



National Wildlife Federation

National Advocacy Center

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September 12th 2021

Request for Proposals: Data Science and Supply Chain Mapping Technical Contractor for Reducing Deforestation Driven by Cattle Expansion in Brazil

| | |
|--|---|
| SUMMARY | 1 |
| SUBMISSION INSTRUCTIONS | 2 |
| DESCRIPTION | 2 |
| DELIVERABLES | 3 |
| <i>Data Science and Spatial Analysis</i> | 3 |
| <i>Science Communications</i> | 3 |
| <i>Multistakeholder and Private Sector Engagement</i> | 4 |
| <i>Public Sector Engagement</i> | 4 |
| <i>Project Management and Consortium Collaboration</i> | 5 |
| QUALIFICATIONS, SKILLS AND EXPERIENCE | 5 |
| ESTIMATED TOTAL VALUE | 6 |
| AWARD CRITERIA | 7 |
| I) Selection Criteria Description | 7 |
| II) Budget | 9 |
| III) Conditions for Participation | 9 |

Summary

The National Wildlife Federation (NWF) – the largest conservation and education advocacy organization in the United States – supports sustainable agricultural supply chains and the development and implementation of deforestation monitoring systems for commodity production. Our work includes public and private sector actions to reduce tropical deforestation driven by demand for Brazilian beef and leather. NWF holds leadership roles in a number of multi-stakeholder groups and advises governments and companies around the world on pragmatic and effective monitoring and traceability solutions. Our policy recommendations are based on the best available scientific assessments, including the latest forms of advanced analytics. Therefore, we work closely with respected institutions who can provide robust, comprehensive, data-driven analyses, and clearly communicate the findings to a wide range of stakeholders.

NWF is seeking to contract with a multidisciplinary contractor as part of for a five-year project to provide advanced data science, econometric analysis, and science communication to policymakers, investors and multi-national corporations in Europe and Brazil. This will require expertise in GIS, large-data analysis, economics, property-level supply chain traceability, carbon mapping and forest governance analysis.

This contracted organization (“Data Science and Supply Chain Mapping Technical Contractor”, hereafter referred to as “Technical Contractor”) will play a key role in a five-year international project seeking to reduce deforestation driven by cattle expansion in Brazil. The Technical Contractor will implement a suite of analyses of property-level deforestation and traceability data, and provide recommendations to a variety of stakeholders. To appropriately meet these project needs, a long-term commitment of capacity, expertise, and resources will be needed to fulfil the tasks, including the production of annual data analyses, policy briefs supporting environmental governance of supply chains and the implementation of robust zero deforestation commitments, presentations and frequent meetings with stakeholders where technical details are clearly communicated.

Submission Instructions

Participation is open on equal terms to organizations in any country. These instructions aim to ensure that all proposals are given equal and fair consideration, please provide all the information requested as specified in the sections below; incomplete proposals may be rejected. Any questions should be sent to Nathalie Walker at international@nwf.org and answers will be shared online.

Submissions will be accepted by email to international@nwf.org with the subject “Technical Contractor” by the deadline of 3pm Eastern, October 13th 2021.

Submissions should include the information requested in sections [I](#), [II](#) and [III](#) below (see sections in green). Clarification questions may be sent by email, and a final decision is anticipated to be made on or before 20th October 2021.

Offers will be rejected if any illegal or corrupt practices have taken place in connection with this award. All information, costs and other data in the proposal should be ensured as correct at the time of submission. Proposal documents may not be amended after the closing date listed below. Budget amounts should be inclusive of all costs involved in producing deliverables and complying with the contract, unless otherwise stated. Proposals should remain open for acceptance for a period of three months, a proposal valid for a shorter period may be rejected.

NWF reserves the right to amend, add to or withdraw all or any part of this RFP at any time during the procurement exercise and the RFP is not binding. Contractual obligations commence only upon signature of the contract with the successful organization. NWF will not be liable for any costs, expenditure, work or effort incurred in proceeding with or participating in this process including if the process is terminated or amended by NWF.

