



**WWF** FOR NATURE. FOR YOU.

**WWF South Africa**  
World Wide Fund For  
Nature

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## Request For Proposal

**WWF is seeking the service of an experienced consultant to conduct socio-economic valuation of marine ecotourism in the southern Seascape region: False Bay and Cape Whale Coast.**

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Issued: 13 February 2026

You are invited to submit a proposal based on the information contained in this request for proposal (RFP) for World Wide Fund for Nature South Africa, hereinafter referred to as WWF.

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## 1. Introduction

The World Wide Fund for Nature (WWF) is one of the world's largest and most respected independent conservation organizations, with almost 6 million supporters and a global network active in over 100 countries. WWF's mission is to halt the degradation of the Earth's natural environment and to build a future in which humans live in harmony with nature. This is achieved by conserving the world's biological diversity, ensuring the sustainable use of renewable natural resources, and promoting the reduction of pollution and wasteful consumption. WWF South Africa (WWF-SA) is a national office that is part of the global WWF network. We are a local Non-Government Organization (NGO) that, for more than 50 years, has worked towards the aim of inspiring all South Africans to live in harmony with nature, for the benefit of our country and the well-being of all our people. In 2018, the 14th Conference of the Parties (COP14) to the Convention on Biological Diversity (CBD) endorsed Decision 14/8 to define the concept of other effective area-based conservation measures (OECMs) and outlined a set of identification criteria. CBD Decision 14/8 identified OECMs as geographically defined areas that are not protected areas but deliver effective and sustained *in-situ* conservation of biodiversity.

WWF-SA's 2030 organisational strategy is focused on developing and testing a range of mechanisms at the site level for recognition as marine OECMs. Three potential sites have been identified for further development as marine OECMs: **False Bay, Kogelberg, and Dyer Island** (see attached map). These sites not only support coastal and marine biodiversity, but are also an attraction of marine ecotourism, recreational activities, and diverse cultural celebrations in the City of Cape Town metropolitan and the Overberg district municipalities. For example, both Kogelberg and Dyer Island Greater Ecosystems are part of the broader Cape Whale Coast, which is a year-round attraction of ecotourism for both domestic and international visitors. Whereas the goal of OECMs is to demonstrate and deliver long-term evidence of *in-situ* biodiversity outcomes, conservation may be a primary, secondary, or ancillary objective in the management of OECMs. Socio-economic benefits of marine ecotourism and associated recreational activities derived in these regions (False Bay and the Cape Whale Coast) have huge potential to supplement the development and recognition of identified pilot sites as marine OECMs.

Therefore, WWF-SA is seeking the service of an experienced consultant to conduct a comprehensive socio-economic valuation of marine ecotourism within the three OECMs pilot sites to quantify both economic contributions and social benefits on local communities. The socio-economic analysis should focus on various marine ecotourism activities across the broader southern Seascapes region, including False Bay and Cape Whale Coast (Figure 1). Effective management of the identified pilot sites as marine OECMs could achieve the long-term biodiversity conservation with associated ecosystem services as primary or secondary benefits. Wherever possible, the non-market/non-use bequest ecosystem value of various recreational and cultural activities associated with the sites should also be quantified. The RFP must outline a technical approach to quantify the bequest value of preserving the coastal and marine ecosystem through OECMs for the benefit of future generations. Such recreational activities may include, amongst others, but are not limited to, fishing, kayaking, surfing, scuba diving, snorkelling, swimming, and cultural festivals.

