

**Seafood Alliance for Legality & Traceability (SALT)
Knowledge and Collaboration Platform
Expression of Interest (EOI)**

Date of Issuance: **July 12, 2018**

Due Date for Interest: **EXTENDED TO OCT 26, 2018 by 5:00 PM US PDT**

Period of Performance (estimated): **November 1, 2018 - June 30, 2019**

BACKGROUND

FishWise promotes the health and recovery of ocean ecosystems by providing innovative market-based tools to the seafood industry, supporting sustainability through environmentally and socially responsible business practices.

The Seafood Alliance for Legality and Traceability (SALT) is a new global alliance for knowledge exchange and action to promote legal and sustainable fisheries through improved transparency in seafood supply chains. SALT brings together the seafood industry, governments and nongovernmental organizations (NGOs) to accelerate learning and support collaboration on innovative solutions for legal and sustainable seafood, with a particular focus on traceability—the ability to track the movement of seafood through supply chains. SALT is a global alliance with interested participants around the globe. SALT is a public-private partnership between USAID and the Walton Family, Packard and Moore Foundations and is implemented by FishWise, a non-profit sustainable seafood consultancy. FishWise implements this effort with 2 full time staff with support from the broader staff.

PURPOSE & OBJECTIVES

Interest in seafood traceability as a way to combat illegal, unreported and unregulated fishing (IUUF) has reached critical mass among diverse stakeholders globally. Over the last several years, many stakeholders have indicated a strong willingness to work together on seafood traceability, particularly those aspects that no group can solve alone hence SALT was developed. SALT acts as a central convener to stitch together these many stakeholders and activities into an aligned and comprehensive effort. Central to our approach is the uniting of these conversations and work streams into one coherent dialogue, captured by a comprehensive and dynamic knowledge management system. SALT aims to fill gaps on information and knowledge that people need to more effectively implement traceability solutions. Through this process, FishWise intends to identify an organization to design and develop the SALT knowledge and collaboration platform.

Objectives

One of SALT's main deliverables is a online knowledge platform for learning and collaborating. The platform or "site" should provide relevant content on seafood traceability and be an

interactive platform where people can receive relevant information, interact with some of the site's content, and have the option for colleagues to connect in a secure space. It should have an easily transferable database platform, functionality, code, and fully customizable/shareable knowledgebase.

The platform needs to be built with enough flexibility to adapt to the needs of the project as it continues through the next five years. At a minimum, it will be a single source for curated content on seafood traceability with relevant content for a variety of stakeholders who can contribute content. The SALT platform should:

- Help increase meaningful dialogue and build partnerships that promote traceability
- Expand the number and type of people who participate in SALT overall
- Share best practices with seafood industry, government and NGO stakeholders to further develop their collaborative approaches around traceability
- Steer audiences to relevant or important content
- Encourage visitors to interact with the site (i.e. exchange information) and increase their level of engagement with SALT

Key Audiences

- Targeted for prospective participants from industry, government, and NGOs globally
- Will also include information for academics, funders, and those interested in seafood traceability

This is an effort funded by the USG so it has to be compliant with US government rules and regulations for online platforms, more specifically US Agency for International Development (USAID) websites produced under cooperative agreements. For more information, visit this site - https://www.usaid.gov/info_technology/xweb.

PERIOD OF PERFORMANCE

The period of performance anticipated to be from on/about November 1, 2018 – June 15, 2019 and will be finalized upon issuance of award. Phase I should have a platform up and running by early 2019. Phase II should complete the platform with additional functionality by June 2019.

DELIVERABLES

The successful applicant will have outlined the best and most sustainable deliverables that are possible within the time frame, with the best cost. Payment will be based upon deliverables with reimbursement for related budgeted expenses.

SUBMISSION REQUIREMENTS (*No more than 5-7 pages*)

Interested offerors must provide the following but not be limited to:

- Capability and Technical Experience Statement – A short statement describing the offeror's capability for best completing the assignment. Please make sure to include

information relating to previous experience on similar assignments or existing platforms developed

- Technical Approach – Indicating how the offeror will accomplish the tasks and deliverables set forth including clear and innovative approach through which your firm will carry out this assignment. While the specific functionality will be finalized at a later time, FishWise wants to understand the approach of an organization to this type of project.
- References– Please include two client references and current contact information. References should have worked with your firm within the past three years.
- Cost Statement – Please provide a high-level budget broken down by major activity, which reflects, as accurately as possible, the real costs for implementing the proposed activities (e.g., usability testing, maintenance). All fees must be clearly stated including the basis on which they will be applied. All projected costs must be in accordance with the firm’s standard practices and policies.
- Contact Information– Please include contact information for the person responsible for communication regarding the EOI. Contact information includes:
 - Name and title of main contact person
 - Street and mailing addresses
 - Phone/fax numbers

Organizations must provide full, accurate and complete information as required by this solicitation.

SUBMISSION INFORMATION

Any questions or requests for clarification need to be submitted in writing to FishWise at SALT@fishwise.org by **October 14, 2018 by 5:00PM PST**. Inquiries and answers to inquiries will be shared with interested applicants. Answers to previously answered questions are [here](#).

Please provide the official requested information by **October 26, 2018 by 5:00PM PST** via email to SALT@fishwise.org.

ELIGIBILITY REQUIREMENTS

Organizations must meet the following eligibility requirements:

- *The bidders must have relevant experience with similar projects in the past.*
- *Each submission must comply with all the criteria in the EOI; without all the relevant information, EOIs may be considered non-responsive and may be rejected.*
- *The bidders must be authorized to work with U.S. government funds.*

CRITERIA/QUALIFICATION FOR EVALUATION

Submissions will be evaluated and ranked according to the conditions described in the evaluation criteria below, with a total overall maximum point value of 100. The selection will be based on the best value/trade off (weighing price against technical factors) as follows:

Proposed methodology and demonstrated understanding of the topic: 30 points	<ul style="list-style-type: none"> • Strong knowledge of platform and website development • Strong knowledge of adult learning and design principles to engage global audiences
Required qualifications & skills: 30 points	<ul style="list-style-type: none"> • Experience developing website for US government (USG) • Experience developing platforms for global audiences or alliances • Experience in seafood space and knowledge of diverse stakeholders
Proposed Cost for Level of Effort and Budget by task: 40 Points	<ul style="list-style-type: none"> • Organization offers competitive pricing for the products and services offered

During the evaluation, the bidder may be requested to supply additional information in writing concerning content and/or to clarify points in their responses.

NOTE

- FishWise will not compensate individuals for preparation of their response to this Solicitation.
- Issuing this Solicitation is not a guarantee that FishWise will award a contract.
- FishWise reserves the right to issue a contract based on the initial evaluation of offers without discussion.
- FishWise may choose to award a contract for part of the activities in the Solicitation.
- FishWise may choose to award contracts to more than one offeror for specific parts of the activities in the Solicitation.
- FishWise may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original Solicitation.
- FishWise has the right to rescind the solicitation, or rescind an award prior to the signing of a contract due to any unforeseen changes, be it funding or programmatic.
- FishWise reserves the right to waive any deviations by offerors from the requirements of this solicitation that in FishWise’s opinion are considered not to be material defects requiring rejection or disqualification; or where such a waiver will promote increased competition.
- Data produced by this belongs to FishWise and USAID. Any distribution of data must first have written authorization from FishWise or its designated representative.