Description

The Technical Contractor will help NWF to support win-win solutions to reducing deforestation and greenhouse gas emissions driven by Brazil’s cattle sector by assessing the impact of new and upcoming corporate and government policies in Brazil and Europe. They will develop reports and recommendations for supermarkets, brands and investors aimed at improving the adoption and implementation of zero deforestation commitments. They will advise policymakers in Europe and Brazil about increasing compliance with existing forest legislation and promoting new and expanded environmental legislation related to beef and leather supply chains. They will also provide technical guidance on aligning reduced greenhouse gas emissions from the cattle sector with raising Brazil’s ambition in its contribution towards the Paris Climate Agreement.

Deliverables

The following list sets out the required deliverables for the project, and the budget should be based on the ability to achieve the list below.

Data Science and Spatial Analysis

- Five annual property-level supply chain assessments utilizing data including the Cadastro Ambiental Rural (CAR), Guia de Trânsito Animal (GTA) and other social-environmental datasets, as well as company traceability data for analysis at the slaughterhouse and farm-level to assess baseline metrics of cattle supply chains in the Amazon and Cerrado biomes (as available) such as land cover and carbon-stores, and risks to these baseline attributes.
- Five annual assessments of compliance gaps of slaughterhouses in the Amazon who have not signed the Terms of Adjustment of Conduct (TAC) with the rules as set out in the [Unified Monitoring Protocol](#). Property-level supply chain assessments should use meatpacker traceability data, including linking property maps with cattle transaction data (CAR, GTA) and other social-environmental datasets, to analyze deforestation, legal embargoes, forced labor, and overlaps with protected areas in the Brazilian Amazon.
- Assessments of TAC compliance for the Cerrado, production of two reports (Years 1 & 4) containing technical advice in support of expansion of the TAC agreements to the Brazilian Cerrado.
- Five reports analyzing the annual TAC audits and describing methodological improvement options.
- Five reports describing technical advice on combining GTA with property boundary and land cover datasets to generate high rates of precise matches, in support of efforts to build a public TAC monitoring tool.
- Analysis of the role of high-volume ranches in the cattle supply chains in the Amazon and Cerrado.
- Four assessments produced (years 2,3,4 and 5) of the challenges in linking datasets relevant to forest monitoring and traceability from different government agencies.
- Five annual assessments of the performance of different groups of cattle companies in Brazil (based on GTA data and analysis) with a description of requisites for robust policies.
- Report produced that assesses and identifies risks associated with investments in companies not implementing environmental safeguards, such as encroachment on protected areas and indigenous lands in Brazil.
- Ongoing data support provided on an ad-hoc basis for use in policy recommendations, and presentations, reports, and policy briefs for companies, investors and policymakers in Brazil and the EU.

Science Communications

- Production of technical recommendations to government agencies about the TAC, including encouraging expansion to additional slaughterhouses, feasibility of expansion to the Cerrado, feedback on the audit process, recommendations for the creation of a public TAC monitoring tool, and response to specific requests for analyses, capacity building, and advice. This will include presentations of annual non-TAC compliance gap assessments.

- Production of technical reports in English and Portuguese describing the assessments of the potential to expand supply chain cattle commitments to the Cerrado and associated synthesis of technical advice and policy recommendations for wider stakeholder audiences.
- Co-produce reports with NWF in years 1, 3 & 5 on the on potential benefits of the inclusion of natural climate solutions (NCS) in Nationally Determined Contribution (NDC) implementation measures, under national action towards the goals of the Paris Climate Agreement. Utilize evidence of improved action on cattle supply chains, including the mitigation potential of Brazil's Carbon Neutral Beef program, to encourage increased ambition at the UNFCCC, including inclusion of the land sector in Article 6 – to provide enhanced financing for scaling forest governance on ranches.
- Co-produce five annual policy recommendations with NWF, that highlight status, gaps, and options for improvements of draft and formalized legislation of the European Commission, and produce such recommendations tailored to individual European nations with similarly planned legislation.
- Produce five annual co-branded (with NWF) comprehensive policy recommendation briefs to provide European companies and industry groups with guidance on how they can support deforestation-free beef and leather supply chains.
- Work with NWF to publicize major report findings in the media.

