

TENDER NOTICE
FOR THE PROVISION OF
AFRICAN GREY PARROT CONSUMER BEHAVIOUR CHANGE CAMPAIGN DELIVERY
FOR THE
TRAFFIC PROJECT “DEMAND REDUCTION AND BEHAVIOUR CHANGE ALONG CHINA’S PARROT SUPPLY
CHAINS”

deadline for submission: 20th March 2025

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1. Background

1.1. Background on TRAFFIC

TRAFFIC is a leading non-governmental organisation working globally on trade in wild animals and plants in the context of both biodiversity conservation and sustainable development. Our team of staff around the world carry out research, investigations, and analysis to compile the evidence we use to catalyse action by governments, businesses, and individuals. We work in collaboration with a wide range of partners, to help ensure that wildlife trade is not a threat to the conservation of nature. Unsustainable consumer demand for wildlife products is a leading cause for the threats facing many species across the world. TRAFFIC has been at the forefront of innovation within the field of Social and Behavioural Change (SBC) Initiatives, running various projects with relevant stakeholders targeting specific consumers of a variety of threatened wildlife. TRAFFIC uses the SBC approach that includes market and consumer research to guide campaign design.

TRAFFIC has been working in China since 1996, with the China Programme Office was established in 2001. In December 2019, it was officially registered as the Representative Office of TRAFFIC International in China, with the scope of work including conducting research related to wildlife trade, providing technical support, delivering capacity-building training, and facilitating multi-stakeholder exchanges, as well as organizing awareness-raising and educational activities.

TRAFFIC China focuses on two primary areas:

- 1. Combating Wildlife Crime and Illegal Wildlife Trade:** This involves supporting the Chinese government in its efforts to tackle illegal wildlife trade by sharing critical information and enhancing the capacity of law enforcement agencies through targeted training and collaboration.
- 2. Promoting Sustainable and Legal Wildlife Trade:** For species that are legally traded, particularly timber and medicinal plants, TRAFFIC actively advocates for sustainable harvesting and utilization practices. This includes supporting the development of sustainable trade systems to ensure the long-term conservation of species and the ecosystems they inhabit.

In addition, TRAFFIC works with the private sectors to reduce the risk of their involvement in the illegal wildlife trade and to raise public awareness of wildlife conservation in hope to reduce the demand for illegal wildlife products among target groups.

1.2. Background of the project

This project aims to reduce threats to African Grey Parrots (AGP) and other endangered African parrots in Cameroon and the Democratic Republic of the Congo (DRC) and reduce the demand for illegally-sourced AGPs in China. Activities will integrate innovative SBC approaches to reduce Chinese consumer demand for these parrots as pets, with corporate engagement and behaviour change targeting Chinese nationals in Cameroon and DRC who are potentially involved in the poaching and trafficking of the target parrots.

The project aims to engage 50% of the targeted high-risk consumers of AGP and other endangered African parrot species in China. These individuals will receive tailored SBC messaging, specifically designed to address the key drivers of demand. This is expected to change their purchasing intentions, reducing their intention to buy endangered parrots by at least 30% and shift them towards sustainable choices and alternatives, whether an experience such as birdwatching, or for those committed to buying parrots, to

legal species with no conservation risk (such as budgerigar, widely bred in captivity in China), a change which we also aim to sustain long-term.

2. Information on the Tender

2.1. Contractual conditions

This tender invites the provision of services for **TRAFFIC China** (Company Phone No.: +86 10 85321353) (hereinafter referred to as “TRAFFIC”)

Contractual agreement with the contractor, including the rights and obligations of the contractor, payment provision, acceptance of deliverables, performance of the contract, confidentiality, and checks and audits will be made with TRAFFIC.

2.2. Taxes

The costs in the financial offer should be inclusive of all taxes that the consultant is liable for in their country of registration. All rates indicated in the financial offer should be fully loaded, including taxes.

2.3. Incidental expenditure

Incidental expenditure incurred by the Contractor and, if applicable, approved by TRAFFIC in advance shall be reimbursed in full.

2.4. Structure and content of the tender

Tenders must be presented as follows:

- I. Identification of the contractor (to be submitted by the contractor using the form provided in Template 1, submitted as a PDF).
The tender must include a cover letter signed by an authorised representative presenting the name of the contractor and the name of the single contact point (leader) in relation to this tender if different.
- II. Contractor Background: organisation capacity and experience (to be submitted by the tenderer using Template 2, submitted as a PDF).
- III. CVs for the key personnel identified to deliver the Scope of Work (to be annexed with Template 2, submitted as a PDF)
- IV. Contractor Statement of Delivery (to be submitted by the contractor using Template 3, submitted as a PDF).
- V. Financial Offer and Budget (to be submitted by the contractor using Template 4, in two copies: one in PDF and one in its original MS Excel format).

2.5. Duration of the tender

The Scope of Work should be completed within three months of the signature of the contract. The execution of the tasks may not start before the contract has been signed by both parties.

2.6. Place of work

The place of performance of the tasks shall be the contractor's premises or any other place indicated in the tender.

2.7. Period during which tenders are binding

Tenderers are bound by their tenders for sixty (60) days after the deadline for submitting tenders or until they have been notified of non-award.

3. Tender Selection

3.1. Evaluation and Selection

The quality of the tender will be evaluated based on the following criteria. The maximum total quality score is 100 points. The contract will be awarded based on a 'best price-quality ratio' method, as described below.

EVALUATION CRITERIA	SCORE
Capacity & Experience (Template 2):	(25-40)
Relevant capacity and experience	10-15
Demonstration of effective delivery	10-15
Ability to understand and work with the two languages listed in the Scope of Work	5-10
Contractor Statement of Delivery (Template 3):	(40-60)
Demonstrate understanding of the Scope of Work	20-30
Process description for delivery of the Scope of Work as detailed in Annex 1	20-30
Eligibility to receive DEFRA-IWTCF funding	Yes/No
Max. TOTAL	100

All tenders that obtain a score of 75 or higher will be deemed to be technically sufficient and considered on an economically advantageous offer. The price of the tender offer will be divided by the total number of points awarded to obtain the price-quality ratio. The award of the contract will be made in accordance with the lowest ratio.

TRAFFIC reserves the right not to select any tender if the amounts tendered exceed the budget envisaged for this contract or if the contractor or key personnel are found not to be eligible to receive DEFRA-IWTCF funding.

3.2. Notification of Decision

PROCESS	TIMEFRAME
Deadline for requesting clarification from TRAFFIC	13 th Mar 2025
TRAFFIC to issue Q&As online at https://www.traffic.org/about-us/careers/	17 th Mar 2025
Deadline for receipt of tender by TRAFFIC	20 th Mar 2025
Completion of evaluation of tenders	24 th Mar 2025
Notification of award with contract prepared from TRAFFIC	25 th Mar 2025

Contract signature	27 th Mar 2025
Expected start date	28 th Mar 2025

4. Tender Submission

4.1. Checklist for Submission

Omission of documents from the submission pack may lead to exclusion of the tender. TRAFFIC reserves the right to request further information from tenderers.

DOCUMENT	INCLUDED
Identification of the Contractor (Template 1)	
Contractor Background (Template 2)	
CVs of key personnel	
Contractor Statement of Delivery (Template 3)	
Financial Offer and Budget (Template 4)	

4.2. Submission Process

Tenders should be marked “**AGP Project Tender – African Grey Parrot Consumer Behaviour Change Campaign Delivery**” and submitted to TRAFFIC’s Project Administration Officer via e-mail to: traffic.china@traffic.org

To be received on 20th Mar 2025 from posting of the Tender Notice and before, 17.00 afternoon Beijing Time (BJT).

