



Madrid – July 28, 2011

ICCAT CIRCULAR # 3338 / 2011

**SUBJECT: TERMS OF REFERENCE – CALL FOR TENDERS – GBYP 09/2011
AWARENESS AND REWARD CAMPAIGN FOR THE GBYP TAGGING
PROGRAMME (ICCAT/GBYP PHASE 2)**

I have the honour to transmit to you the attached Terms of Reference – Call for Tenders GBYP 09/2011 for an “Awareness and Reward Campaign for the GBYP Tagging Program” of the ICCAT Atlantic-Wide Research Programme on Bluefin Tuna (GBYP Phase 2).

This information has been translated to French and Spanish by the ICCAT Secretariat.

Please accept the assurances of my highest consideration.

Driss Meski
Executive Secretary

Commission Officers:

Commission Chairman :	F. Hazin	COC Chairman:	C. Rogers
First Chair:	Z. Driouich	PWG Chair	R. Lent
Second Vice Chair:	P. Namsa Keita	STACFAD Chair	S. Lapointe
SCRS Chairman:	J. Santiago		

Head Delegates

Head Scientists

Cooperating Parties, Entities, or Fishing Entities

Attachments: Terms of Reference GBYP 09/2011 / Call for Tenders – Awareness/Reward Campaign

TERMS OF REFERENCE - CALL FOR TENDERS – GBYP 09/2011 AWARENESS AND REWARD CAMPAIGN FOR THE GBYP TAGGING PROGRAMME

ATLANTIC-WIDE RESEARCH PROGRAMME ON BLUEFIN TUNA (ICCAT/GBYP – PHASE 2)

One of the major research tasks under the ICCAT Atlantic-Wide Bluefin Tuna Programme on Bluefin Tuna (GBYP) is a large, wide and intensive scientific tagging program to address several important biological and ecological topics regarding Atlantic bluefin tuna (*Thunnus thynnus*).

This particular call is for setting up an awareness campaign for the tagging programme according to the requirements approved by the GBYP Steering Committee. The scientific tagging programme is scheduled to start in 2011 and possibly to be active for 3 to 5 years, with wide geographic distribution in the eastern Atlantic and the Mediterranean Sea, while a parallel programme will possibly be active in the western North Atlantic and in the Gulf of Mexico.

Background, Strategy and Objectives

The main objectives of the ICCAT Atlantic-Wide Research Program on Bluefin Tuna (GBYP) are to improve: (a) the understanding of key biological and ecological processes, (b) current assessment methodology, (c) management procedures, and (d) advice.

Key tasks are to reduce uncertainty in stock assessment and to provide robust management advice. This requires improved knowledge of key biological processes and parameters. However, currently almost all the data used in stock assessments are obtained from the fisheries-dependent data. It is, therefore, important to obtain data from alternative sources, such as tagging studies, in order to verify the assumptions made when conducting the assessments. A well-designed tagging programme, being developed over several years and with a progressive methodological approach, will therefore be important to improve our understanding of bluefin tuna ecology and ethology and for developing better stock assessment methods.

The tags will mostly be conventional tags (“spaghetti” type) while electronic tags (PATs, miniPATs or archival) will possibly be used after 2011. Most of the conventional tags, according to the tagging design and strategy, will be attached to juvenile tunas. These tuna could possibly be fished throughout the ICCAT Convention area (Mediterranean Sea, Atlantic Ocean, North Sea), but mostly in the Mediterranean Sea, or in the Bay of Biscay, over the next years.

The ICCAT Convention area includes many countries, with a variety of peoples, languages, cultures and educational levels, as well as an extensive variety of fisheries and fishers (both industrial and artisanal).

The essential elements of the ICCAT-GBYP tagging activity will be as follows:

- 1) Carry out a difficult and expensive scientific programme with the sole purpose improving the general and scientific knowledge of the bluefin tuna, which is essential to properly manage this important fish resource in a sustainable way.
- 2) Tags are the basic elements of this approach, but they become useless if fishers do not properly report them to ICCAT (each tag must be reported not only with the tag number, but also with the elements required by ICCAT, i.e., date of capture, location, size of the tuna, etc.).

The tag recovery and the tag reporting rates for bluefin tuna in the eastern Atlantic and the Mediterranean Sea have been extremely low up to now (the reporting rate has been about 5% in the eastern Atlantic and about 1% in the Mediterranean Sea). This situation is possibly due to many factors, among which the lack of awareness and proper communication is a key factor, together with the attitude of some fishermen not to report their catches.

