# Request for Proposal

**Title:** Multimedia, Branding, Marketing, and Communication consultancy for Community-Based Business and Community Organisations.
**Date of Issuance:** September 10, 2026
**Location:** Georgetown, Guyana
**Type:** Individual (Local) consultant or small local team
**Procurement Method:** Open
**Duration:** Six (6) calendar months
**Place of Work:** Remote and in Georgetown with travel to communities in Regions 1 and 9
**Language:** Proficiency in English (both written and spoken)

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## 1. Background

Conservation International (CI) is a non-profit organization dedicated to promoting sustainable wildlife and natural resource management. Since 1989, CI has worked in Guyana to support biodiversity conservation, protected-area establishment, and sustainable development, and is advancing a strategy to 2030 focused on conserving nature and addressing climate change, supporting sustainable economic development, and strengthening impact through information, partnerships, and capacity-building.

Conservation International Guyana is implementing the projects to strengthen sustainable livelihoods, biodiversity conservation and community-led economic development in Guyana. A key component of these projects is strengthening the capacity and competitive as of the Community-Based Businesses (CBBs), community organizations, and Indigenous Peoples and Local Communities (IPLCs) by improving enterprise development, branding, market and credit readiness, communication, and market access.

In parallel, CI-Guyana is supporting the establishment of Nature's Opportunity for Development (NODe), an independent national financing mechanism designed to mobilize financial resources and technical assistance for IPLCs. While this consultancy will provide strategic communication support to NODe, it will also focus on ensuring that CBBs and other project beneficiaries receive the necessary

support to strengthen their enterprises, improve their market positioning, and effectively engage with emerging opportunities through mechanisms such as NODe.

To support these objectives, CI-Guyana seeks to engage a qualified multimedia, branding, marketing and communication consultant (or consulting firm) to provide professional branding, marketing, multimedia, digital communication, and enterprise development services. The consultancy will focus on strengthening the visibility, positioning, and competitiveness of project beneficiaries, including Community-Based Businesses (CBBs), while also supporting communication products and materials that contribute to effective project implementation and the development of NODe.

CI-Guyana recognizes that sustainable livelihoods are strengthened not only through improved enterprise-level capacities but also through stronger market systems, relationships, access to information, finance, services, and market opportunities. This consultancy will therefore apply participatory approaches that engage Community-Based Businesses (CBBs), Indigenous Peoples and Local Communities (IPLCs), buyers, service providers, and other market actors to identify practical opportunities to improve market participation, resilience, and long-term economic sustainability.

## 2. Consultancy Objective

The overall objective of this consultancy is to strengthen the market readiness, competitiveness, market engagement, and sustainability of Community-Based Businesses and community organizations through participatory branding, marketing, communication, and enterprise development support that contributes to resilient livelihoods and stronger market systems.

The consultancy will focus primarily on strengthening the capacity and market positioning of project beneficiaries by improving their ability to communicate the value of their products and services, engage with customers and markets, and access new commercial opportunities. In addition, the consultancy will provide targeted strategic communication support to NODe by strengthening its visual identity, communication materials, and positioning as a national financing mechanism supporting IPLCs.

The consultant shall:

- Strengthen the branding, marketing positioning and visibility of selected Community-Based Businesses and community organisations.
- Improve product presentation, packaging, storytelling, customer engagement, and other elements that support market readiness.
- Develop practical marketing strategies and tools that increase market access and commercial opportunities for project beneficiaries.
- Build communication, branding, and marketing capacity of project beneficiaries through practical guidance, tools and coaching.
- Support CI-Guyana in communicating project impact through high-quality multimedia and communication materials.
- Provide branding and strategic communication support for NODe, including reviewing and strengthening its visual identity and communication materials, and messaging.