For information or queries regarding the tender contact: Ulantuya Hargan, SBC Project Support Officer, TRAFFIC China

Email: Ulantuya.Hargan@traffic.org

Annex 1: Scope of Work

TRAFFIC is seeking a Contractor to design a behaviour change campaign targeting **parrot consumers** in mainland China. The goal is to reduce demand for illegally-sourced African Grey Parrots (AGP) and other endangered African parrots among Chinese consumers. The project aims to engage 50% of the targeted high-risk consumers of AGP and other endangered African parrot species in China. These individuals will receive tailored Social and Behavior Change (SBC) messaging, specifically designed to address the key drivers of demand. This is expected to change their purchasing intentions, reducing their intention to buy endangered parrots from the wild by at least 30%, compared to the baseline data (the baseline data will be provided to the contractor by TRAFFIC), and shift them towards sustainable choices and alternatives, whether an experience such as birdwatching, or for those committed to buying parrots, to legal species with no conservation risk, a change which we also aim to sustain long-term. The scope of work is expected to cover these areas:

- i. **Targeted Campaign Delivery for Maximum Conversion with Detailed Douyin Media Placement Proposal:**
Within the allocated budget, deliver campaign messages precisely to the target audience with a focus on driving conversions. Fully leverage Douyin's diverse outreach formats by selecting one or a combination of formats to maximize audience reach and message absorption. To achieve this, provide a detailed Douyin media placement proposal, including but not limited to: outreach formats, optimal time slots, daily budget allocation, etc.
- ii. **Landing Page Design:**
Develop at least four distinct sets of landing page designs (including copywriting) to enhance ad diversity. This will ensure that ad creatives are repeated at least 4 times to stimulate and maintain the target audience's click-through interest.
- iii. **Performance Tracking and Evaluation:**
Define key metrics for tracking and quantifying data to assess the effectiveness of the campaign delivery.
- iv. **Customized Audience Tagging:**
Build on the target audience profile (provided by TRAFFIC) and further refine audience behaviour tags using the platform's own database.
- v. **Account and Material Review Services:**
Provide account setup and ad material review services to ensure smooth campaign execution.
- vi. **Pre-Testing and Dynamic Optimization:**
Conduct pre-tests and dynamically adjust audience tags and other parameters based on test results to improve data performance.
- vii. **Mid-Term and Final Campaign Reports:**
Provide interim and final summary reports for each campaign phase. Based on the results, provide recommendations for optimizing repeated message delivery in the next campaign phase.
- viii. **Account Transparency**

Applicants should have a minimum of 5 years' experience in Douyin campaign message delivery in China with a track record of achieving high engagement and influential results. The successful applicant will be responsible for preparing and submitting the specified deliverables.

1. Resourcing and responsibility

Both TRAFFIC and the Contractor agree to ensure access to adequate, high-quality manpower and necessary resources, as well as access to information necessary to achieve the objectives and deliverables of the project. Both parties are responsible for the appointment and management of their own respective personnel who will operate under the supervision of project management representatives from both organisations unless otherwise agreed and documented below. All personnel must possess the appropriate qualifications, competence, and sufficient experience to effectively deliver the Services outlined in this Scope of Work.

Responsibilities	
Contractor Responsibilities	<p>Contractor to manage the project, including but not restricted to:</p> <ul style="list-style-type: none"> • Precision Campaign Delivery for Target Audience with Detailed Media Placement Proposal • Coordinate regular meetings and discussions to provide updates on the ongoing tasks • Landing Page Development • Performance Tracking and Reporting • Audience Tagging and Refinement (based on online behaviours) • Account and Material Coordination • Pre-Testing with Preliminary Tags and Dynamic Optimization • Comprehensive Reporting and Recommendations • Account Transparency • Timeliness
TRAFFIC Responsibilities	<p>TRAFFIC to provide:</p> <ul style="list-style-type: none"> • Background information • Platform account opening and verification required documents • Review and feedback on outputs, including the detailed plan, visual ideas, and effectiveness evaluation • Final sign-off on completed outputs

2. Deliverables and Timeframe

The requirements for the delivery of the Scope of Work are detailed in Table A.1 and reflected in 'Template 4 Financial Offer and Budget'. Changes to the estimated timeframes and costs should be accompanied by a justification.

Table A.1: Requirements for delivery of Scope of Work

Bid Item No. (A)	Service (B)	Duration (timeframe) (C)	Estimated costs of work (CNY) (D)	TOTAL (E)
1.0	Within the approved budget, with a focus on maximizing conversions: Utilize Douyin's diverse ad formats effectively,	12 weeks (3 months)	The total budget for campaign delivery shall not exceed CNY 600,000 (64,520 GBP).	The total budget for this campaign delivery shall

	either individually or in combination, to optimize audience reach and message absorption.	The allocated budget must ensure a minimum of 4-6 repetitions of the campaign, with the objective of reaching at least 50% of the high-risk target audience. All outputs outlined in Column B must be fully executed within this budget.	not exceed CNY 600,000 (64,520 GBP) to deliver all outputs specified in Column B.
2.0	Design and deliver at least four distinct sets of landing pages (including copywriting) to enhance ad diversity and maintain audience engagement		
3.0	Establish key metrics for tracking campaign performance and provide regular updates on data quantification and analysis		
4.0	Build on the target audience profile provided by TRAFFIC and refine audience behaviour tags using Douyin's platform data to enhance targeting precision		
5.0	Oversee account setup and ad material review processes to ensure seamless campaign execution and compliance with platform requirements		
6.0	Conduct pre-tests to evaluate campaign effectiveness and dynamically adjust targeting parameters (e.g., audience tags) based on test results to improve performance		
7.0	Provide mid-term and final reports for each campaign phase, summarizing results and offering actionable recommendations for optimizing repeated message delivery in subsequent phases		
8.0	Maintain full transparency of the account, including providing access to real-time data, budget utilization reports, and detailed performance metrics to ensure accountability and informed decision-making		

¹ Final costs for all deliverables to be confirmed by Contractor

Annex 2: Draft Contract Template

DATED ___ Day of _____ 2022

[INSERT NAME OF CONTRACTOR]

[INSERT ADDRESS]

Dear Sir/Madam,

Consultancy/Service Provision - Contract

PROJECT TITLE:

PROJECT CODE:

CONTRACT NUMBER:

We are pleased to offer you a contract to work with TRAFFIC to implement:

During this contract you will be reporting to:

For the purposes of this contract you are referred to as the 'contractor' and other service providers that may be sub-contracted are referred to as 'sub-contractors'.

The following Terms and Conditions will apply to this contract:

1. Parties involved and Persons designated to act on behalf of Parties

Contractor's Legal Name:

Legal Nationality:

Contact Person Name/Title:

Email:

Contact Address:

(TRAFFIC)

Name:

Title:

Email:

TRAFFIC Project Code:

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All correspondence between parties should include the designated TRAFFIC Project Code.

2. Project Activity and Budget

Detailed Terms of Reference and Budget for this contract are outlined in Annex I and Annex II.

3. Term

This contract covers the period_____. Any changes to the term will be agreed in advance with the Project Manager in writing. If any delays on implementation are foreseen the contractor should notify the Project Manager immediately.

4. Reports and Deliverables

5. Payment Provisions

The fee payable by TRAFFIC is inclusive of any sales taxes that may be chargeable by the consultant. Any liability for sales taxes payable outside of China rests with the consultant.

Sub-contractors fees are the responsibility of the contractor and are to be paid from within the agreed budget (Annex II).

Schedule of Payment:

Full payment will be made on completion of all activities in Annex I; to be delivered no later than_____; on acceptance of deliverables by the Project Manager; and on receipt of a signed invoice at TRAFFIC.

The invoice should be raised in the currency of the contract which should be clearly stated.