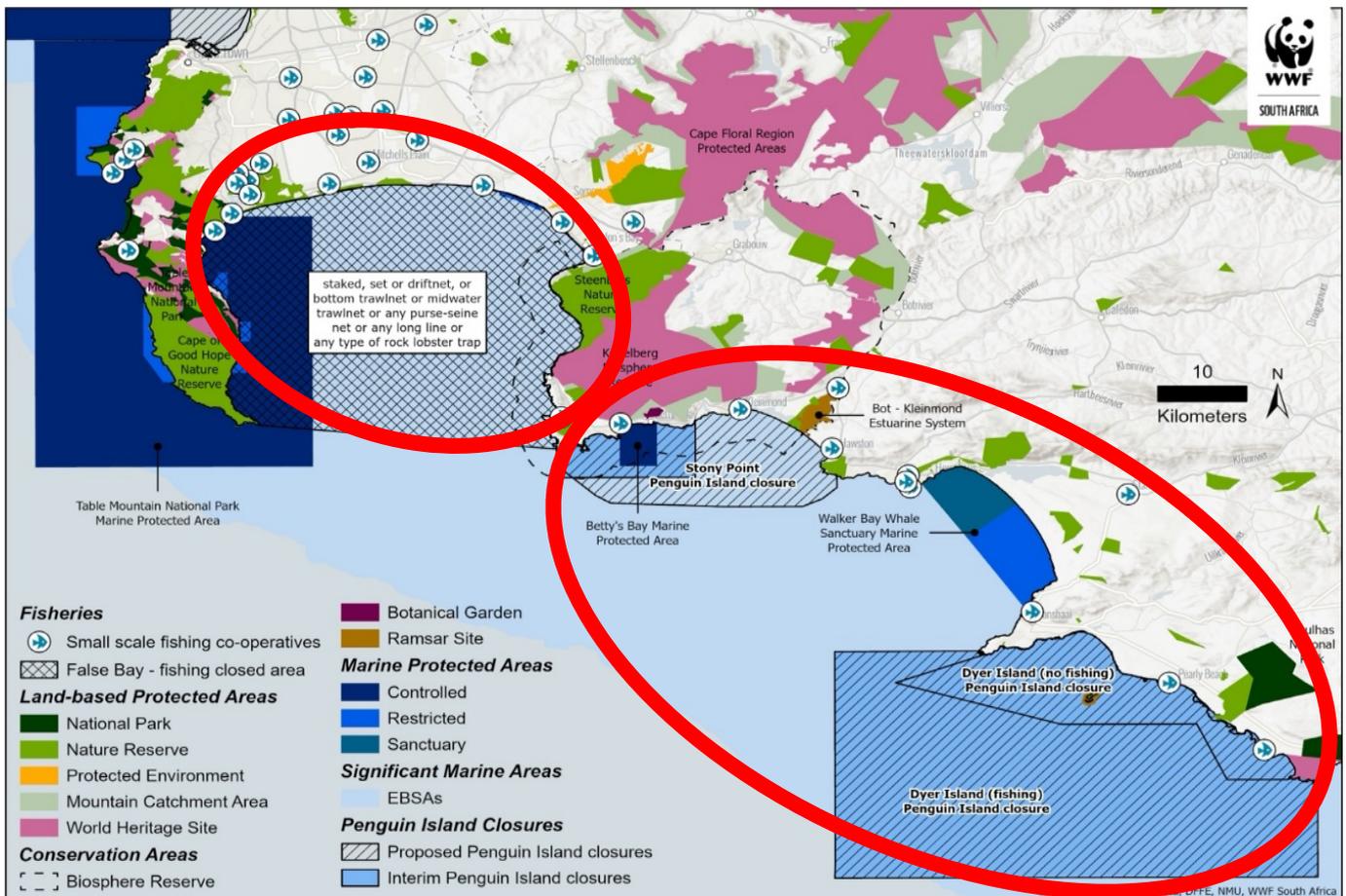


In terms of socio-economic valuation, the RFP should comprehensively outline a technical approach to quantify the monetary value of the following key marine ecotourism activities:

- a) African Penguin ecotourism
- b) Boat-based whale watching
- c) Shark cage diving
- d) Marine Big 5 tours (whales, dolphins, sharks, seals, penguins)
- e) Dolphin watching
- f) Seal colony visits

The project should produce a comprehensive socio-economic valuation report covering the following three objectives-related outputs:

- 1) Summarised technical report on economic valuation of key marine ecotourism activities with mapping of the ecotourism hotspots, statistical analysis, and visual graphs.
- 2) Summarised technical report on the social impact of the key marine ecotourism activities on the local communities.
- 3) Summarised technical report on the non-market/non-use bequest ecosystem value of key recreational and cultural activities.



