

Request for Proposal for Electronic Monitoring Services for Pacific, Atlantic, and Indian Ocean Longline Tuna Vessels

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Overview

Background

Several public and private sector stakeholders have made commitments to implementing or expanding electronic monitoring (EM) requirements for tuna vessels that fish in their waters or provide raw material for their supply chain. Supported by these commitments, The Nature Conservancy (TNC), in partnership with public and private sector partners, is leading the development of an EM program with the goal to help tuna industry stakeholders:

- Ensure individual vessel compliance with private sector sustainability objectives,
- Increase accuracy, consistency, and confidence in catch and activity data to improve the accuracy of logbook reporting for tuna longline fisheries in their supply chain, and
- Demonstrate efficient EM program delivery at scale.

The details of the EM program are outlined in the [EM Program Design & Performance Standards](#) document. The program will initiate with longline vessels in the Pacific, Indian, and Atlantic Oceans. The following tender seeks to procure EM hardware and video review services for longline vessels that have committed to participate in the program. The services tendered include:

- The installation and maintenance of EM systems that meet required performance standards
- The generation of raw EM data as well as annotated fishing trip data from the review of EM records and comparison of EM data with logbooks¹
- The production of trip reports and compliance notifications
- The storage of video and raw and analyzed EM data for at least 12 months from the date annotated data and trip reports are delivered to the Data Manager

Project Partners

Program Development Partners

- The Nature Conservancy (TNC): The Nature Conservancy's role in this program is to lead the development of the EM program and the procurement of the services contracted as part of the program design. TNC will advise supply chain partners on the selection of EM Service Providers for each lot procured through this RFP, but will not be the ultimate decision-maker for any lots. TNC is supported by CEA Consulting, which has supported TNC in its outlined role through the development of the program and will also manage and be a point of contact for the RFP process. (TNC): The Nature Conservancy's role in this program is to lead the development of the EM program and administer the procurement of the services contracted as part of the program design.
- CEA Consulting: CEA Consulting is supporting TNC in the development of the EM program. CEA will manage and be the primary point of contact for the RFP.

¹ When logbook data is made available

Supply Chain Sponsors

- Thai Union: Thai Union, in partnership with TNC, has made a commitment to 100% EM coverage across its international tuna supply chain by 2025. This EM program is poised to help Thai Union move forward with implementing that commitment. In total, four of the lots up for bid as part of this procurement supply Thai Union.
- StarKist: Starkist is the Supply Chain Sponsor for two of the lots up for bid in the Pacific and Atlantic Oceans as part of this procurement process.
- Martec: Martec is a seafood supplier based in Costa Rica and is the Supply Chain Sponsor for lot #6 in this tender.

Timeline

The RFP process will follow the following timeline:

- The RFP (this document) will launch on April 20th, 2022.
- EM Service Providers should notify the point of contact of their intent to respond to the RFP no later than 5:00pm PST on April 29th, 2022. In your [response](#) please identify which lots you intend to bid on.
- EM Service Providers should submit any questions regarding the RFP to the point of contact no later than 5:00pm PST on May 6th, 2022.
- EM Service Providers who have notified the point of contact of their intent to respond to the RFP should expect to receive a copy of answers to all submitted questions by 5:00pm PST on May 13th, 2022.
- All responses to the RFP should be submitted to the point of contact no later than 5:00pm PST on May 27th, 2022. The following materials must be completed and submitted in order to participate in tender:
 - [Request for Proposal Response Sheet](#)
 - [Bid Worksheet](#)

The following materials may also be submitted as part of your response to the tender:

- Any supplemental budget information (optional and submitted as a separate file)
- Audited financial statement (recommended)
- Interviews with finalists may occur during the week of May 30th-June 3rd, depending on Supply Chain Sponsor preference.

- All EM Service Providers submitting responses to the RFP will be notified of their status by June 10th, 2022.