The invoice should also be dated, have a unique invoice number and detail the TRAFFIC project code, title of activity, contact details, number of units charged, unit rate, total amount payable. The invoice should be addressed to:

TB06-1-132, TAYUAN DIPLOMATIC RESIDENCE COMPOUND, NO.1, XINDONG ROAD, CHAOYANG DISTRICT, BEIJING, CHINATRAFFIC China

TEL: +8610 85321353

6. Transfer of Funds

Payments will be made using (international) bank transfer.

Beneficiary Name :

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Name of Account:

Name of Bank:

Branch:

Branch Address:

Bank Account number:

Sort Code:

Receipts (including flights boarding passes) are required for all expenses.

The contractor and any sub-contractors should operate on value-for-money principles under this contract and should aim to maximise conservation gains. All expenditure should be reasonable, approved and documented, as identified in the budget. The contractor and any sub-contractors are expected to use funds responsibly and source services/goods that operate under sustainability principles.

Air travel should be minimised and only economy (air/land/sea) fares are allowed under this contract. Any air travel under this contract should include appropriate CO2 emission offsetting costs in the travel budget.

Transfer of funds is contingent upon transfer of funds from the donor and/or an administrative check by TRAFFIC on the eligibility of the invoiced costs under TRAFFIC's and donor's financial policies.

7. Intellectual Property

Unless otherwise negotiated, TRAFFIC is the inherent copyright owner of information and materials, including photographs, that any individual or legal entity on contract to TRAFFIC may have produced, gathered, reviewed and/or analysed on behalf of TRAFFIC and in TRAFFIC-contracted time, irrespective of whether or not such data and documentation have been published. All details and information must be kept confidential by the contractor and sub-contractors unless agreement has been reached with TRAFFIC. These obligations are permanent and will not lapse upon cessation of the contract with TRAFFIC. The contractor shall undertake, even after their engagement with TRAFFIC is finished, not to publish such data without the specific approval of the Executive Director, TRAFFIC.

8. Data protection

TRAFFIC International and its contractors must at all times be compliant with the European Union's General Data Protection Regulation, the UK's Data Protection Act 2018 and China's The Data Security Law of the People's Republic of China in regard to the collection, storage and transmitting of personal data.

Where the contract requires the processing of personal data by the contractor, the contractor must act only under the supervision of the data controller, in particular with regard to the purposes of processing, the categories of which data may be processed, the recipients of the data and the transfer of data between TRAFFIC China AGP Consumption Tender Application

countries in accordance with the General Data Protection Regulations 2018 and UK Data Protection Act 2018. The Contractor shall ensure that appropriate technical and organisation measures are adopted to safeguard data from unauthorised access, alteration, disclosure, or destruction. The Contractor is obliged to notify TRAFFIC if any personal data has at any time been compromised, during and upon cessation of this contract.

In turn, TRAFFIC International respects its contractors' right to privacy. TRAFFIC International retains personal information contained in this contract to comply with applicable legal, tax or accounting requirements. TRAFFIC's full privacy notice is available on its website www.traffic.org or can be obtained from the contact details provided. The data controller of your personal information is TRAFFIC International. If you have any questions or concerns about TRAFFIC's use of your personal information, please contact TRAFFIC using the following details: privacy@traffic.org.

9. Communications and use of logos

The contractor is not authorised to use the logo of TRAFFIC without prior written permission.

10. Status

This contract does not constitute employment by TRAFFIC. TRAFFIC accepts no claims, losses, damages, or liabilities incurred by the contractor, sub-contractors or third parties in connection with this contract. You are required to acquire work permits or other documents necessary to undertake the work as specified, and to comply with national and international laws, including payment of direct and indirect taxes including National Insurance contributions.

Whilst implementing this contract the contractor and sub-contractors are not representatives, agents or partners of TRAFFIC, and have no authority to bind TRAFFIC. The contractor is a contractor of TRAFFIC only. The sub-contractors are contractors of the contractor and not of TRAFFIC. The contractor is responsible for all issues relating to its sub-contractors.

11. Liability

All travel and fieldwork are undertaken at the contractor's personal risk. For travel outside of the contractor's home country or base of operations the contractor must confirm that persons involved in providing services under this contract are in good health and fit to travel. The contractor is required to find and fund its own travel arrangements, medical and liability insurance for any person involved in providing services under this contract.

12. Indemnification

The contractor hereby indemnifies TRAFFIC, together with its officers, directors, employees, and agents, against any claims, losses, damages, and other liabilities (including reasonable attorney's fees and other

expenses), arising in connection with this contract, except to the extent the claim, loss, damage, or other liability is due to the fault of TRAFFIC.

13. Arbitration

(1) Both parties agree to abide by their obligations to each other under this agreement in good faith, and to attempt to resolve any disputes that arise between them in a manner that minimizes any damage to the cause of conservation.

(2) The Parties shall attempt to negotiate a settlement to any dispute between them arising out of or in connection with the Agreement and such efforts shall involve the escalation of the dispute to an appropriately senior representative of each Party.

(3) In the event that a dispute cannot be settled amicably within 60 calendar days from reception of the first written notice of a dispute, the dispute shall be referred to arbitration.

(4) TRAFFIC and the contractor shall submit any dispute to China International Economic and Trade Arbitration Commission under the valid arbitration rules. Any opinion entered as a final judgement will be final and binding on both TRAFFIC and the contractor to the extent permitted by law. The language of arbitration will be Chinese and the site the arbitration will be Beijing, China. TRAFFIC and the contractor shall bear their own arbitration costs including the cost of representation and availing evidence.

14. Controlling Law

This agreement is governed by the laws of the People's Republic of China.

15. Entire Agreement/Modification

This contract, including all referenced Annexes, each of which is incorporated herein and made a part hereof, represents the entire contract between the parties on this subject matter. All modifications to this contract must be in writing and signed by persons designated to act on behalf of the contractor and TRAFFIC.

16. Termination

For Cause. If TRAFFIC shall determine at any time that the contractor has failed to comply with any term of this contract, TRAFFIC may thereupon terminate the contract, in whole or in part, by giving written notice to the contractor. Such notice shall become effective upon receipt.

For Convenience. For its convenience, either party may terminate this contract at any time by giving written notice to the other. Such notice shall become effective thirty (30) days after its receipt.

TRAFFIC shall not be obligated to pay for any expenses incurred by the contractor after the effective date of any notice of termination. Upon its effective date, the contractor shall stop work and take all reasonable steps to preserve and protect all work product produced to date and comply with instructions from TRAFFIC

as to the disposition thereof. Upon termination, the contractor shall promptly submit to TRAFFIC a final technical report, a final financial report, and return any unexpended project funds.

17. List of Annexes

ANNEX I TERMS OF REFERENCE (please refer to “Scope of Work”)

ANNEX II BUDGET (please refer to “Scope of Work”)

ANNEX III STANDARD TERMS

ANNEX IV ANTI-BRIBERY POLICY

(optional) ANNEX V SPECIAL CONDITIONS – PROJECT SPECIFIC

(optional) ANNEX VI CONFIDENTIALITY AGREEMENT

(optional) ANNEX VII DUE DILIGENCE ASSESMENT – PRE AWARD SURVEY

(The rest of this page is intentionally blank)

If you find the terms and conditions of this Agreement to be acceptable, please confirm your acceptance by signing in the appropriate space below.

Yours sincerely,

Signed:

Position:

Date:

TRAFFIC China

I, the undersigned, for and on behalf of NAME OF CONTRACTOR acknowledge acceptance of the terms and conditions set out above and in the annexes attached to this Agreement.

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Signed:

Position:

Date:

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ANNEX III STANDARD TERMS

The following obligations shall form an integral part of the Agreement, supplementing any further obligations as stipulated in the Agreement with the donor. In the event of any conflict between this Annex III and the provisions in the Agreement with the donor, the provisions in the Agreement with the donor will prevail.