**Figure 1:** Spatial illustration of the broader OECMs seascape areas covering False Bay and the Cape Whale Coast (Kogelberg and Dyer Island Greater Ecosystem).



## 2. General Information

### 2.1. The Request for Proposal (RFP) Process

The RFP is expected to run as follows:

RFP Milestones	Date	Roles
RFP publicly announced	13 February 2026	WWF-SA
Closing date for submission of proposals	15 March 2026	Executant
Proposal review, final decision and appointment	16–20 March 2026	WWF-SA
Contracting and project inception	23–27 March 2026	WWF-SA
Project Implementation Regular progress report (monthly)	01 April - 31 August 2026	Executant WWF-SA
Presentation of the preliminary results, review and approval of the draft project report.	06–31 July 2026	Executant WWF-SA
Review and approval of the final project report	03–21 August 2026	Executant/s WWF-SA
Project close-up	31 August 2026	WWF-SA

**Note:** WWF reserves the right to alter the dates listed above. Any such alterations shall be communicated to all parties that confirmed their intent to complete the proposed work.

### 2.2. Primary Contact

All queries related to the RFP should be addressed to the contacts below. Applicants are strongly advised to first seek clarity if not sure of anything before submitting a proposal.

**Att:** Dr Kolobe Mmonwa  
 Snr Marine Scientist  
 Email: [kmmonwa@wwf.org.za](mailto:kmmonwa@wwf.org.za)

**Cc:** Ms Jade Garridigan  
 Project Coordinator  
 Email: [jgarridigan@wwf.org.za](mailto:jgarridigan@wwf.org.za)



### 2.3. Response Format

Please use the layout below in your response and provide detailed written responses to the requirements and questions raised in this RFP. Each section in the response should be addressed individually. Responses should be prepared in a clear and straightforward manner, following the format outlined below.

<b>Response Outline:</b>	
<b>1) Motivational Letter</b>	Overall introduction of the proposal. Please clearly state your understanding of what is being requested and motivate why you should be awarded the bid.
<b>2) Technical proposal addressing the scope of work as outlined in Annexure 1</b>	Outline detailed scientific and technical approach, methodologies and activities to address the scope of work, feasible timelines, expertise and experience, role and responsibilities of the project team.
<b>3) Financial proposal detailing budget breakdown as outlined in Annexure 2</b>	Detailed budget breakdown aligned to the project activities and overall cost of the project.
<b>4) Project outputs including regular progress update, mid- and final project reporting and recommendations.</b>	Clearly outline the outputs of the proposal as per the scope of work with presentable results including statistical analyses, maps and visualisations. Mid-project progress updates, final report, recommendations.
<b>5) Appendices</b>	Company Profile BEE Status (Certificate or Affidavit) Bank Letter Tax Compliance Status letter with TCS PIN CVs of the project team members Contactable References

2.3.1. Items that were specifically asked, but not addressed in your response, will be assumed as not available or not supported by your proposed solution.

2.3.2. Comments should be included where the proposed application only partially satisfies the requirement, where the requirement is satisfied with a “work-around”, or when a third-party introduction or a customization would be required.

2.3.3. Where information must be provided in narrative form, your response should be as clear and concise as possible.

2.3.4. As stated above, the materials should be numbered, labelled, and sequenced to coincide with the format followed in this RFP.

2.3.5. Please do not use marketing or public relations materials as the substance of a proposal. Generally, such materials should only be submitted as addenda to the substantive proposal.



### **3. Evaluation**

3.1. Proposals will be evaluated by a WWF internal Review Panel that will score your responses to the RFP. Bidders may be invited for an interview where the panel requires clarity on the proposal.

