



**FishWise**  
**Request for Proposals – Social Responsibility Services Market Research & Strategy Development Consultant**

**SUMMARY**

For more than 18 years, FishWise has worked closely with businesses to advance sustainability in the seafood sector. Through our partnerships and extensive networks, FishWise offers pragmatic approaches and credible guidance for companies to tackle some of the toughest challenges in sustainable seafood, from addressing environmental issues in fisheries and aquaculture production, to improving traceability and mitigating risks of human rights abuses in supply chains.

FishWise achieves measurable impact by:

- Partnering with companies to develop comprehensive seafood sustainability programs with transparent, time-bound commitments
- Convening and connecting diverse stakeholders to drive improvements in seafood supply chain traceability and social responsibility
- Creating best practice guidance and resources on traceability, counter-IUU fishing (illegal, unreported, unregulated), and social responsibility

FishWise is a 501(c)3 non-profit that functions as a sustainable seafood consultancy, relying on a mix of government funding, philanthropic support, and revenue from consulting services to support its mission and programs. In 2021, FishWise released an updated version of RISE, a free online platform offering credible guidance and resources for industry to address human and labor rights issues in seafood supply chains. To complement RISE, FishWise also developed a suite of social responsibility services.

The goal of this Request for Proposals (RFP) is to identify a consultant or firm to optimize FishWise's business model, ultimately driving market demand for FishWise's social responsibility services and uptake of the RISE platform. The consultant will achieve this by 1) identifying target markets, geographies, and customers for FishWise services, 2) assessing the value proposition for FishWise's offerings, and 3) developing a marketing strategy to drive and fulfill demand for FishWise services and RISE related programming.

**Date of Issuance:** June 1, 2022  
**Questions Due By:** June 10, 2022  
**RFP Submission Deadline:** July 1, 2022 by 5:00 PM PST  
**Period of Performance:** On/or about August 1, 2022 to October 15, 2022  
**Location of Work:** Remote

Interested consultants should submit their inquiries and responses by email by the dates listed above. Responses should be directed to [info@fishwise.org](mailto:info@fishwise.org).

**CONTRACT MECHANISM & TERMS OF PAYMENT**

A not-to-exceed deliverables-based service agreement will be awarded. FishWise reserves the right to issue subsequent service agreements to the awarded individual or

firm as a result of this solicitation within the defined period of performance.

## **BACKGROUND**

As a non-profit sustainable seafood consultancy, 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.

## **PURPOSE**

FishWise seeks an expert consultant to better understand seafood industry demand for social responsibility services. This will allow for better targeting of our services and marketing, ultimately leading to greater industry action -- and increased revenue for FishWise.

## **SCOPE OF WORK**

The consultant will work closely with staff from FishWise's Business Engagement and Social Responsibility teams to coordinate timelines and activities, as well as to solicit guidance and feedback to perform the activities and provide the deliverables set forth below:

**Activity 1: "Who & Where"** Research and refine FishWise's current understanding of the market for industry-paid social responsibility services

1. Research the current market for industry-paid social responsibility services in seafood and other sectors (building on market research FishWise conducted in 2020)
2. Through the above market research, identify competitors and opportunities to form strategic partnerships to offer broad exposure to RISE and associated services
3. Research and prioritize target markets, clients, and opportunities (eg legislation shifts, strategic collaborations) to scale FishWise's social responsibility services

**Activity 2: "What"** Determine the value proposition and optimal pricing structure for FishWise's social responsibility services

1. Determine the value proposition for FishWise's current and prospective (eg social responsibility coaching program) social responsibility services
2. Develop and execute a plan to determine pricing and customers' willingness to pay for services
3. Provide recommendations for FishWise to adjust its business model to capitalize on its value proposition and to optimize profitability

**Activity 3: "How"** Develop a go-to-market strategy to drive and fulfill demand for FishWise services and RISE related programming

1. Develop a go-to-market strategy, inclusive of recommendations and projected costs to increase visibility of FishWise services and the RISE platform
2. Develop sample marketing materials, including a pitch deck and one page handouts to test with prospective partners
3. Upon request, join and contribute to internal conversations as FishWise develops a long-term plan for RISE



4. Recommend data systems and information management systems that would be required to scale FishWise social responsibility services over time

**DELIVERABLES**

All deliverables shall be submitted in electronic format by the consultant to the designated FishWise contact person by the anticipated due dates.

<b>Deliverables</b>	<b>Anticipated Level of Effort</b>	<b>Due Date</b>
1. A written report or comprehensive slide deck presenting the findings and recommendations from the activities listed above, including: <ul style="list-style-type: none"> <li>● A comprehensive overview of the market research, a summation of social responsibility services offered in seafood and other sectors, a landscape assessment of competitors and strategic opportunities, and a prioritized list of target markets and clients</li> </ul>	45 hours	October 1, 2022
2. A short report or slide deck articulating FishWise’s value proposition, including an assessment of the market’s willingness to pay and recommendations for FishWise to optimize its fee-for service business model for financial resilience	8 hours	October 1, 2022
3. A marketing plan with sample marketing materials for FishWise Social Responsibility services, including a pitch deck and one page handouts; recommendations for data systems and information management systems to scale Fishwise services	45 hours	October 1, 2022
4. A presentation to FishWise with the above deliverables	2 hours	October 1, 2022

**SKILLS & EXPERIENCE**

The following skills and experience are required for the Consultant:

- Marketing expertise.
- Knowledge of fee-for-service business models.
- Demonstrated ability to analyze large amounts of information and present concise and clear results and recommendations.
- Familiarity with the seafood industry.
- Written and oral proficiency in English.
- Exceptional interpersonal communications and presentation skills.

## SUBMISSION REQUIREMENTS

Interested offerors must provide the following to be considered:

- 1) A **cover letter**, not-to-exceed 2 pages. Please provide a short description of how you would address activities in the scope of work. Also, indicate your availability to perform the work during the anticipated period of performance, and highlight how your skills and experience match those needed in the list above.
- 2) A **CV** that includes at least three references that can verify past work.
- 3) The level of effort proposed and budget.

Applicants must provide full, accurate, and complete information as required by this solicitation and its attachments. Incomplete application packages will not be considered for the consultancy.

## EVALUATION CRITERIA

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:

<b>Experience &amp; Capabilities</b>	60 points
<b>Cost</b>	40 points

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. Any distribution of data must first have written authorization from FishWise or its designated representative.