



Request for Proposals

*Corporate engagement and strategic
communications consultancy*

CLOSING DATE FOR PROPOSALS: WEDNESDAY 15TH MARCH

24th February 2023

Status: ISSUED

Introduction

The SEA Alliance is a growing group of companies (currently 30) that have come together to ensure respect for human rights in seafood supply chains, by improving the effectiveness of Human Rights Due Diligence, advocating to Governments and international bodies for improved regulation and enforcement, and by supporting improvement work at fishery and aquaculture farm level that directly impacts workers.

The SEA Alliance members include major UK retailers and seafood businesses and the SEA Alliance Secretariat is provided by the UK non-departmental public body Seafish. The SEA Alliance's work is currently funded by the David and Lucile Packard Foundation and the Walton Family Foundation, with in-kind contributions provided by Seafish and SEA Alliance member companies.

We recognise that industry leadership and accountability is critical to improving labour standards and safeguarding human rights in the global seafood industry, which is why we are working with stakeholders to **develop a set of specific, timebound commitments to be adopted by our members, as well as other major retailers and seafood businesses involved in the global seafood industry.**

This 12-18 month project, working alongside the Head of the SEA Alliance, the SEA Alliance Secretariat, SEA Alliance members, and other stakeholders, will involve:

- Undertaking a detailed mapping and analysis of retailers and seafood businesses in Europe and North America that the SEA Alliance should engage with in its work on human rights and labour standards in the global seafood industry.
- Supporting the Head of the SEA Alliance to convene SEA Alliance members and other stakeholders to develop a set of commitments intended to be transformative in driving respect for human rights and improved labour standards in the global seafood industry.
- Organising a series of roundtable meetings to enable a wide range of stakeholders (inc. retailers, brands, seafood processors, fishing companies, trade unions, fishers' organisations and Government representatives) to feed into the development of the commitments, the implementation process, and how implementation will be monitored.
- Being responsible for the drafting of the corporate commitments and associated guidance, with input from the Head of the SEA Alliance, SEA Alliance members, workers organisations, the fishing sector, and wider stakeholders.
- Undertaking outreach with individual member companies and other organisations to seek their input into the development of the commitments, and to provide updates on key developments.
- Supporting the development of new, targeted outreach with retailers and brands in Europe and North America to build awareness and adoption of best practice in



undertaking Human Rights Due Diligence in seafood supply chains, and to promote adoption of the commitments.

- Drafting and delivering high quality guidance and information on the commitments and wider HRDD in seafood supply chains for a diverse audience.
- Supporting the Head of the SEA Alliance and SEA Alliance Secretariat on the implementation of the wider work of the SEA Alliance, including the HRDD, advocacy and Change on Water work-streams, and in particular a project to lead the evaluation of the Change on the Water Fund projects the SEA Alliance is supporting.
- Working alongside the Head of the SEA Alliance and the SEA Alliance Secretariat to develop and execute a high-quality strategic communication strategy, including the creation and delivery of high-quality communications materials.

What we are looking for:

- Broad expertise of human rights and labour standards, preferably in global food supply chains.
- An excellent understanding of the role businesses should play in ensuring human rights are respected, as well as a strong interest in improving corporate leadership and accountability.
- Knowledge and understanding of human rights issues relating to the global seafood industry.
- An understanding of issues faced by workers in global supply chains and the role that businesses can play in effective remedy.
- Excellent written and verbal communication skills, and the ability to develop persuasive and well-reasoned justifications for meaningful action to address human rights issues in supply chains.
- The ability to manage complex negotiations between companies and a range of stakeholders.
- The ability to manage and deliver projects within fixed budgets and to forecast expenditure to ensure that work-streams are adequately funded over the full timeframe of the contract.
- Excellent organisational skills, particularly in relation to event organisation, stakeholder management, and project planning.
- Capacity to manage a variety of work under pressure, and to deliver timely advice, analysis and outputs tailored to a range of different audiences.
- Experience engaging with stakeholders in different geographies. The ability to speak languages other than English would be an asset but is not essential.
- A high degree of professionalism, with the ability to tailor approaches to different stakeholders and audiences to deliver the best outcomes.
- Experience of developing and implementing strategic communications strategies.
- The ability to work independently, and as part of a team.



Further information:

- Depending on demonstrated skills and strengths of the selected Contractor(s), the **total budget for the project will not exceed £40,000 over 12 months** (inc. travel where required), with the potential to extend this for a further six months depending on the status of the project and the quality of the work undertaken during the first year. An extension of the project would come with further funding commensurate to the funding for the first 12 months of the project.
- We would like the project to commence as soon as possible, and preferably no later than 10th April 2023.

Instructions to applicants

1. Submission of Proposals

1.1. All proposals submitted together with all correspondence and related documents shall be in English.

1.2. All prices in the proposals must be presented in Pounds sterling (GBP).

1.3. Any proposal received after 15th March won't be reviewed.

1.4. In submitting a proposal, interested parties should provide:

- A document of no more than 4 pages explaining how you plan to deliver the work including a proposal for the phasing of the tasks and the timings of the deliverable outcomes
- The rationale for the suitability of the organisation or individual to deliver the work.
- The CV of the consultant(s) proposed to complete the work, including background and relevant experience of the consultant(s).
- A separate financial proposal providing a detailed cost summary for the implementation of the work.

2. Period of validity of proposals

Proposals shall remain valid for thirty (30) days after the date of proposal submission prescribed by the SEA Alliance, pursuant to the deadline clause.

3. Evaluation Criteria

Proposals will be evaluated on the basis of their responsiveness to the competency requirements as detailed in the evaluation criteria matrix below.

Competency Requirements	Score Weight (%)
1. Broad expertise of human rights and labour standards, preferably in global food supply chains, as well as an understanding of the role businesses should play in ensuring human rights are respected.	20
2. Evidence of excellent written and verbal communication skills, and the ability to develop	20



persuasive and well-reasoned justifications for meaningful action to address human rights issues in supply chains.	
3. Experience engaging with companies on human rights in supply chains, in order to drive positive impact.	20
4. Experience of developing and implementing strategic communications strategies.	20
5. The general quality of the submission, and the extent to which it gives confidence that the Contractor(s) will be successful in delivering the work.	20

The contract will be awarded to the applicant(s) offering the best value for money, taking into account the competency requirements scores.

5. Financial Proposals

The financial proposal should provide an annual budget for the project including professional fees, travel and accommodation and any other costs associated with the completion of this work. The estimated time required for the consultancy is 1 year, with a possible extension of 6 months.

6. Request for further information

Queries or questions are to be emailed to the Head of the SEA Alliance, email: andy.hickman@seafish.co.uk

7. Award of Contract

SEA Alliance reserves the right to accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected applicant(s) or any obligation to inform the affected applicant(s) of the grounds for such action.

8. Reporting

The Consultant will report to the Head of the SEA Alliance. Some communications and outputs will also require the approval of the SEA Alliance Steering Committee.

9. Closing date for proposals

Proposals should be emailed to andy.hickman@seafish.co.uk with the subject line heading SEA Alliance Request for Proposals. All proposals must be received before 17:00 GMT 15th March 2023.

10. Notification

Successful applicants will be contacted within one week of the closing date for proposals.