Response Due Date

- Responses to the RFP should be submitted to the point of contact no later than 5:00pm PST on May 27th, 2022.

Point of Contact

Responses and all correspondences related to this RFP should be submitted via email to CEA Consulting at electronicmonitoring@ceaconsulting.com.

Selection Process

The program Supply Chain Sponsors participating in this procurement will select a single winning EM Service Provider bid for each of their vessel lots. TNC may provide advice to supply chain partners on the ability of applicants to meet the program standards, but ultimately Supply Chain Sponsors will make final decisions on the winners of lots in their supply chain.

Responses will be evaluated based on the following criteria:

- Cost of services quoted
- The value of any additional aspects of service that may be outlined in proposals
- EM Service Provider's commitment and progress towards future innovation and price reductions
- EM Service Provider's demonstrated ability to deliver required services
- Confidence in EM Service Provider's financial stability

EM Service Providers selected as finalists for specific lots may be offered the opportunity to interview with the relevant Supply Chain Sponsor following the closure of the RFP. These will be conducted at the discretion of the Supply Chain Sponsor. There is no guarantee that any interviews will be conducted.

Request for Proposal Summary

This request for proposal seeks services for the installation and maintenance of EM systems on longline fishing vessels, generation and review of video footage from those systems to obtain fishing activity data, and the delivery of fishing activity data to a designated Data Manager.

An overview of lots is provided in both the [Request for Proposal Response Sheet](#) and [Bid Worksheet](#) documents, while a more detailed overview of lots is provided in [A:7.6 Tender Lots](#) in the [EM Program Design & Performance Standards](#). Further information on the lots can be found in the [Detailed Vessel Information](#) documents. A detailed description of the program's process and requirements for EM systems, data collection, data review, and data transmission and storage is included in the [EM Program Design & Performance Standards](#).

Lots Tendered for Data Review Services Only

Lots 1, 2A, and 3 are seeking data review services only. A single EM Service Provider will be selected for each lot to perform the following main services:

EM Data Review Services

- Conduct data analysis of the EM video footage by reviewing a randomly or pseudo-randomly selected 20% of sets and compare annotated fishing data with logbook data for the trip to assess the accuracy of the logbook data²
- Share all raw EM records (excluding the EM video files), annotated fishing trip data (for reviewed sets), completed trip reports, compliance notification forms, and video clips of catch and compliance events from reviewed sets, with the program Data Manager
- Store all raw and annotated EM data and video for at least 12 months from the date annotated data and trip reports are delivered to the Data Manager

Lots Tendered for Hardware, Maintenance, Installation, and Data Review Services

Lots 2B, 4, 5, and 6, 7, and 8 are seeking hardware and video review services. Hardware, installation, and maintenance services will be contracted separately from EM data review services, in order to allow for a future where hardware and data review services could be re-contracted separately, though a single EM Service Provider will win both contracts for each lot at program outset. Hardware, installation, and maintenance services will be contracted for four years. EM data review services will be contracted for three years. A single EM Service Provider will be selected for each lot to perform the following main services:

² Will be required when logbook data is available.

Hardware, Installation, and Maintenance Services

- Install and maintain EM systems on longline fishing vessels that meet required performance standards and deliver raw EM data and video of sufficient quality to conduct data analysis to generate annotated EM data that meets the EM program standards

EM Data Review Services

- Conduct data analysis of the EM video footage by reviewing a randomly or pseudo-randomly selected 20% of sets and compare annotated fishing data with logbook data for the trip to assess the accuracy of the logbook data³
- Share all raw EM records (excluding the EM video files), annotated fishing trip data (for reviewed sets), completed trip reports, compliance notification forms, and video clips of catch and compliance events from reviewed sets, with the program Data Manager
- Store all raw and annotated EM data and video for at least 12 months from the date annotated data and trip reports are delivered to the Data Manager

Deliverables Required for EM Service Providers

A detailed overview of the deliverables required by EM Service Providers can be found in the [Draft EM Contract Standard Terms and Conditions](#) and the [EM Program Design & Performance Standards](#).