1. Commitment

By agreeing to perform their activities under this agreement, the recipient shall undertake to uphold the highest standards of professional behaviour and to ensure that TRAFFIC's integrity and reputation shall not be jeopardised by their actions. The recipient warrants that it has the necessary knowledge, qualifications, experience and skill to perform the activities under this agreement, and that the employees, agents or sub-contractors that it utilises under this Agreement will have the necessary knowledge, qualifications, experience and skill to perform their respective activities.

2. Conflicts of Interest

- 2.1 The recipient shall refrain from activities which would be incompatible with or undermine TRAFFIC's status as an organisation, or which would put them in a position of conflict of interest.
- 2.2 The recipient shall ensure that staff, including management, are not placed in a situation which could give rise to conflict of interests.
- 2.3 The recipient shall take all necessary measures to prevent or end any situation that could compromise the impartial and objective performance of this Agreement. Such conflict of interests may arise in particular as a result of economic interest, political or national affinity, family or emotional ties, or any other relevant connection or shared interest.
- 2.4 Any conflict of interests which may arise during performance of this Agreement must be notified in writing to the TRAFFIC International Global Office without delay. In the event of such conflict, the recipient shall immediately take all necessary steps to resolve it.
- 2.5 The TRAFFIC International Global Office reserves the right to verify that the measures taken are appropriate and may require additional measures to be taken if necessary.

3. Professional Conduct

- 3.1 No activities should be undertaken that breach any laws whilst implementing this Agreement.
- 3.2 TRAFFIC is committed to providing effective, legal, and safe support to wildlife law enforcement in order to deliver our conservation goals. At the same time, TRAFFIC recognizes the complexities inherent in wildlife law enforcement actions and the need for appropriate conduct on the part of wildlife law enforcement personnel and non-governmental organizations supporting their work. TRAFFIC therefore supports activities designed to respect and protect human dignity and to comply with international standards on human rights. As part of this commitment, TRAFFIC will not purchase, or provide funding for firearms or ammunition.
- 3.3 By agreeing to perform their activities under this agreement, the recipient and any subrecipient agree to the above principles. The recipient and any subrecipient, further commit to ensure that

any activities funded under the project are subject to a robust risk assessment and risk mitigation plan.

4. Safeguarding

The recipient, its staff and sub-contractors are expected to comply with TRAFFIC's safeguarding standards at all times. Repeated, unreciprocated and/or unwelcome comments, looks, actions, suggestions or physical contact, based on gender, ethnic origin, or other personal characteristics that are perceived and substantiated as harassment and/or intimidation shall be treated by the recipient as serious misconduct and the TRAFFIC International Global Office should be notified immediately. Failure to enforce corrective measures shall lead to immediate termination of the Agreement.

1. Assignment

5.1 The recipient may not assign its rights, sub-contract, or delegate its obligations under this Agreement without the TRAFFIC International Global Office's prior written consent which it may withhold in its absolute discretion. The recipient shall include in any sub-contract related to the project described herein all clauses and provisions necessary to fulfil its obligations under this Agreement, including clauses equivalent to these Standard Provisions.

5.2. TRAFFIC will not be liable for any breaches of any laws by sub-contractors who accept responsibility for any claims arising from any alleged non-compliance with laws.

5.3 TRAFFIC is not liable for sub-contractors':

- a) loss of profits;
- b) loss of business;
- c) loss of revenue;
- d) loss of or damage to goodwill;
- e) loss of savings (whether anticipated or otherwise); and/or
- f) any indirect, special or consequential loss or damage.

2. Due diligence

The recipient is expected to maintain oversight and monitoring of sub-contractors/external grantees' activities, including project audits and to manage project associated risks. Before disbursing any project funds to sub-contractors/sub-grantees, the recipient should undertake appropriate due diligence of their sub-contractors/external grantees, and should make the results, risks and mitigating actions of such due diligence available to TRAFFIC. Due diligence assessments should determine, relative to project risk, the:

- a. Reliability and integrity of financial controls, systems and processes;
- b. Effectiveness and efficiency of their programmatic operations;
- c. Procedures for safeguarding project assets; and
- d. Compliance with national legislation, regulation, rules, policies and procedures.

The TRAFFIC International Global Office reserves the right to conduct all due diligence activities on all external sub-contractors or grantees.

3. Use of Funds

- 7.1 All project costs should conform to the relevant TRAFFIC policies and any additional requirements from the Donor, as specified in the Special Conditions.
- 7.2 The recipient and any sub-contractors/service providers should operate on value-for-money principles i.e. make the optimal use, (economy, efficiency and effectiveness), of resources to achieve the aim to maximise conservation gains. All expenditure should be reasonable, approved and documented, as identified in the budget. The recipient and any sub-contractors are expected to use funds responsibly and source services/goods that operate under sustainability principles.
- 7.3 Air travel should be minimised and only economy (air/land/sea) fares are allowed under this Agreement. Any air travel under this Agreement should include appropriate CO2 emission offsetting costs in the travel budget.
- 7.4 Procurement of goods and services should follow the TRAFFIC policy and/or any donor specific requirements. The procurement threshold should follow TRAFFIC policy (contracts of probable value above 2000 GBP) and/or any donor specific requirement, whichever is lower.
- 7.5 If equipment is included in the approved budget of this Agreement, then title to equipment and other property will be in the name of TRAFFIC, unless otherwise negotiated, until disposition instructions are provided by the TRAFFIC International Global Office at the end of the Agreement term, pending any donor requirements. The recipient agrees to provide insurance for and proper maintenance of all equipment and other property funded under this Agreement. If the recipient desires to use the equipment or other property for any purposes other than for project work funded under this Agreement, prior approval from the TRAFFIC International Global Office is required.

8. Financial Records

The recipient agrees to keep separate and accurate financial records in accordance with local Generally Accepted Accounting Principles (GAAP) so that payments received, and expenditures made pursuant to this Agreement can be readily identified. The recipient agrees to maintain such records for a period of at least seven (7) years after the expiration or earlier termination of this Agreement. These financial records must include all receipts for expenditures under this Agreement, including timesheets recording the days or hours worked by staff.

9. Audits

The TRAFFIC International Global Office, acting reasonably, may instruct or undertake an audit of the accounts of the recipient or other sub-recipients/sub-contractors receiving funds under this Agreement at any point during the life of the Agreement and at any point following the expiration of the Agreement within the time limits stipulated in the Agreement.

10. Communication, Disclosure of Information and Data Protection

- 10.1 The recipient shall exercise the utmost discretion internally and externally regarding all matters of business. Confidential information that is known to them shall not be disclosed to any third

party without the prior authorisation of the TRAFFIC International Global Office which shall also provide instructions for the specific use to be made of such information. The recipient, its staff, partners or sub-contractors shall at no time, including at the end of this Agreement, use such information for personal or third-party advantage.

10.2 The recipient must at all times be compliant with the European Union's *General Data Protection Regulation* (GDPR) and the UK's *Data Protection Act 2018* in regard to the collection, storage and transmitting of personal data. Additional information management requirements may be included in the main agreement.

10.3 Unless otherwise negotiated, TRAFFIC is the inherent copyright owner of the works produced in this Agreement.

10.4 Recipients are not allowed to make statements or express opinions on behalf of TRAFFIC to the press and media, including through electronic media and bulletin boards.

10.5 When preparing written material, the guidelines in the *TRAFFIC Communications Manual* must be followed. Donor specific requirements, if applicable, should also be followed, as stipulated in the Special Conditions.

10.6 Where the contract requires the processing of personal data by the recipient, the recipient must act only under the supervision of the data controller, in particular with regard to the purposes of processing, the categories of which data may be processed, the recipients of the data and the transfer of data between countries in accordance with the *General Data Protection Regulation* and UK's *Data Protection Act 2018*. The recipient shall ensure that appropriate technical and organisation measures are adopted to safeguard data from unauthorised access, alteration, disclosure, or destruction. The recipient is obliged to notify the TRAFFIC International Global Office if any personal data has at any time been compromised, during and upon cessation of this agreement.

