

CALL FOR PROPOSALS (YP_CFP 022/26)

This announcement will remain open until qualified candidates are identified.

Supporting Women and Marginalized Groups to Develop Sustainable Mangrove-Based Livelihoods and Strengthen Market Access for Nature-Positive Products

Project: Women and Vulnerable Communities Advancing Inclusive Value-Chains and Ecosystems (WAVES) Issuing Organization: Prosper Global Myanmar in partnership with Mangrove and Environmental Restoration Association (MERA).

1. Invitation for Proposals

Prosper Global Myanmar invites qualified local organizations, NGOs, community development organizations, technical service providers, and livelihood development organizations to submit proposals for implementing sustainable mangrove-based livelihood development and market access activities under the WAVES Project in the Ayeyarwady Delta.

The assignment aims to promote sustainable and nature-positive livelihood opportunities while improving market access for women, persons with disabilities, ethnic minorities, and other marginalized groups through practical demonstration, capacity building, technical coaching, and market-linkage facilitation.

Interested organizations may apply for one or more townships, subject to demonstrate technical and operational capacity.

Background

The WAVES Project is a 36-month initiative implemented by Prosper Global in partnership with MERA to restore mangrove ecosystems and strengthen livelihoods and resilience among coastal communities in Myanmar's Ayeyarwady Delta. The project combines ecological restoration with livelihood transformation through market systems development and gender equality, disability, and social inclusion (GEDSI) approaches.

The project seeks to:

- Restore and conserve mangrove ecosystems;
- Promote nature-positive livelihoods;
- Strengthen sustainable value chains;
- Improve market participation of vulnerable groups;
- Increase community resilience and income opportunities

2. Assignment Objectives

The selected service provider(s) will:

1. Identify viable mangrove-based livelihood and market opportunities.
2. Demonstrate sustainable livelihood models.
3. Build technical, business, and marketing capacities of producers.
4. Provide follow-on coaching and technical assistance.
5. Facilitate market access and buyer engagement.
6. Promote inclusive economic opportunities for women and marginalized groups.

3. Geographic Coverage

The assignment will cover 50 villages across three townships:

Township	Target Villages
Pyapon	14
Laputta	8
Bogalay	28
Total	50

Organizations may apply for one township or multiple townships.

4. Scope of Work

The selected organization(s) will implement the assignment through four integrated workstreams.

Workstream 1: Needs, Livelihood and Market Opportunity Assessment

The service provider shall:

- Conduct village-level assessments.
- Identify viable livelihood opportunities.
- Assess existing and potential nature-positive products.
- Analyze producer capacities and market constraints.
- Identify buyers and market opportunities.
- Assess barriers affecting participation of women and marginalized groups.

Deliverable:

Submission of a: Needs, Livelihood and Market Opportunity Assessment and Action Plan including:

- Priority livelihood opportunities;
- Demonstration site recommendations;
- Capacity-building needs;
- Market-linkage opportunities;
- Targeted in-kind support recommendations.

Workstream 2: Demonstration, Capacity Building and Practical Support

A. Demonstration Activities

The organization shall establish and support demonstration sites for suitable livelihood models such as:

- Sustainable fisheries and aquaculture;
- Mud crab production;
- Mangrove-compatible enterprises;
- Sustainable harvesting and value-added products;
- Nature-positive agriculture and agroforestry;
- Other environmentally sustainable livelihood models.

B. Capacity Building

Training topics may include:

- Production practices;
- Product quality improvement;
- Value addition;
- Packaging and marketing;
- Business management;
- Financial literacy;
- Negotiation and buyer engagement;
- Record keeping;
- Pricing and costing.

C. Coaching and Technical Assistance

Provide:

- On-site mentoring;
- Technical troubleshooting;
- Business planning support;
- Quality improvement guidance;
- Market preparation support.

D. Targeted In-Kind Support

Where justified and approved, support may include:

- Packaging materials;
- Storage materials;
- Product display items;
- Small processing equipment;
- Labelling materials;
- Product sampling materials.