Period of Services

This request for proposals will cover hardware services for a period of four years and video review services for a period of three years. Following the three-year period, video review services will be recontracted with raw EM data and video provided on the known functioning hardware base. This program is interested in incentivizing cost saving innovation in the video review space. However, the exact start date of the contract(s) could be affected by COVID-related restrictions. Vessels will sign a written commitment to install EM systems at the earliest possible date, and EM Service Providers should be ready to install these systems within 30 days after notification from vessels that installation is possible.

Program Scaling

The EM Service Provider shall, at buyer's discretion, scale to provide identical hardware installation and operation and/or video review services for up to 50 additional vessels per lot for additional payments at the same level. If hardware services are required in additional ports, additional payments to support geographic expansion will be negotiated.

³ Will be required when logbook data is available.

Please note that bidders commit to the standard pricing outlined in any submitted bid sheets so long as the number of vessels that sign up for the lot at program outset do not fall by more than 20% or 2 vessels (whichever is greater) of the total number of vessels in the lot descriptions and the RFP bid sheet. Should the actual number of vessels that contract with the chosen EM Service Provider at program outset be >20% (or >2 vessels) less than the total number described within this RFP, renegotiations of pricing will be permitted.

Contracting

Fishing companies and vessels within each lot will be advised to contract directly with the EM Service Provider selected by their Supply Chain Sponsor to meet the monitoring expectations. Fishing companies and vessels within each lot can then enter into an EM service contract with the winning EM Service Provider under the terms of the winning bid for the respective vessel lot. A draft uniform contract template/term sheet has been developed to facilitate contracting between EM Service Providers and fishing companies and can be found in the folder of RFP materials.

In addition, the winning providers will be expected to enter into an MOU with other program stakeholders to support and follow the EM program guidelines.

Consortiums and Subcontracting

EM Service Providers may form consortiums that specialize in different regions or services, but there must be a single primary accountable entity.

EM Service Providers may subcontract services, such as marine maintenance, installation, or data review, but subcontractor qualification will be part of the bid qualification process.

Responding to the RFP

Documents to Use When Creating Your Response

- [EM Program Design & Performance Standards](#)
- Request for Proposal (this document)
- [Request for Proposal Response Sheet](#)
- [Bid Worksheet](#)
- [Lot Vessel Details](#)
- [Notification of Intent to Bid](#)
- [Draft Example Data Model](#)
- [Draft EM Contract Standard Terms and Conditions](#)

Proposal Requirements

This RFP requests proposed pricing for five cost components: hardware, installation, maintenance, raw EM records, and data review services. Each lot provides for fixed, fixed recurring, and variable quantity cost components. Lots 2B, 4, 5, and 6 are seeking vertically integrated hardware and video review services, offered by a single accountable EM Service Provider per lot. Lots 1, 2A, and 3 are seeking data review services only, offered by a single accountable EM Service Provider per lot. Lots are described in detail in [A:7.6 Tender Lots](#) in the [EM Program Design & Performance Standards](#).

Standard Payments for Hardware, Installation, and Maintenance Costs

This RFP asks EM Service Providers to submit proposed pricing schedules for one-time costs of hardware, installation and training, as well as for a periodic monthly maintenance payment. Bids are for the base system that will allow the EM Service Provider to deliver acceptable quality video in alignment with the [EM Program Design & Performance Standards](#); EM Service Providers may offer individual vessels upgrades to functionality or data reports on an opt-in basis at the market price, but such upgrades beyond the base package should be clearly differentiated in your proposal.

1. Standard Package Hardware

- One-time average per vessel cost of the base package of on-vessel EM hardware.
- EM Service Providers will bid a payment, in USD, for each completed installation inclusive of shipping costs, but exclusive of taxes. This may be invoiced for quarterly, as vessels complete installs in that quarter.