11. Counter-terrorism

Recipients are reminded that UK law prohibits transactions with and provision of resources and support to individuals and organizations associated with terrorism. It is their responsibility to ensure compliance with relevant national laws and directives, including UK counter-terrorism legislation.

12. Anti-Bribery and Anti-Fraud

The recipient warrants to and undertakes with the TRAFFIC International Global Office as follows:

12.1 The recipient shall comply with TRAFFIC's *Anti-Fraud & Anti-Corruption/Anti-Bribery Policy* (including references to the *UK Bribery Act 2010*). It shall comply with all applicable local laws, regulations and codes of conduct in relation to anti-bribery and anti-corruption including any code of conduct issued from time to time by the TRAFFIC Global Office.

12.2 The recipient shall ensure that its employees and other persons associated with them comply with the same. They shall promptly notify the TRAFFIC Global Office if any of the circumstances referred to in this clause change.

12.3 The recipient warrants and represents that neither it nor any of its officers, employees, agents, sub-contractors or any person acting on its behalf has offered, given or agreed to give any person any inducement or reward (or anything which might be considered an inducement or reward) in connection with entering into this Agreement or performing its services under it.

13. Waiver

The failure by either party to this Agreement to enforce any of the provisions of this Agreement shall in no way be considered a waiver of such provisions or in any way affect the validity of this Agreement.

14. Severability

If any provision of this Agreement shall for any reason be held to be invalid or unenforceable by any adjudicative body of competent jurisdiction, unless such provision goes to the root of this Agreement, this Agreement shall continue in full force and effect and shall be interpreted as if such provision had never been contained herein. In the event the provision goes to the root of this Agreement, the parties shall attempt in good faith to negotiate an amendment to this Agreement as necessary to fulfil the purpose of the Agreement.

15. Force Majeure

Neither party shall be responsible for any inability or failure to comply with the terms of this Agreement due to causes beyond its control and without the negligence or malfeasance of such party. These causes shall include, but not be restricted to: fire, storm, flood, earthquake, explosion, acts of the public enemy, war, rebellion, insurrection, mutiny, sabotage, epidemic, quarantine restrictions, labour disputes, embargoes, acts of government, including the failure of any government to grant export or import licenses or permits.

16. Relationship with WWF and IUCN

TRAFFIC began as a joint programme of IUCN and WWF. TRAFFIC International (TINT) is a registered charity in the UK and is the legal entity responsible for TRAFFIC's operations worldwide. TRAFFIC has a strong partnership with WWF and IUCN, which is governed by a Partnership Agreement signed in 2018 between TRAFFIC, WWF and IUCN.

WWF and IUCN provide operational support to TRAFFIC through the hosting of some of TRAFFIC's Programme Offices and/or outposted staff. This hosting service and operational support is governed by Hosting Agreements established between IUCN or WWF with TRAFFIC for the respective services offered. Hosting Agreements are service agreements between TRAFFIC and its founding members, WWF and IUCN.

[Remainder of page intentionally left blank]

TRAFFIC'S ANTI-BRIBERY POLICY

1. POLICY STATEMENT

- 1.1 It is the policy of TRAFFIC to conduct its business in an honest and ethical manner. We take a zero-tolerance approach to bribery and corruption and are committed to acting professionally, fairly and with integrity in all our business dealings and relationships wherever we operate and implementing and enforcing effective systems to counter bribery.
- 1.2 We will uphold all laws relevant to countering bribery and corruption. In particular, we are bound by the laws of the UK, including the Bribery Act 2010, in respect of our conduct both at home and abroad.
- 1.3 The purpose of this policy is to:
- (a) set out our responsibilities, and the responsibilities of those working for us, in observing and upholding our position on bribery and corruption; and
 - (b) provide information and guidance to those working for us on how to recognise and deal with bribery and corruption issues.
- 1.4 Bribery and corruption are punishable in the UK for individuals by up to ten years' imprisonment. If TRAFFIC is found to have taken part in corruption it could face an unlimited fine, be excluded from tendering for public contracts and face damage to its reputation. Other penalties will be applicable in other countries in which we operate. Not only does bribery and corruption pose a risk to us, it is also extremely damaging to the countries in which it takes place. We therefore take our legal responsibilities very seriously.
- 1.5 In this policy, **third party** means any individual or organisation you come into contact with during the course of your work for us, and includes actual and potential clients, customers, suppliers, distributors, business contacts, agents, advisers, and government and public bodies, including their advisors, representatives and officials, politicians and political parties.

2. WHO IS COVERED BY THE POLICY?

This policy applies to all individuals working at all levels and grades, including senior managers, officers, directors, employees (whether permanent, fixed-term or temporary), consultants, contractors, trainees, seconded staff, homeworkers, casual workers and agency staff, volunteers, interns, agents, sponsors, or any other person associated with TRAFFIC, wherever located (collectively referred to as **workers** in this policy).

3. WHAT IS BRIBERY?

3.1 Bribery is:

- (a) the offering, promising, giving, requesting or accepting
- (b) of a payment, inducement, reward or anything of value
- (c) for an act or omission which is illegal, unethical or a violation of our internal policies,
- (d) which is given with the intention of obtaining or retaining business, or an advantage in the course of business, or with the intention that the recipient act improperly in some way.

3.2 Corruption is the misuse of public office or power for private gain.

Examples:

Offering a bribe

You offer a potential donor / supporter tickets to a major sporting event, but only if they agree to support / partner with us.

This would be an offence as you are making the offer to gain a commercial and contractual advantage. TRAFFIC may also be found to have committed an offence because the offer has been made to obtain funding for us. It may also be an offence for the potential donor to accept your offer.

Receiving a bribe

A consultant gives your nephew a job, but makes it clear that in return they expect you to use your influence in our organisation to ensure we continue to do business with them.

4. GIFTS AND HOSPITALITY

- 4.1 This policy does not prohibit normal and appropriate hospitality (given and received) to or from third parties.
- 4.2 We appreciate that the practice of giving business gifts varies between countries and regions and what may be normal and acceptable in one region may not be in another. The test to be applied is whether in all the circumstances the gift or hospitality is reasonable and justifiable. The intention behind the gift should always be considered.
- 4.3 The giving or receipt of gifts is not prohibited, if all of the following requirements are met:
- (a) The gift is being given as an expression of goodwill and is not intended to influence a third party to act improperly, to obtain or retain business or a business advantage, to reward the provision or retention of business or a business advantage, or in explicit or implicit exchange for favours or benefits;
 - (b) it complies with local law;
 - (c) it is given in the organisation's name, not in your name;
 - (d) it does not include cash or a cash equivalent (such as gift certificates or vouchers);
 - (e) it is appropriate in the circumstances. For example, in the UK it is customary for small gifts to be given at Christmas time;
 - (f) it is given openly, not secretly; and
 - (g) it does not constitute any of the behaviours outlined in section 5.
- 4.4 Any gifts offered by third parties to workers with a value of £50.00 or greater must be reported to the head of duty station for authorisation before they can be accepted. A lower threshold may be set for individual offices by the relevant Regional Director.
- 4.5 All gifts with a value of £50.00 or greater which are proposed to be given by workers on behalf of TRAFFIC to a third party must be authorised in advance by the head of duty station.
- 4.6 You must provide full and honest disclosure about all gifts given and received with a value of £50.00 or greater in your annual compliance declaration.
- 4.7 The annual compliance declaration is emailed to the Senior Director - Operations at TRAFFIC International at the end of the financial year so that a record can be kept, which will be subject to review.