The GBYP approach aims to improve this situation, also taking into account the larger number of networks and stakeholders concerned as compared to some years ago and the increasing number of communication possibilities existing now. One tool is the policy of “a reward per tag”, which will be the way to thank the fishers and/or the stakeholders for their help. At the same time, some “high rewards” will be established (i.e., for the

recovery of electronic tags, a GBYP annual lottery, etc.). Another tool is the awareness and communication campaign.

The specific objectives of the GBYP awareness campaign for the bluefin tuna tagging programme are as follows:

- 1) Improve the general knowledge about the ICCAT/GBYP tagging programme.
- 2) Increase the awareness of all the bluefin tuna stakeholders about the GBYP Tagging Programme and tag recovery and reporting activities.
- 3) Improve tag recovery and reporting rates.
- 4) Provide rewards for all tags reported.

The following elements are essential for setting-up the necessary tools:

- 1) Monetary rewards for each reported tag. These rewards will be at two different levels: (a) normal rewards (i.e., 20 Euros or a high-quality T-shirt (for each conventional tag recovery reported) and (b) a higher reward (for each electronic tag recovery reported). All tag reported recoveries will be then eligible for a prize through an annual lottery, i.e., 1000 Euros).
- 2) Feedback from the ICCAT web page and also from direct communication to make fishers proud to contribute to the scientific knowledge of bluefin tuna and to its sustainable management
- 3) A high level of confidentiality guaranteed to all the tag reporters.

The ICCAT Secretariat and the GBYP Coordination will ensure the following activities:

- 1) Disseminating information on tag awareness and tag reward activities through the official ICCAT web site and other sources;
- 2) Printing and production of all the materials required (high quality posters, leaflets and T-shirts).
- 3) Disseminating information on the tag awareness and reward activities campaign through direct contacts with the main fishers communities, the national fishers associations, the RFMOs concerned, various advisory bodies in the fishery sector where tuna fishery is concerned, NGOs concerned, also taking all the best opportunities to participate in local meetings to publicize the awareness and reward campaign for the tagging programme.
- 4) Responding to all queries concerning the tagging programme and reward activities, maintaining direct contacts with all individuals or organizations reporting the tags, organizing the annual GBYP lottery (which will be held together with the annual regular ICCAT tag lottery).
- 5) Delivery of rewards for each tag, (T-shirts or monetary reward).
- 6) Preparing written material to be freely used by the media in articles to promote the GBYP awareness campaign on tagging. All available video and photo material can be used for this dissemination activity.

Advertising companies, copywriting companies, designers, scientific institutes, and other public or private entities are asked to submit tenders for carrying out the awareness and tag reward campaign for the GBYP Tagging Programme.

Contractor Tasks

The Contractor, who will work in close consultation with the ICCAT/GBYP, will provide the essential elements, specified below, to conduct the awareness and tag reward campaign for the ICCAT-GBYP Tagging Programme for bluefin tuna in the ICCAT Convention area.

The basic information concerning the ICCAT activities and the ICCAT/GBYP activities can be obtained at: <http://www.iccat.int/en/> and at <http://www.iccat.int/GBYP/en/>. The GBYP Coordination can provide any additional information on the activity to the Tenders or the Contractor, in order to obtain the best possible products.

This contract is only for this specific work. However, it is likely that in Phase 3 of the GBYP (i.e., in 2012) a second call will be announced, to up-date or improve the tools to be used in the awareness and award campaign for the GBYP Tagging Programme. Therefore, upon successful completion of the work under this call, a second

contract may be awarded for 2012 without going through a second bidding process. This will depend on an evaluation of the work to be conducted by the GBYP Steering Committee.

The Tender shall provide a proposal including the following:

- 1) a logo (low resolution) for the GBYP tagging and tag recovery activity;
- 2) a slogan for the GBYP tag recovery and tag reporting activity;
- 3) one or more designs (low resolution) for T-shirts (good quality manufacture) to be used as rewards for tag reporting;
- 4) a draft or a concept for an attractive poster to be used for disseminating the awareness in several places (two types: a small poster in A4 and a larger one);
- 5) a draft or a concept for a leaflet to be used for the awareness campaign (the text will be included in the final version).

The tender(s) should take into account the fact that the campaign is targeting people having various culture, education and origin, living in a multitude of coastal States. The slogan should be attractive in all languages (French, Spanish, English, Arabic, Portuguese, Italian, Greek, Turkish and Japanese) and then small changes to adapt the message to the language could be possible. The original text shall be in English or French or Spanish. The translations in other languages will be provided by the ICCAT Secretariat.