2. Installation and Training

- One-time average price per listed vessel of basic installation and training of vessel staff, inclusive of costs of travel.
 - Travel costs beyond the expected attributable to vessel delays will be reimbursable.

- Installation and training models may include providing employees to conduct installations OR training local marine technicians to install systems and do major maintenance.
- Captains and crews to be trained to operate systems, meet duty of care responsibilities, and do limited maintenance at sea.
- EM Service Providers will bid a payment, in USD, for each completed installation. This may be invoiced quarterly, as vessels complete installs in that quarter.

3. Maintenance

- Monthly fee per vessel for baseline maintenance package.
- Availability of 24-hour technical support.
- EM Service Providers will bid a payment, in USD, for each vessel-month with a fully installed system. This may be invoiced for all vessels with an operational EM system quarterly.

Bid in Payments for Raw EM Records

This RFP establishes separate pricing for producing records of fishing activity and reviewed video, even by a single vertically-integrated provider, in order to enhance resolution of cost for the intermediate raw data product. Given that marginal cost of providing these is low once a system is installed, it is anticipated these will reflect the provider's competitively priced operating margin.

4. Payment for Recording Fishing Activity

- The program has an aspirational goal of recording 100% of sets.
- A video unit will consist of a set for which the recording system was sufficiently functional to allow review (see standards).
 - Vendors will gather and report system health data in near real time.
 - Payment will be based on the reported rate of system "up time".
 - Up time reports will be audited during the review process.
 - Sets on a trip with sufficient uptime for the Supply Chain Sponsor to buy raw material from the participating vessel at the full EM price premium will be paid at 100% of the bid amount. Trips where the Supply Chain Sponsor does not pay a premium due to insufficient uptime will be paid a prorated bid.
 - Supply chain sponsors are committed to using premiums to drive continuous improvement.
 - When a prorated premium is paid due to lack of system up-time, the trip will be paid at the same proportion of the bid amount.
 - When a prorated premium is paid for other reasons (e.g., vessel failure of duty of care, code of conduct violations), the trip will be paid at 100% of the bid amount.
 - The bidder will be responsible for archiving raw EM video and sensor data.
- EM Service Providers will bid a payment, in USD, for each set recorded by an operable system. This may be invoiced for all vessels quarterly.
- All video clips and EM records, including system health data, must be provided in a format that is accessible by the Data Manager for archiving capability and future legacy interoperability (i.e.,

providers must provide encryption keys, documentation of file naming conventions and structures, data structures, formats, syntax, and semantics). EM Service Providers must supply records conforming to stated formats to support interface with the Data Manager archiving capability and future legacy interoperability.

Bid in Payments for Video Review Service

5. Payment for Review of Recordings

- 20% of sets on each trip will be selected and reviewed, as follows:
 - Trip metadata, describing sets and locations, will be provided to the Data Manager
 - The Data Manager will provide a random or quasi-random ordering of sets for review on each trip (e.g., a random sequence; a Halton sequence)
 - EM Service Provider will review sets in order until annotated data has been generated for 20% of the trip's sets
 - Sets that are not of sufficient quality to be reviewed will be attributed to either system functionality issues (i.e., EM Service Provider Responsibility) or system operation issues (i.e., vessel responsibility) (see EM Quality Events section of [A:2.1 Required Data Outputs](#))
 - System functionality issues shall be checked against system health status reports
 - System operation issues will be reported to the Supply Chain Sponsor and fishing company for intervention
 - To give assurance to a provider that is performing data review services of raw EM video and data generated by another EM Service Provider's on-vessel EM system (as is the case for lots 1, 2A, and 3), when the EM Service Providers did not submit a coordinated bid or they are not regular partners (e.g., Satlink/DOS, AMR/Marine Instruments), the data/video review provider may charge a fee of 10% of the full set review fee for a set that is identified for review but is of insufficient quality to generate annotated fishing data.
 - Vessel trip and compliance reports will be submitted to the Data Manager
- Annotated data of vessel activity will be reported in a machine readable format that will be defined by the Data Manager. The format will closely align with the [WCPFC Electronic Reporting standards](#) and is described in detail in [A:2.1 Required Data Outputs](#).
- EM Service Providers will bid a payment, in USD, for each completed reviewed set report.

Bidding on Multiple Lots

There are multiple tender lots within this procurement, outlined in the [EM Program Design & Standards](#).

Please submit one [Request for Proposal Response Sheet](#) even if you are bidding on multiple lots. If you are bidding on multiple lots, please describe, within your responses, approaches that are applicable across lots, as well as approaches that would be unique to specific lots or different across lots.

The bid sheets provide additional sets of columns that allow providers to adjust pricing based on the total number of units awarded (i.e., if you win multiple lots). This allows providers to pass on efficiencies they can gain from operating at scale. Please use these columns to indicate per-unit discounts possible on the lot in each bid sheet if additional units are won in other lots. These discounts will be taken into account in primary bid scoring.

Bidders should complete the appropriate [Bid Worksheet](#) for each lot they intend to bid on.

Bid Scoring

Primary Scoring

Bids will be scored and ranked for cost effectiveness. The primary cost score will be calculated based on the expected number of installations, operation months, and monitored and reviewed sets. Specifically, the cost score will be the sum of:

- The average hardware package cost times the number of planned installations
- The average installation cost times the number of planned installations
- The monthly maintenance fee times 48, the anticipated number of installed months in the first four years, times the number of installations
- The payment per recorded set times the number of anticipated recorded sets in the four year period
- The payment per reviewed set times the anticipated number of reviewed sets in the three year period

While this bid scoring rule anticipates some barriers to recording all sets, actual payment will be based on the actual number of delivered installations, acceptably recorded trips, and reviewed sets, whether higher or lower than anticipated. The attached bid sheet provides a guide to the calculation that will be used to score the bids.

Augmented Scoring

- The primary cost score may be adjusted at the Supply Chain Sponsor's discretion.
- This primary cost score can be adjusted by the Supply Chain Sponsor if there are significant components of value offered by a vendor. EM Service Providers will have the opportunity to highlight any additional services or offerings of value going beyond the basic requirements of the program as well as proposed additional payments which may be adopted at the fishing company's discretion. This is optional.
- The Supply Chain Sponsor will prefer bids with pricing distributed across the elements in proportion to the associated costs, with particular attention to the division between fixed and variable components of pricing.
- The Supply Chain Sponsor reserves the right to request clarifications and revisions of a subset of bidders, or to enter into bilateral negotiation with one or more bidders to ensure a package that meets program goals.

General Conditions of Proposal Submission

Non Binding - This solicitation of proposals does not commit any program stakeholders to award a contract, and this RFP is not an offer to enter into a contract for the services to be provided as described herein.

Confidentiality - All information and material contained in this RFP and its associated supporting materials is confidential and shall not be disseminated or used for purposes other than responding to this RFP.

Reserved Rights - At any time, the issuer(s) of this RFP without notice and without liability to any proposer or any other party for their expenses incurred in the preparation of the responses hereto or otherwise, may:

- Amend or withdraw this RFP;
- Accept or reject any and all proposals received in response to this RFP;
- Select a proposer other than the proposer offering the lowest fee;
- Request additional materials and clarification or modification of any submitted proposal;
- Extend the time for submission of all proposals after notification to all prospective proposers;
- Terminate negotiations with a selected proposer and select another proposer;
- Take appropriate action if negotiations fail to result in a signed agreement within a reasonable amount of time;
- Terminate or modify the solicitation and selection process at any time and re-issue the solicitation to whomever is deemed appropriate.