5. WHAT IS NOT ACCEPTABLE?

- 5.1 It is not acceptable for you (or someone on your behalf) to:
- (a) give, promise to give, or offer, a payment, gift, hospitality or other advantage with the expectation or hope that the recipient will do something improper or that a business advantage will be received, or to reward a business advantage already given;

- (b) give, promise to give, or offer, a payment, gift, hospitality or other advantage to a government official, agent or representative to facilitate or expedite a routine procedure;
- (c) accept a payment, gift, hospitality or other advantage from a third party that you know or suspect is offered with the expectation that it will obtain a business advantage for them or with the intention that you do something improper in return;
- (d) accept a payment, gift, hospitality or other advantage from a third party if you know or suspect that it is offered or provided with an expectation that TRAFFIC will do anything improper or that a business advantage will be provided by us in return;
- (e) threaten or retaliate against another worker who has refused to commit a bribery offence or who has raised concerns under this policy; or
- (f) engage in any activity that might lead to a breach of this policy.

6. FACILITATION PAYMENTS AND KICKBACKS

- 6.1 Facilitation payments are typically small, unofficial payments made to secure or expedite a routine government action by a government official. There is no requirement that the recipient has performed or will perform their duties improperly as a consequence of the payment. Whilst facilitation payments are legal in some jurisdictions (in *very* limited circumstances), they are illegal in the UK, and paying one could lead to the individual and TRAFFIC International committing offences under the Bribery Act 2010.
- 6.2 We do not make facilitation payments of any kind, in any jurisdiction.
- 6.3 An exception to this prohibition will only be permitted where a person's physical safety or liberty are threatened. Where this is the case, you must report details of the payment to the Senior Director – Operations as soon as possible following payment.
- 6.4 If you are asked to make a payment on our behalf, you should always be mindful of what the payment is for and whether the amount requested is proportionate to the goods or services provided. You should always ask for a receipt which details the reason for the payment. There is of course a difference between a facilitation payment, and a legitimate "fast track" fee for a particular service. You should always be able to find details of such a service published on a price list, and a receipt should be provided for the additional fee. There is no issue with using such legitimate services where required.
- 6.5 If you have any suspicions, concerns or queries regarding a payment, you should raise these with either your immediate manager, the Senior Director – Operations, the Executive Director or through the hosting organisation's Whistleblowing Procedures.
- 6.6 Kickbacks are payments made in return for a business favour or advantage. Typically, they arise when suppliers or service providers pay the individuals who award them a contract. We do not make and will not accept kickbacks of any kind, in any jurisdiction.
- 6.7 All workers must avoid any activity that might lead to, or suggest, that a facilitation payment or kickback will be made or accepted by us.

7. DONATIONS

7.1 We do not make contributions to political parties.

7.2 We may make charitable donations that are legal and ethical under local laws and practices. No donation must be offered or made without the prior approval of the Senior Director – Operations. Any such donations must be reported to TRAFFIC International.

8. THIRD PARTIES

8.1 Our zero-tolerance approach to bribery and corruption applies to all third parties.

8.2 Workers must ensure that:

- (a) they consider the reputation and integrity of any third party engaged on behalf of TRAFFIC International, and that adequate due diligence is undertaken before any agreement with the third party is made;
- (b) the engagement process is correctly documented;
- (c) all agreements are terminable on this policy being breached by the third party;
- (d) all payments to third parties are appropriate and proportionate to the services provided;
- (e) this policy is communicated to all third parties at the outset of the business relationship and as appropriate thereafter;
- (f) the relationship is subject to on-going monitoring; and
- (g) the business relationship is terminated, where third parties fail to abide by this policy.

9. YOUR RESPONSIBILITIES

9.1 You must ensure that you read, understand and comply with this policy. If your hosting organisation also has a policy, any contradictions with TRAFFIC's policy should be raised with the Senior Director – Operations. In most cases they will be complementary.

9.2 The prevention, detection and reporting of bribery and other forms of corruption are the responsibility of all those working for us or under our control. All workers are required to avoid any activity that might lead to, or suggest, a breach of this policy.

9.3 You must notify your immediate manager, the Senior Director – Operations, the Executive Director or use the procedures set out in the organisation's Whistleblower Procedures as soon as possible if you believe or

suspect that a conflict with this policy has occurred, or may occur in the future. For example, if a client or potential client offers you something to gain a business advantage with us, or indicates to you that a gift or payment is required to secure their business. Further warning flags that may indicate bribery or corruption are set out in the Schedule at the end of this document.

- 9.4 Any employee who breaches this policy will face disciplinary action, which could result in dismissal for gross misconduct. We reserve our right to terminate our contractual relationship with other workers if they breach this policy.

10. RECORD-KEEPING

- 10.1 We must keep financial records and have appropriate internal controls in place which will evidence the business reason for making payments to third parties.
- 10.2 You must declare any gifts received in the annual compliance declaration emailed to the Senior Director – Operations at TRAFFIC International so that a record can be kept, which will be subject to review.
- 10.3 You must ensure all expenses claims relating to hospitality, gifts or expenses incurred to third parties are submitted in accordance with our expenses policy and specifically record the reason for the expenditure.
- 10.4 All accounts, invoices, memoranda, other documents and records relating to dealings with third parties, such as clients, suppliers and business contacts, should be prepared and maintained with strict accuracy and completeness. No accounts must be kept off-book to facilitate or conceal improper payments.

11. HOW TO RAISE A CONCERN

You are encouraged to raise concerns about any issue or suspicion of malpractice at the earliest possible stage. If you are unsure whether a particular act constitutes bribery or corruption, or if you have any other queries, these should be raised with your immediate manager, the Senior Director – Operations, or the Executive Director. Concerns should be reported by following the procedure set out in the Whistleblowing Procedures.

12. WHAT TO DO IF YOU ARE A VICTIM OF BRIBERY OR CORRUPTION

It is important that you tell your immediate manager, the Senior Director – Operations or the Executive Director as soon as possible if you are offered a bribe by a third party, are asked to make one, suspect that this may happen in the future, or believe that you are a victim of another form of unlawful activity. Alternatively you may use the procedures set out in the organisation's Whistleblowing Policy.

13. PROTECTION

- 13.1 Workers who refuse to accept or offer a bribe, or those who raise concerns or report another's wrongdoing, are sometimes worried about possible repercussions. We aim to encourage openness and will support anyone who raises genuine concerns in good faith under this policy, even if they turn out to be mistaken.
- 13.2 We are committed to ensuring no one suffers any detrimental treatment as a result of refusing to take part in bribery or corruption, or because of reporting in good faith their suspicion that an actual or potential bribery or other corruption offence has taken place, or may take place in the future. Detrimental treatment includes dismissal, disciplinary action, threats or other unfavourable treatment connected with raising a concern. If you believe that you have suffered any such treatment, you should inform your immediate manager, the HR Manager, the Senior Director – Operations, or the Executive Director immediately. If the matter is not remedied, and you are an employee, you should raise it formally using our Grievance Procedure.

14. TRAINING AND COMMUNICATION

- 14.1 Training on this policy forms part of the induction process for all new workers. After this training all workers will be asked to sign a statement to confirm that they have understood their obligations under the policy.
- 14.2 All existing workers will receive relevant training on how to implement and adhere to this policy.
- 14.3 This policy will be made available on the organisation's intranet for all workers to review at any time.

15. WHO IS RESPONSIBLE FOR THE POLICY?

- 15.1 TRAFFIC International has overall responsibility for ensuring this policy complies with our legal and ethical obligations, and that all those under our control comply with it.
- 15.2 The organisation's Senior Director – Operations has primary and day-to-day responsibility for implementing this policy, and for monitoring its use and effectiveness and dealing with any queries on its interpretation.
- 15.3 Heads of offices are responsible for overseeing the implementation of this policy throughout their office. They should also ensure that their workers are made aware of and understand this policy, and that they are given adequate and relevant training on it.
- 15.4 Management at all levels are responsible for ensuring that those reporting to them are made aware of and understand this policy and that they are given adequate and relevant training on it.