- √ Documented multi-year experience in advertising or awareness campaigns, or in logo and slogan design; previous experience in large-scale awareness activity in the fishery or marine sectors will be preferred.
- √ Availability of sufficient qualified professional and technical staff to carry out the duties.
- √ Excellent working knowledge of one of the three official languages of ICCAT (English, French and Spanish). A high level of knowledge **Contractor minimum qualifications** of English is highly desirable.

Request for bids

Interested entities should submit an offer to the attention of Mr. Driss Meski, the Executive Secretary of ICCAT, at the following address: driss.meski@iccat.int and, in copy, to gbyp@iccat.int by **September 1, 2011**, including:

- a) Acknowledgment of this Call for Tenders;
- b) A detailed offer, including low resolution draft design proposals, to be used only for evaluation purposes, based on the above detailed list under "Contractor Task". All designs and drafts included in the proposals will be strictly confidential and all original material will be returned to the non-awarded Tenders.
- c) The Curriculum of the institution(s) or entity(ies) applying for the awareness and rewarding campaign for the GBYP Tagging Programme, with any documented experience in these fields, including recent and relevant contracts for the same or similar items, and other references (including contract numbers, points of contact with phone numbers and other relevant information);
- d) A preliminary estimated budget for the work to be done, detailed by individual components (e.g., logo design, T-shirt design, slogan design, poster design, leaflet design) and by budget components (personnel costs, consumables, etc.), and any discount terms (overhead to cover administrative and general costs could be admitted within a maximum limit of 10% of the personnel costs).
- e) The name, address, and phone number of the tendering body;
- f) The bank account information of the tendering body, (bank name, bank account number, IBAN and SWIFT codes), and the Value Added Tax (VAT) identification code;
- g) The institutional and administrative background of the tendering body (e.g., statutes, type of institution, annual budget, budget control procedures, etc.).
- h) A declaration that all the comments eventually made on the draft final products will be incorporated in the final products and report prior ~~for~~ to submission to the ICCAT Standing Committee on Research and Statistics (SCRS).

- i) A statement specifying the extent of agreement with all terms, conditions, and provisions herein included, particularly specifying the date for the preliminary interim report and the date for the draft final report (**November 21, 2011** at the latest).

The ICCAT Secretariat will make a selection of the offers in consultation with the ICCAT/GBYP Steering Committee. The ICCAT Secretariat will notify the result of the selection process by September 2, 2011, at the latest.

Offers that fail to furnish the required documentation or information, or that reject the terms and conditions of the Call for Tenders will not be considered.

Contractors can be either advertising companies, copywriting companies, designers, scientific institutes, and other public or private entities having the qualifications required.

The Contractor should be available to report to any meeting requested by ICCAT.

Deliverables

- 1) A first short preliminary report, including drafts of the requested material to be submitted at the latest by **September 17, 2011**, including the description of the work carried out up to that date;
- 2) A PowerPoint presentation of the main results at the date, also to be provided by **September 17, 2011**;
- 3) The draft final report to be submitted at the latest by **September 26, 2011**, including:
 - a) Full description of the work carried out, including the description of the concepts adopted to define the products;
 - b) High resolution designs of the logo, the T-shirt design, the slogan, the posters and the leaflet, with the final text in one of the ICCAT official languages.
 - c) Eventual recommendations to adjust or improve the tag awareness and reward strategy in GBYP Phase 3;
- 4) The definitive final report, to be prepared taking into account the eventual comments provided by ICCAT, and the full administrative report including copies of all the administrative documents, to be submitted by **November 30, 2011**, at the latest.

Payment Details

Disbursements will be made according to the following schedule:

- 1) 40% of the total amount of the contract upon signing of the contract;
- 2) 40% upon completion and acceptance of the short preliminary report;
- 3) 20% after the approval of the final report upon incorporation of comments by the ICCAT/GBYP Steering Committee and the approval of the administrative documents.

Logistics

All final documents provided by the Contractor must be in MS Word or compatible software; tables must be in Excel format or compatible; figures and pictures must be in JPEG or TIFF or pdf format or compatible, in high resolution. The high resolution designs, on request, should be also provided in a vectorial format (file extension .ai or .eps). All documents submitted must be in English, French or Spanish.

Copyright

All the material produced by the Contractor will remain the property of ICCAT/GBYP, will be kept confidential, and cannot, in any case, be circulated by the Contractor selected. The use of the material produced by the Contractor shall always be notified to ICCAT in advance for clearance.

For further information concerning this Call for Tenders, please contact the Program Coordinator at the following address: antonio.dinatale@iccat.int.