3.2. The proposals will be evaluated based on the quality and technicality of the work to address specific asks in the scope of work, including, amongst others:

- Technical approach and methodology (30%)
- Experience in socio-economic valuation studies (25%)
- Budget and value for money (15%)
- Expertise and experience of the team (15%)
- Timeline feasibility (15%)

3.3. The evaluation of proposals will be carried out using a two-phase approach:

3.3.1 The proposals will be assessed in terms of compliance with the scope of work as outlined above in 3.2.

3.3.2 Qualifying proposal/s will then be assessed in terms of price and BBBEE compliance.

### **4. Terms and Conditions**

#### **4.1. Confidentiality**

All material, specifications, general assumptions, service level requirements, detailed information, and everything else supplied with this RFP remain the property of WWF and may be recalled as deemed necessary. You may not use any of the information contained in this RFP for any other purpose than to prepare information in response to this RFP, nor may you disclose such information to any person(s) other than employees of your company who are directly involved in the preparation of your Information, without prior written consent from WWF. Vendors participating in this RFP are expressly prohibited from any public release of information relating to this RFP or participation therein. Additionally, the successful vendor may not release details of the RFP or the resultant outcomes without prior approval from WWF's management. Failure to adhere to this stipulation will result in the immediate disqualification of the vendor.

#### **4.2. Contractual Obligations**

This RFP does not commit WWF to award a contract or to pay any costs incurred in the preparation or submission of proposals, or costs incurred in making necessary studies for the preparation thereof, or to procure or contract for services or supplies. WWF reserves the right to reject any or all proposals received in response to this RFP and to negotiate with any of the vendors or other firms in any manner deemed to be in the best interest of WWF. WWF reserves the right to negotiate and award only a portion of the requirements; to negotiate and award



separate or multiple contracts for the elements covered by this RFP in any combination it may deem appropriate, at its sole discretion to add new considerations, information or requirements at any stage of the procurement process, including during negotiations with vendors; and reject proposal of any vendor that has previously failed to perform properly or in a timely manner contracts of a similar nature, or of a vendor that, in the opinion of WWF, is not in a position or is not sufficiently qualified to perform the contract.

This RFP contains no contractual proposal of any kind; any proposal submitted will be regarded as a proposal by the vendor and not as an acceptance by the vendor of any proposal by WWF. No contractual relationship will exist except pursuant to a written contract document signed by the authorised procurement official of WWF and by the successful vendor(s) chosen by the WWF Review Panel. WWF reserves the right to reject any or all information at its sole and absolute discretion. WWF also reserves the right to accept or reject the whole or a portion of an RFP response at its sole discretion, with the understanding that in the case of a partial acceptance or rejection, the accepted portion(s) may have to be separately negotiated with the vendor. WWF reserves the right not to furnish reason(s) for the acceptance or rejection of any or all bid(s) to this RFP.

#### **4.3. Dates**

All the dates that appear in this RFP reflect our stated intention. WWF reserves the right to change these dates, and where applicable, will renegotiate them with the relevant vendor(s).

#### **4.4. Document Format**

Please submit your Information via e-mail and take note of the following:

- WWF has a 10MB limit on its email.
- If your quotation and presentations, brochures etc. are larger than 10MB we ask that you compress them with WinZip or send them in separate emails to ensure they arrive on time.

#### **4.5. Additional Information Required by Vendor**

Any requests for additional information not supplied with this Information must be submitted in writing or via e-mail to the Primary Contact. If deemed appropriate by WWF, responses to such requests will be provided. By submitting a request for additional information, a vendor acknowledges and agrees that WWF may distribute both the request and the answer (if there is one) to all prospective vendors. Where deemed appropriate by WWF, vendors may be approached to provide more detail, including aspects not specifically covered in this RFP. Vendors may be requested to provide product demonstrations of their proposed solution via a video conferencing facility.



#### **4.6. Non-Profit Organization Pricing**

We respectfully request that careful consideration be given for pricing for a non-profit organization. Whilst we are self-funded, we do rely on receiving heavy discounted pricing from our suppliers and service providers. Discounts provided should be clearly indicated in your proposal for the initial purchase and for ongoing services thereafter. Please provide your schedule of charges in the Billing currency, exclusive of VAT. The evaluation procedure will consist of a formal, substantive, and financial assessment of the proposals received. Price is an important factor; however, it is not the only consideration in evaluating responses to this RFP. Detailed evaluation leading to a final selection or award may take several weeks.