16. MONITORING AND REVIEW

- 16.1 The organisation's Senior Director – Operations will monitor the effectiveness and review the implementation of this policy, regularly considering its suitability, adequacy and effectiveness. Any improvements identified will be made as soon as possible, with active and considered engagement from the board.
- 16.2 Internal control systems and procedures will be subject to regular audits to provide assurance that they are effective in countering bribery and corruption. All workers are responsible for the success of this policy and should ensure they use it to disclose any suspected danger or wrongdoing. This policy does not form part of any employee's contract of employment and it may be amended at any time.

Potential risk scenarios: warning flags

The following is a list of possible warning flags that may arise during the course of you working for us and which may raise concerns under various anti-bribery and anti-corruption laws. The list is not intended to be exhaustive and is for illustrative purposes only.

If you encounter any of these warning flags while working for us, you must report them promptly using the procedure set out in the organisation's Whistleblowing Policy:

- (a) you become aware that a third party engages in, or has been accused of engaging in, improper business practices;
- (b) you learn that a third party has a reputation for paying bribes, or requiring that bribes are paid to them, or has a reputation for having a special relationship with foreign government officials;
- (c) a third party insists on receiving a commission or fee payment before committing to sign up to a contract with us, or carrying out a government function or process for us;
- (d) a third party requests payment in cash and/or refuses to sign a formal commission or fee agreement, or to provide an invoice or receipt for a payment made;
- (e) a third party requests that payment is made to a country or geographic location different from where the third party resides or conducts business;
- (f) a third party requests an unexpected additional fee or commission to facilitate a service;
- (g) a third party demands lavish entertainment, hospitality or gifts before commencing or continuing contractual negotiations or provision of services;
- (h) a third party requests that a payment is made to overlook potential legal violations;
- (i) a third party requests that you provide employment or some other advantage to a friend or relative;
- (j) you notice that we have been invoiced for a commission or fee payment that appears large given the service stated to have been provided;
- (k) a third party requests or requires the use of an agent, intermediary, consultant, distributor or supplier that is not typically used by or known to us; or
- (l) you are offered an unusually generous gift or offered lavish hospitality by a third party.

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TENDER APPLICATION TEMPLATES

Template 1: Identification of the Contractor

Services to be provided:	AFRICAN GREY PARROT CONSUMER BEHAVIOUR CHANGE CAMPAIGN DELIVERY
Project:	TRAFFIC Project “Demand Reduction and Behaviour Change Along China’s Parrot Supply Chains”
Cooperative Agreement:	

COMPANY OR INDIVIDUAL:	
Name:	
Address:	
Website (if applicable):	
Company registration number:	
China’s Personal ID Number (if applicable) :	
Proof of incorporation (please provide a scanned PDF image):	
Country of registration for tax purposes :	
Are taxes included in your tender budget? Y/N	
If Yes, what is the percentage?	

PERSON AUTHORISED TO SIGN CONTRACT:	
Name and Position:	
<i>Address where contract should be sent (if different from above):</i>	

PERSON FOR ROUTINE CONTACT:	
Name and Position: <i>(if different from above):</i>	
Address:	
Telephone and E-mail:	

STATEMENT

I, the undersigned, being an authorised signatory of the above contractor, hereby declare that we have examined and accept without reserve or restriction the entire contents of the tender dossier for the tender procedure referred to above. We have no conflicts of interest that have not been disclosed and are eligible to receive UK DEFRA IWTCF funding. We offer to provide the services requested in the tender dossier on the basis of the following documents, which comprise our Technical offer and our Financial offer:

- Template 1: Identification of the Contractor
- Template 2: Contractor Background
- Key personnel CVs
- Template 3: Contractor Statement of Delivery
- Template 4: Financial Offer and Budget

This tender is subject to acceptance within the validity period stipulated in Clause 3.2.

Authorised Tenderer Representative:

Signature:

Date:

Template 2: Contractor Background

1. CONTRACTOR RESOURCES

Provide the following statistics on staff for the current calendar year and the previous two years.

Annual Staffing	Year before prior		Prior year		Current year		Period average	
	Overall	Relevant skills	Overall	Relevant skills	Overall	Relevant skills	Overall	Relevant skills ¹
Permanent staff								
Other staff								
Total								

Does your company rely on sub-contractors to respond to significant components of the proposed services under this tender? YES / NO (delete as applicable)

If YES, please list NAME, ADDRESS, WEBSITE, COUNTRY OF REGISTRATION for proposed sub-contractors

2. KEY PERSONNEL

Identify the key person(s) who will be delivering the Scope of Work, the role they will deliver, and past experience (100 words per person).

NAME	SUMMARY OF EXPERIENCE AND ROLE	F/T or P/T

¹ Number of staff with experience relevant to the Scope of Work

Include additional rows as necessary.

Please submit CVs for key personnel identified above.

3. EXPERIENCE

Please provide three examples of relevant experience within the past 3 years (max 3 pages):

CONTRACTING COMPANY/ORGANISATION					
COMPANY/ORGANISATION CONTACT					
Overall contract value (CNY):	CNY	No. of staff included:		Dates (start/end):	
Description of role and deliverables		Approaches that made the delivery a success		Challenges that were addressed	

CONTRACTING COMPANY/ORGANISATION					
COMPANY/ORGANISATION CONTACT					
Overall contract value (CNY):	CNY	No. of staff included:		Dates (start/end):	
Description of role and deliverables		Approaches that made the delivery a success		Challenges that were addressed	

CONTRACTING COMPANY/ORGANISATION					
COMPANY/ORGANISATION CONTACT					
Overall contract value (CNY):	CNY	No. of staff included:		Dates (start/end):	
Description of role and deliverables		Approaches that made the delivery a success		Challenges that were addressed	

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Template 3: Contractor Statement of Delivery

Please provide a conceptual overview of how you/your company would approach the Scope of Work. Please focus on the following key aspects:

1. Media Placement Proposal (With timeline):

- Outline the most effective outreach formats (or combinations of formats) within the allocated budget to maximize reach and conversions among the target audience.
- Specify optimal time slots and daily budget allocation to ensure the campaign materials are clicked and viewed by the target audience.
- Include a detailed timeline for the campaign execution.

2. Visual Concepts for Landing Pages Design:

- Provide four design directions or visual concepts for landing pages that are tailored to attract the target audience and encourage them to click through.
- Ensure the designs align with the campaign's goals and resonate with the target audience's preferences.

3. Target Audience Behaviour Tagging leveraging Platform Data:

- List relevant interest and behaviour tags based on the target audience's media habits, leveraging Douyin's platform data.
- Highlight how these tags will be used to refine targeting and enhance campaign performance.

