

**Request for Proposal (RFP)**

**For:** **Designing and Administering a Tree Plantation Campaign**

**Date:** **3 March 2022**

**Annex 4 – Goods and services specification**

**TERMS OF REFERENCE**

For the supply of **Designing and Administering a Tree Plantation Campaign** for the British Council.

The terms of reference of services that is to be delivered to the British Council by the service provider shall be as follows:

1. Design, develop and administer a campaign to plant 15,000 trees in/around Kathmandu Valley. Campaign should account for:
   1. Bottom-up approach with clear benefits (agro-forestry, biodiversity, water management, timber etc.) produced for grassroots communities – who should also be acknowledged as sites stakeholders of the plantation
   2. Effective approaches that will restrict mortality rate of plants to under 10%. There needs to be a monitoring mechanism to meet targets. Successful bidders are committing to plant with guaranteed growth to adulthood for 15,000 trees.
   3. Municipal and other local stakeholder partnerships are arranged to sustain the plantation in the longer-term – linking with existing campaigns/goals is preferred. Bidders should account for reporting on mortality and status of plants at least 5 years after the intervention. An annual email notification will suffice.
   4. Social afforestation approach is preferred. Outcomes for marginalized/climate vulnerable communities is an important expectation. Bidders should consider how benefits from the plantation will be shared – regardless of whether the target site is public of privately-owned.
   5. Plantation site needs to be within close commute from Kathmandu city. Out-of-valley locations up to an hour commute by vehicle is preferred.
   6. Stakeholder engagement that enhances awareness of productive forestry as climate action
   7. Legacy products that can be seeded through the campaign – these can be pitched as value-added outcomes realized through bidder’s strategic/competitive market advantages
   8. Thorough reporting, monitoring and evaluation of the campaign. Indicators for evaluation will be decided together with the British Council but it is expected to include mortality rate, reach with climate change and community stakeholders, longer-term influence on tree plantation practice and products. A baseline study of plantation site and surrounding community is required to establish speculative evidence of future gains.
2. Host plantation events to mark key milestones with Road to Cop26 campaign stakeholders. Events should account for:
   1. At least one event each for British Embassy Kathmandu and British Council Nepal staff and/or partners. Events should be less than 3 hours in length and should not require more than 1 hour of commute for the participants
   2. Press engagement involving project stakeholders – this can be paired with other public engagements
   3. Audio/visual, photographic documentation to use for project updates on digital and/or offline channels

In a proposal, please provide an overview of the activities you will conduct to deliver the 15,000 trees goal – place these activities on a timeline extending up to COP27. Please make sure to include objectives, reflection points and reporting at consistent intervals in your proposed timeline there should be dedicated section on monitoring and evaluation. A communication plan is not necessary as this will be co-produced between the selected bidder and the British Council.

**We expect bidders to provide full details of the concerned site. Agreements should be in place with site stakeholders before submitting the proposal. (This can be evidenced through a letter of comfort from the concerned parties.)**

The Road to COP26 [Tree Plantation Toolkit](https://dreamcities.org/plantation-toolkit/,) will be one outlet for documentation of the process. Please make sure to review the toolkit and consider how your activities could contribute to growth and application.