Multistakeholder and Private Sector Engagement

- Engage with multi-stakeholder groups and demand-side companies in Europe about the feasibility and benefits of regulations to reduce the sale of goods linked to deforestation driven by cattle expansion.
- Participate in meetings, workshops and calls with European retailers, brands, and industry and multi-stakeholder groups to provide recommendations on how to best comply with their zero deforestation commitments.
- Engage with meatpackers about the role of high volume suppliers and how that can facilitate their implementation of zero deforestation commitments.
- Present to multi-stakeholder groups in Brazil and internationally about the feasibility of effective large-scale property-level traceability to indirect suppliers, for deforestation-free beef and leather supply chains.
- Engage with financial institutions and investor groups on how to improve implementation of their policies addressing deforestation for investment in the cattle sector in Brazil, and provide analysis on deforestation risk and actionable information on cattle production and market risks in Brazil.

Public Sector Engagement

- Attend at least five meetings (in person or virtual) per year with state and federal level government agencies in Brazil. The Technical Contractor should have or establish relationships with key government agencies by demonstrating their ability to provide high quality technical recommendations and support to inform improved policies and their implementation.
- Engage with Brazilian government stakeholders about the importance of data transparency and interoperability.

- Engage with policymakers in European nations who are developing or implementing regulations to avoid importing goods linked to deforestation driven by cattle expansion. Demonstrate value in offering educational and technical advice to support best practices in deforestation monitoring and traceability of goods (including the importance of data transparency) that can effectively determine they are not linked to deforestation.
- Participate in and advise meetings of technical working groups of European governments (e.g. working groups under the French National Strategy to Combat Imported Deforestation (SNDI)).
- Engage with policymakers on the inclusion of natural climate solutions in NDC implementation measures. This should include engagement to support Inclusion of the land sector in Article 6 (thereby increasing available finance for forest governance on ranches) as well as attending meetings (virtual or in-person) providing guidance on comprehensive inclusion of cattle sector and Carbon Neutral Beef in NDC and UNFCCC activities.

Project Management and Consortium Collaboration:

- Attend weekly team meetings and weekly planning and progress meetings.
- Submit quarterly progress reports.
- Contribute to annual narrative and results framework updates.
- Availability for ad hoc technical questions and research tasks.
- Adaptively manage plans, engagement and communications materials to account for changes in corporate and government policies.
- Participate in media engagement opportunities with the consortium.
- Actively contribute to ongoing strategy development, and collaborations with civil society groups in support of the effective implementation of zero deforestation commitments and relevant environmental regulations in Brazil and Europe.

Qualifications, Skills and Experience

Proposals should describe the qualifications, skills and experience set out below that the Technical Contractor can meet. For details of what to include in the proposal, see [‘Award Criteria’](#).

- Multidisciplinary team with expertise in GIS, remote sensing, econometrics, land-use change science and carbon mapping, legal policy analysis, big data analysis, data engineering, statistical analysis and computer science or related fields. Team members should have a minimum of Masters degrees in their respective fields and include a spatial analyst, computer programmer and developer, economist, policy analyst and project lead.
- At least five years of experience downloading, cleaning, analyzing, and matching large, complex datasets, particularly those associated with Brazilian cattle supply chains. This includes employing advanced data science methodologies such as information extraction, novel techniques to link GTA transactions to CAR properties with high accuracy, machine learning, and other credible data engineering techniques to manage large stores of data and to link disparate datasets into robust, flexible, and replicable systems deployable over multiple endpoints.
- Demonstrated experience and expertise in delivering key analysis and datasets in the deliverables including: GIS and remote sensing, statistical analysis, property-level supply chain analysis, and other social-environmental datasets, and company traceability data for analysis at the

slaughterhouse/farm-level. Expertise in designing, testing, calibrating, and/or deploying traceability tools for supply chain management.

d. Expertise in obtaining and managing these datasets, such as producing matching scripts, working with Python, SQL, oriented object language programming. Ability to apply technical project management strategies to ensure that the databases and outputs meet the needs of analysts for the team and partners.

f. Experience assessing baseline metrics in land-use change analysis, such as land cover and carbon-stores, and risks to these baseline attributes.

g. Track record of peer-reviewed publications in relevant areas, as well as presentations and technical reports directed towards government agencies and the private sector. This should preferably include analysis of drivers of tropical deforestation, utilizing land use maps derived from satellite imagery, and assessments of corporate zero deforestation commitments.

h. Track record of high quality reports and presentations communicating science to non-specialist audiences, including to government agencies about deforestation monitoring and traceability, and to international supermarkets and brands about the implementation of deforestation-free sourcing commitments.

i. Experience advising multi-stakeholder groups, meatpackers, retailers and leather brands on the design and/or impacts of 'zero deforestation' commitments, including assessments of audits. Full or observer membership of multistakeholder organizations. Examples of outreach leading to improvements in policies or their implementation.

j. Experience advising financial institutions about deforestation risks in investments, and best practices for deforestation-free sourcing of commodities in the tropics, particularly beef and leather.

k. Expertise in developing relationships with beef and leather value chain actors and with financial institutions in Brazil and Europe in support of improved zero deforestation sourcing.

l. Engagement experience with state and federal level government agencies in Brazil (for example, MMA, SEMA, MPFs and Embrapa), particularly in regards to compliance with the Forest Code and TAC, and data transparency.

m. Engagement experience with government agencies and policymakers in Europe, at the state and EU level, addressing commodities linked to deforestation entering Europe, including providing technical advice about forest monitoring and traceability.

n. Experience working in an international consortium, including with NGOs, on large multi-year projects.

o. Project management expertise, delivering complex results on time and within budget.

p. Professional fluency in written and spoken English and Portuguese.

Estimated Total Value

The estimated total value of the contract will be up to approximately 16.9 million Norwegian Krone, subject to annual approval. This is approximately 1.9 million USD, budgets may be submitted in either currency, although USD preferred. The work should commence no later than November 2021 and will run until December 31st 2025.

This budget is a ceiling for the work between the contract start date and December 2025, but annual budgets will be subject to approval by the project funder, the Norwegian government. Proposals are welcomed that do not use the full budget, and value for money will be an important selection criterion (see below for details).

Award Criteria

Submissions will be scored according to the criteria weighted as set out in the table below.

I) Selection Criteria Description

Please provide evidence of your ability to meet the following criteria and complete the deliverables (see 'Qualifications, Skills and Experience' and 'Deliverables' above for further details).

| Area | Weight | Documentation |
|---|--------|---|
| 1) Data Science and Spatial Analysis Qualifications and skills of Technical Contractor team members demonstrated for points a. to g. in 'Qualifications, Skills and Experience' section above, including: <ul style="list-style-type: none"> - A track record in downloading, cleaning, analyzing, and matching large, complex datasets with high quality precision. - Experience in GIS and remote sensing, statistical analysis, property-level supply chain analysis (GTA/CAR). - Relevant publication record. | 30% | CVs/resumes of each staff member, evidence of relevant skillsets. Relevant publications, (as attachments or provide the URL link to access.) |
| 2) Science Communications Track record of high quality reports and presentations communicating science to non-specialist audiences. See point h , in 'Qualifications, Skills and Experience' section above Experience producing reports and presentations for government agencies about deforestation monitoring and traceability, and to international companies and investors on deforestation-free sourcing commitments. | 12% | Reports, presentations and any other relevant written materials as attachments or links. List any relevant presentations and communications (conference presentations, blogs, media etc) |
| 3) Multistakeholder and Private Sector Engagement Expertise Track record of experience relevant to points i, j, and k , in 'Qualifications, Skills and Experience' section above, including: Experience with multistakeholder groups, including cattle sustainability. | 13% | Advisory roles in relevant groups. Presentations made to relevant multistakeholder groups. Membership in relevant multistakeholder groups. |