## 3. Scope of Services

The Consultant will work under the guidance of the Socio-economic and Safeguard Senior Manager and shall undertake the following:

**Component A – Enterprise Branding and Market Readiness**

a) Assess and strengthen the branding, visual identity, and market position of the selected Community-Based Business (CBBs) and community organizations through tailored branding solutions, product development, and promotional materials.

b) Develop practical marketing, market access, and business promotion strategies that improve the visibility, competitiveness, and commercial readiness of beneficiaries.

c) Provide enterprise-specific recommendations and implementation roadmaps that support sustainable business growth, customer engagement, improved market positioning, and long-term market development.

d) Conduct a rapid market systems assessment to identify key market actors, supporting services, market constraints, opportunities, and relationships affecting the growth and competitiveness of participating CBBs.

**Component B – Capacity Building and Marketing Support**

a) Strengthen the communication, branding, and marketing capacity of participating beneficiaries through practical coaching, knowledge transfer, and hands-on technical support.
b) Ensure all branding and communication products reflect community priorities, cultural identity, traditional knowledge, and local aspirations.
c) Develop practical tools, templates and guidance materials that enable beneficiaries to independently maintain their branding, market activities and business promotion efforts beyond project completion.
d) Provide recommendations and support to improve digital presence, customer engagement, market access, and long-term sustainability of beneficiary enterprises.
e) Support beneficiary enterprises to identify and engage priority market opportunities, strategic partnerships, buyers, distributors, and other market actors relevant to their products and services.

**Component C – Strategic Communication Support for NODe**

a) Review and enhance NODe's corporate identity, branding, and communication materials to establish a professional, consistent and recognisable organization image.
b) Assess NODe's website and provide recommendations to improve functionality, user experience, content, and stakeholder engagement.
c) Develop practical communication tools, templates, and strategic recommendations to strengthen NODe's visibility, stakeholder engagement, and public communications during its establishment and early operations.

## 4. Budget

The budget allocated for this consultancy is between USD 7,500 and USD 12,000.

## 5. Deliverables and Timeline

The consultancy will be implemented over a period of six (6) months, commencing in October 2026. The Consultant will work with selected Community-Based Businesses (CBBs)

and community organisations in Regions 1 and 9, including two (2) CBBs in Region 1 and five (5) CBBs in Region 9. The Consultant will coordinate closely with CI-Guyana to ensure that activities are aligned with project objectives and beneficiary needs.

| Deliverable | Description | Timeline |
|---|---|---|
| Deliverable 1: Inception Report and Workplan | Submit an inception report outlining the proposed approach, methodology, detailed workplan, engagement strategy with CBBs and stakeholders, and schedule for activities in Regions 1 and 9. | Month 1 (October) |
| Deliverable 2: Beneficiary Assessment and Branding Review | Conduct assessments of selected CBBs to understand their current branding, market positioning, products/services, communication needs, digital presence, and capacity gaps. Provide recommendations for tailored support for each beneficiary. | Months 1–2 (October - November) |
| Deliverable 3: Enterprise Branding and Marketing Support Package | Develop and implement tailored branding and marketing support for the seven (7) selected CBBs, including recommendations for visual identity, storytelling, product presentation, promotional materials, customer engagement, and market positioning. | Months 2–4 (November – January) |
| Deliverable 4: Marketing Tools and Capacity Building Support | Provide practical coaching and hands-on support to CBBs and community organisations to strengthen their communication, branding, and marketing capacity. Develop practical tools, templates, and guidance materials that beneficiaries can continue using after the consultancy. | Months 3–5 (November–January) |
| Deliverable 5: NODe Communication and Branding Support | Review NODe's existing visual identity, communication materials, and digital platforms. Provide recommendations and develop communication tools and templates to support NODe's visibility and stakeholder engagement during its establishment phase. | Months 4–5 (January - February) |
| Deliverable 6: Final Report and Recommendations | A final report documenting activities completed, outputs delivered, beneficiary engagement, key achievements, lessons learned, recommendations for continued support, and opportunities for strengthening | Month 6 (March) |

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| | beneficiary enterprises and NODe communications.<br>The report will include an Enterprise Sustainability Plan for each CBB, identifying priority actions, required resources, potential partnerships, market opportunities, and capacity-development needs to sustain and expand market engagement beyond the consultancy period. | |