#### **4.7. Pricing**

The price quotes shall be free of any tax (such as VAT) and duty. VAT should be itemized separately. Prices shall be final and not subject to revision from the time of entering into force of the contract until the end of contractual obligations. Price quotes shall include any necessary service to be provided by the selected proposer (even if such services are not expressly enumerated) to ensure a satisfactory fulfilment of the contract, as well as any other expenses incurred by the selected proposer, e.g., travel, accommodation, daily subsistence, telecommunication, and postal charges.

In no case may the selected proposer invoke a hiatus or an oversight in the description of the work components in the tender documents or claim inadequate explanations for seeking any price increase or any release from contractual liabilities.

The price must remain firm for the duration of the contract.

#### **4.8. Payment Terms**

The normal terms of payment are 30 days from invoice date (or similarly discounted payment terms if offered by vendors) upon satisfactory delivery of goods or performance of services and acceptance thereof by WWF. Vendors must therefore clearly specify in their proposals the payment terms being offered.

#### **4.9. Rejection of Proposals and Split Awards**

WWF reserves the right to reject any and all proposals if they are, inter alia:

- received after the deadline stipulated in the Request for Proposal;
- not properly marked or addressed as required in the Request for Proposal;
- delivered to a location than the one required in the Request for Proposal;
- transmitted by facsimile.
- Unsolicited
- alternates proposal(s); or
- not otherwise in compliance with this Request for Proposal.



WWF also reserves the right to split an award between any vendors in any combination, as it may deem appropriate. If the proposal is submitted on a “all or none” basis, it should clearly state as so in the Proposal.

WWF retains the sole right to reject any or all proposal(s) without furnishing reasons to any or all bidder(s) that have responded to the RFP.

#### **4.10. Withdrawals and Modification of Proposals**

Proposals may be modified or withdrawn in writing, prior to the proposal closing time specified therein. Proposals may not be modified or withdrawn after that time.

#### **4.11. Errors in Proposal**

Vendors or their authorised agents are expected to examine any maps, drawings, specifications, circulars, schedules, and other instructions pertaining to the work, made available by WWF to the vendors for inspection. Failure to do so will be at the vendor’s own risk. In case of error in the totalling of prices, the unit price will govern.

#### **4.12. General**

Vendors will bear all their own costs in relation to responding to this RFP, including but not limited to the preparation and submission of their offers. For the avoidance of doubt, whether WWF concludes an agreement with a vendor or not, the vendor will remain responsible for all its costs. WWF reserves the right to withdraw this RFP at any time. WWF further reserves the right to amend the terms of this RFP on reasonable notice to the prospective vendors.

### **5. Annexure 1: TERMS OF REFERENCE**

The purpose of the RFP is to invite proposals to conduct socio-economic valuation of marine ecotourism across the broader southern Seascape region encompassing the three OECMs pilot sites: **False Bay, Kogelberg, and Dyer Island.**

#### **5.1. The RFP must be guided and clearly aligned with the following terms of reference:**

- 5.1.1 Provide a technical proposal for undertaking the socio-economic valuation of marine ecotourism to quantify both economic contributions and social benefits on local communities.
- 5.1.2 The proposal must outline the proposed methodology to address the scope of work, project activities aligned to feasible timelines, and a detailed budget breakdown.
- 5.1.3 The focus should be across the broader southern Seascape region, including False Bay and the Cape Whale Coast (Kogelberg and Dyer Island Greater Ecosystem).
- 5.1.4 The proposal must clearly outline the team that will be undertaking the work, including how their expertise and experience are aligned with their roles and responsibilities.
- 5.1.5 Recreational activities may include, amongst others, but are not limited to, boat trips, fishing, kayaking, surfing, scuba diving, snorkelling, swimming, and cultural festivals.



