

Request for Proposals

Title: Consultancy to provide visibility for the Women Fishmonger Grant Empowerment Program (NaFAA-LSMFP)

RFP No: CIL-2025-CONSULTANCY-10

Date of Issuance: June 25th 2025

1. Background

Conservation International (CI) in collaboration with National Fisheries and Aquaculture Authority (NaFAA) is implementing Liberia Sustainable Management of Fisheries Project (LSMFP) project component 2.2. The LSMFP is built on four components which objective seeks to improve fisheries management, enhance livelihood and income for targeted women entrepreneurs. The project design is based on a holistic and integrated approach focused on fisheries. Women play a crucial role in Liberian fishing industry from harvesting through the post-harvest sectors with approximately 3% (148) of the 5,648 fishing canoes/vessels and constitute 98.1% (12,662) of the 12,907 registered fish traders engaged in fish selling, processing and rudimentary value addition in the small-scale fishery value chain-post-harvest sector (NaFAA 2020).

LSMFP Component 2.2 of the LSMFP project seeks to empower women to grow their businesses from nano to micro-enterprises. This includes enhancing women's climate adaptation capacities, mentoring women-owned businesses, and transitioning them to small- and medium-scale enterprises with proven credit absorptive capacities and integrate them into the formal financial market. The grants facility uses performance grants to support women led business, addressing financial constraints and gaps. It also focuses on developing women capacity and entrepreneurship.

From January to May 2025, CI disbursed the first phase of the Women Empowerment Grant to 1409 small grants and 13 large grants beneficiaries. With the level of information dissemination and awareness raising from the beginning of the process to now, beneficiaries are still faced with challenges linked to, representation in decision making, inadequate market information, and gender discrimination. To contribute to addressing these challenges, Conservation International is looking for a qualified consultancy firm or organization to provide robust visibility to this ongoing project. This will include but not limited to, design and production of communication materials, airing of jingles and community awareness in line with the approved LSMFP component 2.2. communication strategy and plan. The consultant will operate in the period of five months beginning July 2025 and will work with women fishmongers with low literacy level evident by the training needs assessment conducted during the inception stages. There will also be engagement with key stakeholders in the fisheries sector to support the design of simple and understandable communication materials for the project four targeted counties namely Monsterrado, Margibi, Grand Cape Mount, and Grand Bassa County.

2. Objective

"The overall objective is to provide visibility to the grant program through the design and production of communication materials that effectively convey grant related messages to target audiences, raise awareness that seeks to enhance stakeholder understanding and airing of jingles and dramas"

3. Submission Details

- a. **Deadline.** Proposals must be received no later than (**July 11, 2025, at 5:00 PM GMT**). Late submissions will not be accepted. Proposals must be submitted via email to (hrliberia@conservation.org). All proposals are to be submitted following the guidelines listed in this RFP.
- b. **Validity of bid.** 15 days from the submission deadline
- c. **Clarifications.** Questions may be submitted to (hrliberia@conservation.org) by the specified date and time in the timeline below. The subject of the email must contain the RFP number and title of the RFP. CI will respond in writing to submitted clarifications by the date specified in the timeline below. Responses to questions that may be of common interest to all bidders will be posted to the CI website and/or communicated via email.
- d. **Amendments.** At any time prior to the deadline for submission of proposals, CI may, for any reason, modify the RFP documents by amendment which will be posted to the CI website and/or communicated via email.