| | | |
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| Expertise in developing relationships with relevant value chain actors. Experience advising private sector actors on deforestation policies, examples of resulting improvements in policies and practices. | | Examples of outreach leading to changes in individual or group commitments and policies. |
| 4) Public Sector Engagement Expertise | | |
| Experience of Technical Contractor demonstrated for points l. and m. in 'Qualifications, Skills and Experience' section above, including: Engagement experience with policymakers in Brazil and Europe on technical aspects of supply chain governance. | 15% | Technical policy recommendations, participation in meetings and advisory groups, responses to consultations. Provide examples of agencies in Brazil and Europe engaged with. |
| 5) Project Management Skills and Consortium Collaboration | | |
| Experience of Technical Contractor demonstrated for points n, o. and p. in 'Qualifications, Skills and Experience' section above, including: Institutional alignment with the goals of the project, supporting the robust implementation of regulations addressing deforestation in cattle supply chains, and with zero deforestation commitments of beef and leather value chain actors. Demonstrated ability to manage complex, long-term projects and achieve the listed deliverables. Collaborative experience in international projects. Ability to actively participate with consortium members, attending frequent meetings, adaptively managing external developments; and developing co-branded reports, as set out in the deliverables. | 10% | Provide examples of participation in collaborative projects, include links to co-branded reports and other relevant publications. |
| 6) Budget/Value for money: | | |
| The project has restricted funds for this work and proposals should deliver clear value for money to achieve the deliverables (see budget section below). | 20% | See budget section below for details of the budget. |

II) Budget

Budgets should include the total cost of completing the deliverables (see 'Deliverables' above), and the breakdown should include:

- Staff costs (amount and % full time equivalent for each staff member, or their daily rate and number days per year), please list each role and time weighting¹.
- Travel
- Materials
- Communications
- Operating costs
- Other direct costs.

The budget should bear in mind that the estimated total budget available for the contract is up to approximately 16.9 million Norwegian Krone as set out in the Estimated Total Value section above. This is approximately 1.9 million USD, budgets may be submitted in either currency. The work should commence no later than November 2021 and will run until December 31st 2025.

III) Conditions for Participation

Please complete the details in the tables a) and b) below

Table a)

| Legal Form and Ownership Structure | |
|--|--|
| Name of the organization submitting proposal | |
| Address | |
| Telephone Number | |
| E-mail Address | |
| Web Site Address | |
| Country of Establishment | |
| Total number of employees | |
| Legal form of organization (for example, corporation, partnership, sole trader, non-profit or other) and Ownership structure | |
| Name and position of point person for contact | |

Tenderers shall be excluded from participation in a procurement procedure if any of the following apply. Please confirm you are not in any of the situations listed below.

Table b)

| | |
|---|--------|
| a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations. However, tenderers in this situation may be eligible to participate insofar as the Grant Recipient is able to purchase supplies on particularly advantageous terms from either a supplier which is definitively winding up its business activities, or the receivers or liquidators of a bankruptcy, through an arrangement with creditors, or through a similar procedure under national law; | Yes/No |
| b) they or persons having powers of representation, decision-making or control over them have been convicted of an offence concerning their professional conduct by a final judgment; | Yes/No |
| c) they have been guilty of grave professional misconduct; | Yes/No |
| d) they have not fulfilled obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country in which they are established, or with those of the country of the Grant Recipient or those of the country where the contract is to be performed; | Yes/No |
| e) they or persons having powers of representation, decision-making or control over them have been convicted for fraud, corruption, involvement in a criminal organisation or money laundering by a final judgment; | Yes/No |
| f) they make use of child labour or forced labour and/or practise discrimination, and/or do not respect the right to freedom of association and the right to organise and engage in collective bargaining pursuant to the core conventions of the International Labour Organization (ILO). | Yes/No |

Offers will be rejected if any illegal or corrupt practices have taken place in connection with this award. Contracts shall not be awarded to tenderers which, during the procurement procedure are subject to a conflict of interests or are guilty of misrepresentation in supplying the information

required by the Grant Recipient as a condition of participation in the tender procedure, or fail to supply this information.

¹ Example of Salaries description:

- *Project-lead 75% full time equivalent (FTE)*
- *Spatial Analyst & Programmer 50% FTE*
- *Spatial Analyst and Graphical Designer 50% FTE*
- *Computer Programmer and Developer 50% FTE*
- *Economist 50% FTE*
- *Researcher/Policy Outreach Lead 80% FTE*
- *Data Download Programmer 50% FTE*
- *GIS technician 50% FTE*