**Expected Outputs**

The consultancy is expected to deliver the following outputs:

- Assessment of branding, marketing, and communication needs for seven (7) selected CBBs across Regions 1 and 9.
- Tailored branding and marketing recommendations for each beneficiary enterprise.
- Improved product visibility, storytelling, and promotional materials for selected CBBs.
- Practical marketing tools, templates, and guidance materials developed for beneficiary use.
- Capacity building and coaching sessions delivered to strengthen beneficiary communication and marketing skills.
- Strategic communication recommendations and materials to support NODe's establishment and visibility.
- Final consultancy report documenting activities, achievements, lessons learned, and recommendations for future support.

**6. Deliverables and Payment Schedule**

Payments will be made upon satisfactory completion and acceptance of the deliverables by CI-Guyana. The Consultant shall submit the relevant reports, materials, and supporting documentation for review and approval prior to payment.

| Deliverable | Expected Outputs / Evidence Required | Timeline | Payment (%) |
|---|---|---|---|
| Deliverable 1: Inception Report and Detailed Workplan | - Inception report outlining methodology, approach, timeline, engagement plan, and proposed activities.<br>- Detailed workplan covering engagement with seven (7) CBBs across Regions 1 and 9 and coordination with CI-Guyana.<br>- Schedule for consultations, field engagements, and deliverable submission. | Month 1 | 15% |
| Deliverable 2: CBB Assessment and Branding/Marketing Needs Analysis | - Assessment completed for seven (7) selected CBBs (2 in Region 1 and 5 in Region 9).<br>- Summary of current branding, marketing, communication, market access needs, and capacity gaps for each beneficiary.<br>- Recommended support plan for each CBB. | Months 1–2 | 20% |
| Deliverable 3: Enterprise Branding and Marketing Support Package | - Tailored branding and marketing recommendations developed for each selected CBB.<br>- Support provided for product positioning, storytelling, packaging, promotional materials, and customer engagement approaches.<br>- Draft and final branding/marketing materials developed as agreed with CI-Guyana and beneficiaries. | Months 2–4 | 25% |
| Deliverable 4: Capacity Building and Coaching Support | - Practical coaching sessions delivered to CBBs and community organisations.<br>- Marketing tools, templates, and guidance materials developed and shared with beneficiaries.<br>- Summary report documenting sessions conducted, participants engaged, key areas addressed, and | Months 3–5 | 15% |

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| | recommendations for continued support. | | |
| Deliverable 5: NODe Branding and Communication Support | - Review of NODe's branding, visual identity, communication materials, and digital platforms.<br>- Recommendations for improving NODe's communication approach and stakeholder engagement.<br>- Development or refinement of agreed communication tools and templates. | Months 4–5 | 10% |
| Deliverable 6: Final Consultancy Report | - Final report documenting activities completed, outputs delivered, beneficiary engagement, key achievements, lessons learned, challenges, recommendations for continued support, and opportunities for strengthening beneficiary enterprises and NODe communications.<br>- Enterprise Sustainability Plan for each CBB, identifying priority actions, required resources, potential partnerships, market opportunities, and capacity-development needs to sustain and expand market engagement beyond the consultancy period.<br>- Consolidated submission of final communication, branding, and marketing products developed during the consultancy.<br>- Final presentation of key findings, achievements, sustainability plans, and recommendations to CI-Guyana. | Month 6 | 15% |

## 7. Qualifications and Experience

The assignment is intended for an individual local consultant or a small local consulting team. Where a team is proposed, it must collectively demonstrate the required qualifications, experience, and technical expertise outlined below.

