

Call for Proposals for a Secretariat to set up an Organization on Sustainability in the Coconut Sector

Title	:	Sustainable Coconut Secretariat
Issuance of Call for Proposal	:	20 July 2022
Deadline for Questions	:	3 August 2022
Response to Questions Posted	:	10 August 2022
Deadline for Submission	:	24 August 2022
Announcement of Winning Proposal	:	17 September 2022
Anticipated Start Date	:	30 September 2022

I. BACKGROUND/RATIONALE

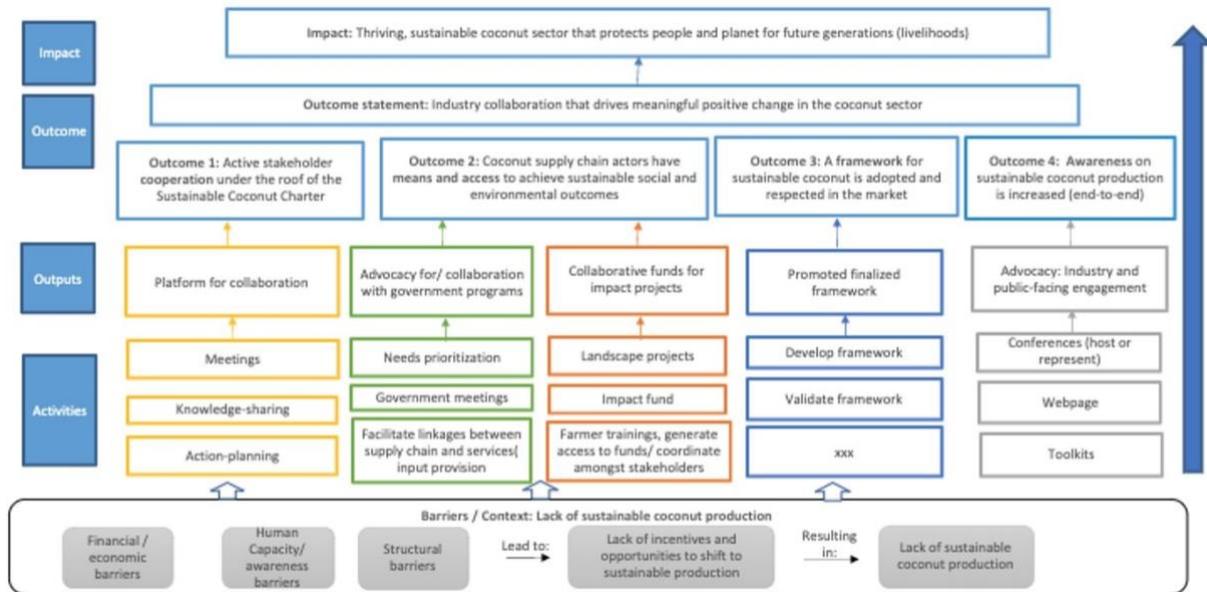
Since April 2021, signatories of the Sustainable Coconut Charter (SCC) are engaged in developing a formalized organization to grow membership and facilitate member-driven activities, such as the Sustainable Coconut Roundtable. A Sustainable Coconut Steering Committee (SCSC) consisting of five signatory members is currently working towards setting-up a Secretariat to help organize an industry-led legal/formal entity (to be referred in this document as the “organization”). Currently, GIZ and USAID Green Invest Asia (GIA) are supporting the activities and projects under SCC such as membership requests, Roundtable event and formalizing SCSC steering committee. GIZ and GIA are keen to facilitate the transition of the Secretariat roles and functions to a new entity.

For this purpose, interested parties or organizations are encouraged to apply as the **Sustainable Coconut Secretariat** that will take over SCSC in formalizing the “organization” and in developing its operations.

II. PURPOSE OF THE SECRETARIAT

The purpose of the Secretariat is to develop and take on the operations of the “organization” (the name to be defined). As the “organization” does not yet exist, the main tasks of the Secretariat in the beginning will focus on lifting the “organization” off the ground and then managing its operations i.e., setting up a legal entity and a feasible business model. A first draft of the Theory of Change and main interventions of the “organization” has been crafted and forms the basis for the Scope of Expected Tasks of the “organization” and thus the Secretariat.

Figure 1. SCP Theory of Change Framework (Draft)



III. SCOPE OF WORK

1. Period of Performance

All goods and services required under this solicitation are anticipated to be delivered from 30 September 2022 onwards.

2. Scope of Expected Task

2.1. Development of Business Model and Legal Registration of the “organization”.

2.1.1. Define and propose to SCSC the “organization’s” business model with clear governance and operational structure, program of work and sustainability mechanism, and implement the organization once the new secretariat takes over SCSC. Inputs on the governance structure exist to further build on (see also recommendations from a Taskforce on this matter attached to this Call).

2.1.2. Formalize the “organization” as a legally registered entity.

2.2. **Help operationalize the Coconut Charter** goals and objectives with the SCSC as the interim governance body until the newly formed organization is officially launched.

2.3. **Membership Development.** Develop and recommend membership recruitment strategies, fees, and engagement as defined in the business model.