5.1.6 Socio-economic valuation of marine ecotourism should include the following activities:

- a) African Penguin ecotourism
- b) Boat-based whale watching
- c) Shark cage diving
- d) Marine Big 5 tours (whales, dolphins, sharks, seals, penguins)
- e) Dolphin watching
- f) Seal colony visits

## 5.2. Scope of the Work

Objectives	Deliverable
<b>1) Economic Valuation</b>	
<ul style="list-style-type: none"> <li>• Compile comprehensive inventory of marine ecotourism operators.</li> <li>• Quantify the direct economic value generated by key marine ecotourism activities.</li> <li>• Calculate the revenue generation and contribution of each marine ecotourism activity to the regional Gross Domestic Product (GDP).</li> <li>• Determine visitor expenditure patterns and economic leakage.</li> <li>• Identify investment opportunities and funding mechanisms.</li> </ul>	Summarised technical report on economic valuation of key marine ecotourism activities with statistical analysis and visual graphs.
<b>2) Social Impact Assessment</b>	
<ul style="list-style-type: none"> <li>• Identify employment opportunities (full-time, part-time, seasonal) created by key marine ecotourism activities.</li> <li>• Evaluate community participation and benefit-sharing mechanisms for local communities.</li> <li>• Examine local livelihoods, social indicators for community well-being and quality of life,.</li> <li>• Analyse gender and equity dimensions in employment and business ownership.</li> <li>• Assess skills development and capacity building initiatives.</li> </ul>	Summarised technical report on social impact of the key marine ecotourism activities to the local communities.
<b>3) Ecosystem Service Valuation</b>	
<ul style="list-style-type: none"> <li>• Estimate the non-market/non-use bequest ecosystem value of relevant recreational and cultural activities.</li> <li>• Calculate willingness-to-pay for marine wildlife experiences and improved ecosystem services or conservation.</li> <li>• Quantify option values for future use and preservation.</li> <li>• Analyse carrying capacity and visitor pressure.</li> </ul>	Summarised technical report on the non-market bequest ecosystem value of recreational and cultural activities.



### 5.3. Eligibility:

This opportunity is available for organizations (NGOs), enterprises, independent consultants and/or consulting firms to apply.

### 5.4. Qualifications and Experience:

The consultant should have the following qualifications and experience:

- A minimum of a Master's degree and at least five years of work experience in a relevant field, such as marine science, ocean management, socio-economics, environmental economics, marine resource management, and sustainable ecotourism development.
- The team must demonstrate an excellent understanding, scientific background, and working experience in the coastal and marine socio-economic valuation studies.
- Experience in successfully working on multistakeholder projects in marine and coastal environments.
- Good track record of managing multidisciplinary projects within specified timeframes and budgets, ensuring the delivery of high-quality outputs.
- Excellent writing, analytical, and mapping skills, with the ability to synthesise information.

### 5.5. Additional information required for proposal

- A breakdown of the hourly tariff exclusive of value-added tax for services rendered. Expenditure incurred without the prior approval of the Project Manager will not be reimbursed.
- In so far as possible, a comprehensive budget, showing the charge out rates of all the staff to be involved in investigations and including all other costs factors.
- Please ensure that all cost items are charged as per the deliverables.

### 5.6. Deadline for proposal submission

- The deadline for the submission of quotations is **15 March 2026**.
- Proposals should be sent to **Jade Garridigan**; Email: [jgarridigan@wwf.org.za](mailto:jgarridigan@wwf.org.za)
- Please quote the project name on the proposal.



## Annexure 2: BUDGET TEMPLATE

		<b>ZAR BUDGET</b>		
<b>Code</b>	<b>Item</b>	<b>Line Item description</b>	<b>Year 1 Amount</b>	<b>LINE TOTAL</b>
1	Staff costs / Cost Recovery <i>(permanent &amp; temp employees)</i>	(insert detail here)	R0	R0
2	Third party fees <i>(consultants, subcontractors, etc.)</i>	(insert detail here)	R0	R0
3	Travel & Subsistence <i>(excl. 3<sup>rd</sup> party travel)</i>	(insert detail here)	R0	R0
4	Capital Asset costs	(insert detail here)	R0	<b>R0</b>
5	Operating Expenses	(insert detail here)	R0	<b>R0</b>
6	Meetings / Education / Training	(insert detail here)	R0	<b>R0</b>
7	Project Promotion / Communication / Printing / Publication	(insert detail here)	R0	<b>R0</b>
8	Project Monitoring and Evaluation	(insert detail here)	R0	<b>R0</b>
	<b>TOTAL PER PERIOD</b>		<b>R0</b>	<b>R0</b>
	<b>GRAND TOTAL</b>			<b>R0</b>