**Qualifications:**

- Advanced degree or relevant professional qualifications in marketing, communications, business development, entrepreneurship, sustainable development, branding, media production, or a related field.
- Demonstrated experience providing branding, marketing, communications, or enterprise development support, particularly for small businesses, community enterprises, social enterprises, or development initiatives.
- Minimum of three (3) years of relevant professional experience in marketing, communications, business development, or related areas.
- Experience working with community-based organisations, Indigenous Peoples and Local Communities (IPLCs), small enterprises, or livelihood initiatives is highly desirable.
- Experience supporting organisations or enterprises to improve visibility, market positioning, customer engagement, and access to opportunities.

**Skills and Experience:**

- Strong skills in branding, storytelling, marketing strategy development, digital communications, and multimedia content creation.
- Ability to translate community-based products, services, and experiences into compelling stories and market-facing communications.
- Experience developing practical marketing materials, including branding guidelines, promotional materials, digital content, presentations, social media content, and other communication products.
- Strong understanding of enterprise development principles, including market readiness, customer engagement, value propositions, and business promotion.

- Demonstrated ability to work directly with communities and small businesses in a respectful, culturally appropriate, and participatory manner.
- Strong facilitation, coaching, and knowledge-transfer skills, with the ability to build the capacity of beneficiaries through practical guidance and support.
- Experience working with stakeholders in Guyana, particularly Indigenous Peoples and Local Communities and community-based enterprises, is an asset.
- Experience working in Regions 1 and/or 9 and familiarity with local contexts and community dynamics is an advantage.
- Ability to work independently, manage multiple priorities, meet deadlines, and deliver high-quality outputs with limited supervision.
- Strong interpersonal skills; approachable, collaborative, respectful, and able to work effectively with diverse stakeholders.

## 8. Submission Details

The proposal should provide guidance by which deliverables and due dates will be determined.

a. Cover letter: Bidder should include a cover letter for their proposal, listing all documents submitted. The cover letter should provide a complete mailing address, street address (if different), electronic mail address(es), and telephone numbers.
b. Curriculum Vitae of Key Personnel: Sub-contractors during the contract period will not be permitted unless explicitly agreed upon.
c. Technical Proposal (Timeline, Deliverables and Budget): A summary proposal on your interpretation of this RFP with key deliverables and milestones that meet the timeline identified below.
d. Detailed Budget.

Service Provider shall use its best efforts to minimize the financing of any taxes on goods and services, or the importation, manufacture, procurement, or supply thereof. If the Service Provider

is eligible to apply for refunds on taxes paid, Service Provider shall do so. Any tax savings should be reflected in the Service Fee. Service Provider hereby expressly binds itself to include language substantially reflecting the terms of this provision in all subcontracts issued under this Agreement.

The proposal must be received no later than **11:59PM on November 20, 2026**, in **hard copy or electronic format** at any or both of the following addresses:

*Physical Address:*
Conservation International Guyana
98 Laluni Street, Queenstown
Queenstown
Georgetown. Guyana.

*E-mail Address:*
procurementgy@conservation.org

## 9. Language

All documents and communications relating to this RFP shall be in English.

## 10. Evaluation Criteria

In evaluating proposals, CI will seek the best value for money considering the merits of the technical and financial proposals. Proposals will be evaluated using the following criteria:

Proposals will be evaluated ONLY against the Evaluation Criteria in the RFP (no other evaluation criteria may be considered for selection).

| Evaluation Criteria | Weight |
|---|---|
| Practical and well-structured approach and methodology aligned with the required deliverables and outputs, including assessments, branding and marketing support, capacity building, NODe communications and final reporting. | 25% |
| Logical and realistic workplan clearly linked to the deliverables, timelines, field engagements, consultations, coaching, product development and reporting requirements. | 25% |

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| Recent and proven experience delivering similar assessments, reports, branding and marketing strategies, capacity-building outputs, sustainability plans and related products, supported by relevant examples or references. | 25% |
| Relevant qualifications and demonstrated technical expertise of the bidder and proposed personnel in enterprise development, branding, marketing, communications, capacity building, data analysis and professional report writing. | 15% |
| Reasonable and realistic costs aligned with the scope required deliverables and level of effort. | 10% |
| **Total** | **100%** |

## 11. Proposal Timeline

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| RFP Issued | September 10, 2026 |
| Complete proposals due to CI | November 20, 2026 |

## 12. Period of Validity of Bids

Entities are required to hold submitted proposals valid for at least 90 days from the date of submission during which period they will maintain, without change, their price proposal. CI-Guyana is expected to finalize the agreement within this period.