Workstream 3: Market Linkage and Commercial Support

Activities shall include:

- Buyer identification;
- Market assessments;
- Buyer-producer meetings;
- Product showcasing;
- Trial order facilitation;
- Business-to-business networking;
- Market-readiness improvement;
- Commercial opportunity development.

Preference will be given to proposals demonstrating pathways to actual transactions and sustainable market relationships.

Workstream 4: Monitoring, Learning and Reporting

The organization shall:

- Monitor participation and results;
- Track market engagement outcomes;
- Document lessons learned;
- Prepare case studies and success stories;
- Produce regular progress reports and a final report.

5. Cross-Cutting GEDSI Requirements

Applicants must demonstrate how they will integrate Gender Equality, Disability and Social Inclusion (GEDSI) throughout implementation. This includes:

- Inclusive participant selection;
- Disability-inclusive approaches;
- Addressing participation barriers;
- Disaggregated reporting;
- Equitable access to market opportunities and project benefits.

6. Expected Deliverables and Timeline

Deliverable	Timeline
Inception Plan and Assessment Report	Month 1
Demonstration and Capacity Building Plan	Months 1-2
Demonstration Activities and Technical Support	Months 2-5
Market Linkage Activities	Months 3-6
Final Results and Learning Report	Month 6

The anticipated implementation period is six months.

7. Eligibility Requirements

Applicants should demonstrate:

- Relevant experience in livelihoods and value-chain development;
- Market systems and enterprise development experience;
- Experience with coastal or mangrove-dependent communities;
- Strong market engagement experience;
- Capacity-building and coaching experience;
- GEDSI programming experience;
- Operational presence in proposed township(s);
- Sound financial, procurement, and reporting systems.

Experience in mangrove conservation, climate-resilient livelihoods, fisheries, aquaculture, and nature-positive enterprises will be considered an advantage.

8. Proposal Submission Requirements

Applicants shall submit:

A. Cover Letter / Expression of Interest

Including:

- Township(s) applied for;
- Relevant experience;
- Organizational suitability;
- Availability for assignment.

B. Technical Proposal

Not exceeding 15 pages and containing:

- Understanding of assignment;
- Methodology;
- Livelihood assessment approach;
- Demonstration approach;
- Capacity-building approach;
- Market-linkage strategy;
- GEDSI strategy;
- Monitoring and learning framework;
- Implementation plan.

C. Work Plan

Detailed six-month implementation schedule.

D. Financial Proposal

Detailed budget breakdown including:

- Personnel;
- Travel and logistics;
- Demonstration activities;
- Capacity building;
- Market-linkage activities;
- In-kind support;
- Administration costs.

E. Organizational Profile

Including:

- Registration documents;
- Organizational background;
- Staffing structure;
- Technical expertise.

F. Relevant Experience

Minimum 2-3 relevant assignments with references.

G. Key Personnel

CVs of proposed team members.

H. Compliance Statement

Signed confirmation of compliance with:

- Safeguarding;
- Ethics;
- Anti-fraud and anti-corruption;
- Environmental standards;
- Data protection policies.

9. Submission Package & Deadline

Those interested in participating in the tender are requested to contact Pyae Pyae Paing – ppaing@prosperglobal.org to obtain the submission package or access it at the address below.

Office Address: No.659, Mya Kan Thar 1 street, 2 ward, Kamayut Township, Yangon.

Proposal Submission Deadline: This announcement will remain open until qualified candidates are identified.

Submission Method: Electronic submission via email.

Email Address for Submission Package: mm-tenders-group@prosperglobal.org

Subject Line: CFP Submission - WAVES Mangrove Livelihoods and Market Access Project YP_CFP 022/26 - [Submitted Organization Name]

Late submissions may not be considered.

10. Safeguarding, Ethics and Compliance

All selected organizations must comply with Prosper Global safeguarding, anti-corruption, ethical conduct, environmental, procurement, and data protection requirements throughout implementation.

11. Contact for Clarifications

Procurement Unit

Prosper Global

Email: ppaing@prosperglobal.org

Telephone: +95 9 2559 254 23