2.4. **Fundraising and Budgeting.** Propose a fit for purpose fundraising and budgeting strategy

2.5. **Knowledge/Information Sharing.** Manage and implement the Roundtable to inform and facilitate learning exchanges among the signatories about the sustainability trends and best practices in the coconut sector.

- 2.6. **Impact Programs.** Develop a collaborative impact framework with dedicated workstreams towards the outcomes of the Theory of Change. (e.g., defining the sustainability Key Performance Indicators for the sector), modes of financing, and implementation strategy in consultations with Coconut Charter signatories.)
- 2.7. **Public Advocacy/Liaison.** Support the initiatives of the “organization” that advocate for an enabling business environment to advance/promote the achievement of the Coconut Charter goals and objectives.
- 2.8. **Communication.** Amplify the work and programs of the SCP to gain wider engagement, involvement, and commitments of the “organization’s” members, as well as to generate interest amongst industry members to sign the Coconut Charter and join the “organization”. The modes of which can be through the websites, social media, members/partners communication platforms.

3. Main expected activities

Below is a summary of anticipated main tasks. The winning applicant is expected to develop their own work plan in coordination with the Coconut Charter Signatories and specifically the SCSC.

Activities	Milestones
1. Kick off meeting with SCSC including GIA and GIZ	Agreed joint-way forward.
2. Develop a well-defined business model of the “organization” with clear sustainability mechanism in place to ensure its long-term viability using the elements outlined in the rough Theory of Change.	Agreed business model of the “organization” with Coconut Charter Signatories.
3. Develop a plan including budget to formalize the “organization” as either an integral part of an existing organization with specific mandates or a separate legal entity.	Agreed upon name of the “organization”. Defined legal structure.
4. Define location of the headquarters of the “organization” and go about legal registry.	“Organization” is officially registered as a legal entity.
5. Manage and operationalize the activities of the “organization” as outlined in the Theory of Change and based on member needs and indications.	Operational management in place.

IV. ELIGIBILITY

This Call for Proposals is open to legally registered organizations, existing platforms and consortia with a track record in organizing an industry-led or multi-stakeholder organizations.

V. SELECTION CRITERIA

This proposal solicitation is a co-creation process. Applicants should be willing to work with the members of the SCSC in shaping the organization and bring in its own ideas and resources.

Parties interested to serve as the Secretariat should submit an **Expression of Interest** and a **proposal** at the same time. The Expression of Interest should demonstrate the candidate's willingness and ability to take on the challenge of building the "organization" from the ground. It should also lay out the motivation and track record of the applicant in working with the coconut sector. The proposal should articulate an approach/ rough plan for setting up the organization. Applications will be evaluated against the following criteria:

1. Clarity and feasibility of the approach to establishing the organization.
2. Demonstrated commitment to inclusive and transparent principles.
3. Past experience in developing multi-stakeholder initiatives.
4. Understanding of corporate sustainability and knowledge of the issues, challenges, and best practices in the coconut sector.
5. Ability to work with the private sector and experience in sustainable agricultural production and sourcing with knowledge to create and develop responsible sourcing programs within the coconut sector.
6. Must be a legally registered organization or an organization that is either hosted or independent from a registered organization.
7. Capacity and experience of proposed personnel.
8. Demonstrated track record in financial management, resource mobilization, budget management, and financial reporting including start-up experience.

VI. LOCATION OF THE SECRETARIAT

The applicant should propose a location of the Secretariat and lay out reasons for their choice.

VII. SELECTION AND APPROVAL

Applications will be evaluated by the SCSC members with support as necessary from GIA and GIZ representatives.

VIII. COSTS

Applicants should be aware that this Call for Proposals does not come alongside available funds for setting up the organization. Developing a suitable business model and accessing funding will rely on the successful applicant.

Some initial funding support may be available via existing GIA/ GIZ initiatives. The key line items of the Secretariat's costs, which GIA and GIZ may co-fund, are subject to internal approvals and availability of funds and may include:

1. Administrative and secretariat services such as: meeting facilities, maintenance of records, and preparation and distribution of documents.
2. Funding support for one Roundtable in 2022 and one in early 2023.
3. Costs for the management of the Sustainable Coconut Charter Website will be covered by GIA until April 30, 2023 at which point the website and related costs will be transferred to the Secretariat.

No funding is available for staffing of the Secretariat, therefore, the applicant should present a business model to indicate how those costs will be covered through other funding sources and/or membership fees. It is an advantage if the applicant has the ability to co-finance the program.

IX. PROPOSAL SUBMISSION INSTRUCTION

1. Interested parties are encouraged to submit their applications by **August 24, 2022** in the following format:
 - Expression of interest not more than **2 pages as PDF file**
 - Proposal not more than 8 pages as PDF file
2. Applications must be sent to the following:
Attention: Sustainable Coconut Steering Committee
SUBJECT: Application for Sustainable Coconut Secretariat
Email: info@greeninvestasia.com
3. Questions may be submitted **by August 3 2022** to:
Attention: Sustainable Coconut Steering Committee
SUBJECT: Questions re Sustainable Coconut Secretariat Call for Proposals
Email: info@greeninvestasia.com
4. Responses to Questions will be posted at www.sustainablecoconutcharter.com **on August 10, 2022**. Please look under **Events and Publications**.