## 13. Confidentiality

All proprietary information provided by the bidder shall be treated as confidential and will not be shared with potential or actual applicants during the solicitation process. This includes but is not limited to price quotations, cost proposals and technical proposals. CI may, but is not obliged to, post procurement awards on its public website after the solicitation process has concluded, and the contract has been awarded. CI's evaluation results are confidential, and applicant scoring will not be shared among bidders.

## 14. Code of Ethics

All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with CI's Code of Ethics Conservation International's reputation derives from our commitment to our values: Integrity, Respect, Courage, Optimism, Passion, and Teamwork. CI's Code of Ethics (the "Code") provides guidance to CI employees, service providers, experts, interns, and volunteers in living CI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violation of the Code of Ethics, as well as concerns regarding the integrity of the procurement process and documents, should be reported to CI via its Ethics Hotline at www.ci.ethicspoint.com.

## 15. Attachments:

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

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CI relies on the personal integrity, good judgment, and common sense of all third parties acting on behalf, or providing services to the organization, to deal with issues not expressly addressed by the Code or as noted below.

**I. With respect to CI's Code of Ethics, we certify:**

**a.** We understand and accept that CI, its contractual partners, grantees and other parties with whom we work are expected to commit to the highest standards of Transparency, Fairness, and Integrity in procurement.

**II. With respect to social and environmental standards, we certify:**

**a.** We are committed to high standards of ethics and integrity and compliance with all applicable laws across our operations, including prohibition of actions that facilitate trafficking in persons, child labor, forced labor, sexual abuse, exploitation or harassment. We respect internationally proclaimed human rights and take no action that contributes to the infringement of human rights. We protect those who are most vulnerable to infringements of their rights and the ecosystems that sustain them.

**b.** We fully respect and enforce the environmental and social standards recognized by the international community, including the fundamental conventions of

International Labour Organization (ILO) and international conventions for the protection of the environment, in line with the laws and regulations applicable to the country where the contract is to be performed.

**III. With respect to our eligibility and professional conduct, we certify:**

**a.** We are not and none of our affiliates [members, employees, contractors, subcontractors, and consultants] are in a state of bankruptcy, liquidation, legal settlement, termination of activity, or guilty of grave professional misconduct as determined by a regulatory body responsible for licensing and/or regulating the offeror's business.

**b.** We have not and will not engage in criminal or fraudulent acts. By a final judgment, we were not convicted in the last five years for offenses such as fraud or corruption, money laundering or professional misconduct.

**c.** We are/were not involved in writing or recommending the terms of reference for this solicitation document.

**d.** We have not engaged in any collusion or price fixing with other offerors.

**e.** We have not made promises, offers, or grants, directly or indirectly to any CI employees involved in this procurement, or to any government official in relation to the contract to be performed, with the intention of unduly influencing a decision or receiving an improper advantage.

**f.** We have taken no action, nor will we take any action to limit or restrict access of other companies, organizations, or individuals to participate in the competitive bidding process launched by CI.

**g.** We have fulfilled our obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country where the contract is to be performed.

**h.** We have not provided, and will take all reasonable steps to ensure that we do not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitate, or participated in terrorist

acts, and we are compliant with all applicable Counter-Terrorist Financing and Anti-Money Laundering laws (including USA Patriot Act and U.S. Executive Order 13224).

**i.** We certify that neither we nor our directors, officers, key employees, or beneficial owners are included in any list of financial or economic sanctions, debarment or suspension adopted by the United States, United Nations, the European Union, the World Bank, or General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension".

Name: _____

Signature: _____

Title: _____

Date: _____