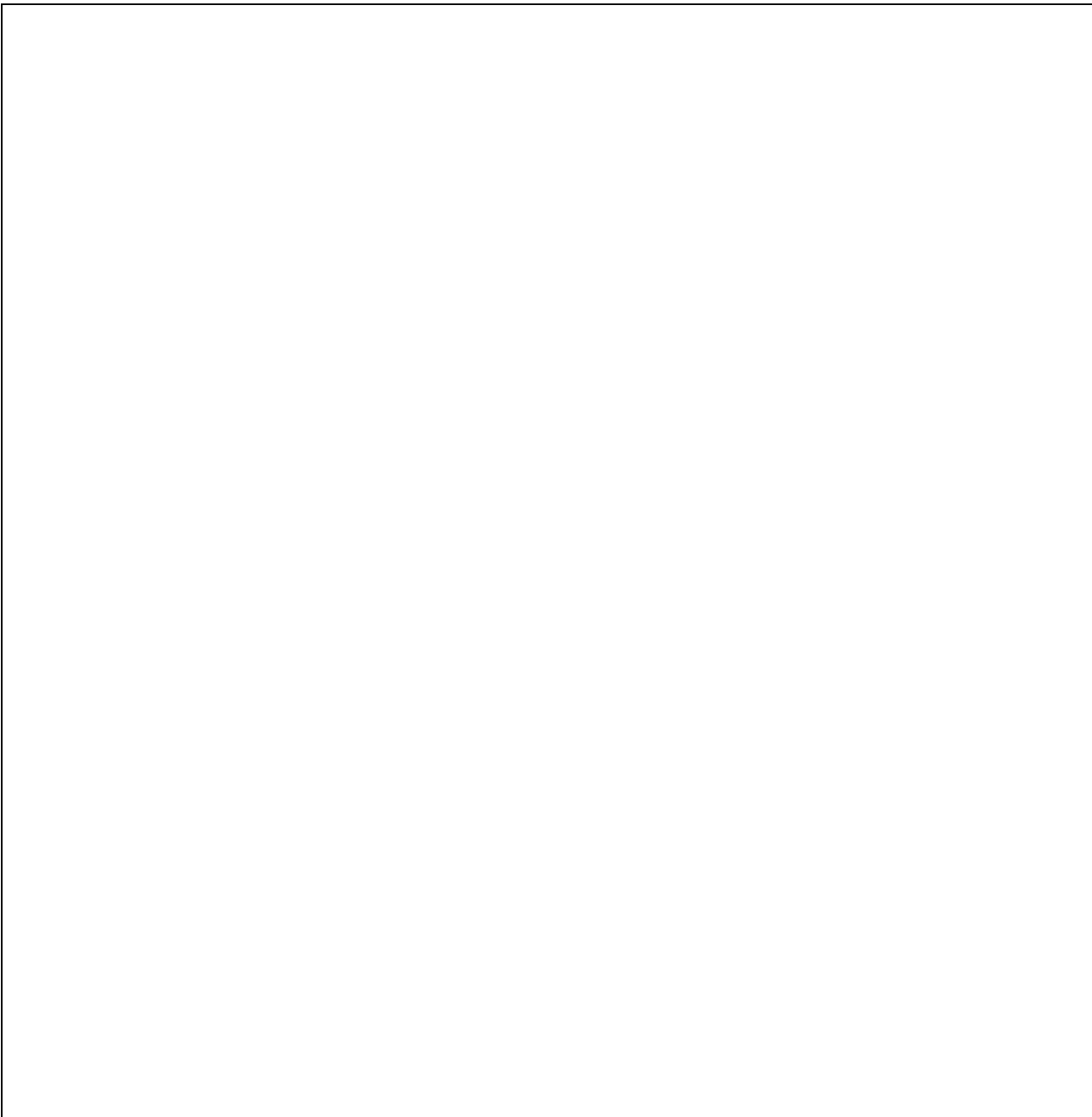
4. Evaluation Approach:

- Define the key data dimensions (e.g., impressions, clicks, click-through rate, completion rate, average play time; likes, comments, favourites, shares, etc.) that will be used to evaluate the campaign's effectiveness.
- Provide a detailed plan and recommendations to enhance the performance of each data dimension.

This Statement of Delivery should offer a conceptual overview of how you/your company would approach the Scope of Work. The goal is to assess creativity, strategic thinking, and alignment with the project's objectives. Detailed execution plans will be discussed during the contract negotiation phase with the selected contractor.

Word Limit:

Please limit your response to ensure a concise yet informative overview. The focus is on creative concepts rather than detailed execution plans at this stage. (Max 5,000 words; you may attach a separate document instead.)



Template 4: Financial Offer and Budget

Please provide a detailed breakdown of the budget using the supporting template.

TRAFFIC									
Template 4 : FINANCIAL OFFER AND BUDGET									
Tenderer:		<Insert Name>							
Services:		Campaign Launch							
Project:		DEMAND REDUCTION AND BEHAVIOUR CHANGE ALONG CHINA'S PARROT SUPPLY CHAINS							
Agreement No.:									
Bid Item No.	Work description	Duration (Weeks)	Services			Contingency		Total Cumulative Costs	Comments
			No. Staff Involved	Billed Days	Total Cost	Billed Days	Total Cost		
1.0	Within the approved budget, with a focus on maximizing conversions. Utilize Douyin's diverse outreach formats effectively, either individually or in combination, to optimize audience reach and							0	Please include justification for increasing/decreasing the expected time requirement (Billed Days). Rates used should be fully loaded including taxes and overheads.
2.0	Design and deliver at least four distinct sets of landing pages (including copywriting) to enhance ad diversity and maintain audience engagement								
3.0	Establish key metrics for tracking campaign performance and provide regular updates on data quantification and analysis								
4.0	Build on the target audience profile provided by TRAFFIC and refine audience behaviour tags using Douyin's platform data to enhance targeting accuracy								
5.0	Oversee account setup and ad material review processes to ensure seamless campaign execution and compliance with platform requirements								
6.0	Conduct pre-tests to evaluate campaign effectiveness and dynamically adjust targeting parameters (e.g., audience tags) based on test results to improve performance								
7.0	Provide mid-term and final reports for each campaign phase, summarizing results and offering actionable recommendations for optimizing repeated message delivery in subsequent phases								
8.0	Maintain full transparency of the advertising account, including providing access to real-time data, budget utilization reports, and detailed performance metrics to ensure accountability and informed decision-making								
			0			0			
Travel time per potential location of face to face meetings							Total days: 0		
Potential location		Fixed Days (non negotiable) for travel time	No. Staff Involved	Total Cost		A. Cost for services (CNY): Y -			
		0	0	X(C)					
		B. Cost for travel time (CNY): Y -							
		Financial Offer (CNY) (A + B)			Y -				
Authorized Tenderer Representative:									
Signature:									
Date:									

TRAFFIC

Template 4 : FINANCIAL OFFER AND BUDGET

Tenderer: <Insert Name>

Services: Campaign Delivery

Project: DEMAND REDUCTION AND BEHAVIOUR CHANGE ALONG CHINA'S PARROT SUPPLY CHAINS

Agreement No.:

Bid Item No.	Work description	Duration (Weeks)	Services			Contingency		Total Cumulative Costs	Comments
			No. Staff Involved	Billed Days	Total Cost	Billed Days	Total Cost		
								Please include justification for increasing/decr	

									easing the expected time requirement (Billed Days). Rates used should be fully loaded including taxes and overheads.
1.0	Within the approved budget, with a focus on maximizing conversions: Utilize Douyin’s diverse outreach formats effectively, either individually or in combination, to optimize audience reach and message absorption.								
2.0	Design and deliver at least four distinct sets of landing pages (including copywriting) to enhance ad diversity and maintain audience engagement								
3.0	Establish key metrics for tracking campaign performance and provide regular updates on								

	data quantification and analysis								
4.0	Build on the target audience profile provided by TRAFFIC and refine audience behaviour tags using Douyin's platform data to enhance targeting precision								
5.0	Oversee account setup and ad material review processes to ensure seamless campaign execution and compliance with platform requirements								
6.0	Conduct pre-tests to evaluate campaign effectiveness and dynamically adjust targeting parameters (e.g., audience tags) based on test results to								

	improve performance								
7.0	Provide mid-term and final reports for each campaign phase, summarizing results and offering actionable recommendations for optimizing repeated message delivery in subsequent phases								
8.0	Maintain full transparency of the account, including providing access to real-time data, budget utilization reports, and detailed performance metrics to ensure accountability and informed decision-making								

	Total days:	0
A. Cost for services (CNY):		¥

Travel time per potential location of face to face meetings

Potential location	Fixed Days (non negotiable) for travel time	No. Staff Involved	Total Cost
	0	0	¥ 0.00
	B. Cost for travel time (CNY):		¥

Financial Offer(CNY) (A+B):	¥
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Authorised Tenderer Representative:

Signature:

Date:

=====

For TRAFFIC use only:

Agreement Number: _____

Admin Officer: _____

Comments: