selected by 6 May with work commencing the week of 16 May.

Responses received after this time will not be considered.

1.6. RFP Evaluation Criteria

The Forum is looking for the most suitable supplier 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:

- Implementation approach and pricing
- Quality of products and services as well as quality assurance
- Understanding of global and local plastic pollution and sustainable consumption issues, especially on reuse of plastic products in the Colombian market
- Spanish and English language skills
- Flexibility and agile approach
- Collaboration skills and experience working with multiple stakeholders and teams
- Experience in conducting independent and diligent research

- Experience in similar projects
- Demonstrate good understanding of the challenge
- Demonstrated understanding of the assignment and quality of deliverables expected

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.

1.7. Queries about the Procurement

Any questions about the procurement must be submitted by e-mail to poonam.watine@weforum.org by 18 April 2022. 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.

1.8. Proposal Submission Checklist

Proposals must include:

- A detailed proposal for delivery
- [Financial proposal](#) with breakdown of cost per deliverable in Swiss Franc CHF. This should include a costing range (minimum/optimum) outlining the risk/benefit of delivering the project on either end of the range.
- Confirm they are GDPR compliant
- Proposed team structure including responsibilities and experience (CVs) (The work is expected to be supported by a single lead consultant, but applicants can include CVs of supporting consultants that contribute to specific tasks such as desk research and/or stakeholder engagement)
- Detailed project management and ways of working proposal
- Previous experiences and relevant case studies

1.9. 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

Poonam Watine, Knowledge Specialist, Poonam.watine@weforum.org
Christian Kaufholz, Head of Affiliate Programmes, Christian.kaufholz@weforum.org

1.10. 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;

1.11. 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.

1.12. 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.

1.13. 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.

1.14. 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. Overview of the assignment

The work conducted by the selected supplier will serve as a key input informing the above-mentioned UNEP/GEF project and related municipal, regional and global efforts to enable reuse solutions. The overall purpose of the assignment is to lay the ground for activating programmes, communities and projects that help accelerate reuse solutions in Colombia, with a particular focus on strengthening the enabling environment for reuse in leading cities such as Bogota, Medellin, Cali, Barranquilla and Cartagena.

For the purposes of this assignment, reuse is defined as reusable packaging solutions and systems involving fast-moving consumer goods (FMCG), including food & beverage, home care and personal care products, whether consumed or purchased in-store (e.g. supermarket), onsite (e.g. food service point) or at home (e.g. food delivery or e-commerce).

The proposed work contributes to this objective by providing initial research and insight on reuse-relevant stakeholders along the FMCG and plastic value chain and across sectors (including innovators, businesses, policymakers and civil society organizations); identification of stakeholder interests and motivations; current discussions, trends, activities, projects and pilots focused on reuse; relevant infrastructure assets and investments; relevant existing or draft policies and regulation in Colombia and leading urban centers; potential barriers to the application or scaling-up of reuse solutions in Colombia.

In addition, the assignment should identify and assess existing or potential opportunities to connect reuse efforts in Colombia with other reuse-focused efforts in other regions (e.g. [P4G project](#) in Mexico City) or at the global level (e.g. [Reuse Portal](#) initiative); as well as with broader plastic action efforts in Colombia (e.g. planned Colombia Plastics Pact by WRAP, etc.).

The selected supplier should be based in Colombia. For this project, the Forum foresees working with a single consultant. If the supplier proposes a small team, we suggest clearly differentiating the lead consultant and potential supporting roles. The supplier will report to the global GPAP team but be jointly guided by GPAP and UNEP. UNEP's Regional Office for Latin America and the Caribbean, based in Panama, and the country office in Bogota may serve as a point of contact on the ground and facilitate liaison with relevant stakeholders.

Proposed activities, deliverables and timelines are set out in section 2.2.

2.2. Requirements and deliverables

Utilizing the GPAP tools, methodology and digital collaboration platform, the key deliverables include:

<i>Suggested activities</i>	<i>Key deliverables</i>	<i>Timeline</i>
<ul style="list-style-type: none">Onboarding with GPAP and UNEP teams and other relevant partner organizations	Project plan	Apr '22

<ul style="list-style-type: none"> • Familiarization with existing initiatives, tools, publications, and networks • Develop project plan, including scoping and stakeholder engagement plan 		
<ul style="list-style-type: none"> • Conduct desk research on current initiatives, activities, and potential stakeholders • Create spreadsheet database of all initiatives and stakeholders • Facilitate 1on1 interviews to connect with potential stakeholders (assume 10-15) • Facilitate and support working session with key stakeholders from government, private sector, consumer representatives and civil society • Develop summary paper outlining key findings and actionable insights, including <ul style="list-style-type: none"> ○ Stakeholder mapping across value chain and sectors for reuse in Colombia and targeted cities ○ Consideration of solution areas across innovation, policy, behavior change, finance, etc., and expected impacts on environment, society, and economy ○ Challenges and opportunities for supporting the scaling of reuse solutions in Colombia, where relevant specified by city, stakeholder group, industry/product category, reuse model, consumer and market acceptance etc. ○ Identification of synergies and connection points with other relevant partners and initiatives, both in Colombia and at the regional and global levels ○ Recommendations for action and next steps 	Landscape analysis and insight report	Apr – Jun '22
<ul style="list-style-type: none"> • Invite relevant stakeholders to join Reuse Portal community • Develop stakeholder engagement plan and facilitate Portal onboarding • Incorporate best practices and share learnings with other in-country/local reuse communities joining the Portal • Based on own and stakeholder experience, provide feedback to Portal Steering Group and technology development team • As needed, support integration with other Forum/GPAP digital tools 	Set-up Colombia reuse community on digital portal	Jun-July '22
<ul style="list-style-type: none"> • Ongoing liaison and progress check-ins with UNEP, GPAP teams and other relevant partners (e.g. WRAP) 	Regular updates/calls and progress reports	Ongoing

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](#).

2.3. Capability questions

- Please describe how you propose to monitor and manage your hours and total cost for your proposal and what your approach would be in case an overrun does occur
- Please demonstrate your geographic location/coverage relevant to this RFP
- What would The Forum need to do to enable you to carry out the required services?
- Please describe how you ensure knowledge transfer takes place both during and at the end of an engagement
- Please present your proposed team, including CV's (The work is expected to be supported by a single lead consultant, but applicants can include CVs of supporting consultants that contribute to specific tasks such as desk research and/or stakeholder engagement)
- Which other clients have been serviced / are currently serviced by this supplier?

2.4. Commercial Model

Please complete [Commercial Model](#).

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
- Questions must be answered in English
- Provided templates must not be altered without prior confirmation from the World Economic Forum.
- 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/PDF Reader. 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.
- 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 covering letter, signed by an individual authorized to bind the proposed entity (see Proposal Submission Checklist)