

ASC Request for Proposals:

For development of an ASC auditor training program and related auditor training materials

Background

The Aquaculture Stewardship Council (ASC) is an independent not-for-profit organization to promote best environmental and social aquaculture performance. Founded by the WWF and IDH in 2010, the ASC manages and implements a series of standards for responsibly farmed seafood.

The ASC launched its 'Farm Certification and Accreditation Requirements' early in 2012, which marked the official opening the accreditation procedure for Conformity Assessment Bodies (CABs) and thus preparing the way for the first farms and supply chain actors to become certified. Part of these accreditation requirements for CABs is that its auditors need to complete and pass the species-specific ASC auditor training.

In order to facilitate these trainings the ASC is looking for one or more Service Provider(s) to support the ASC. For this the ASC is putting forward this call for tender:

1. DELIVERABLE 1:

Setting up an auditor training program, developing the respective auditor training material (including exams), and organizing a workshop to train the eventual trainer(s)

2. DELIVERABLE 2:

Becoming an ASC-approved trainer and conducting the ASC auditor training(s), including exams.

This document describes the tender requirements and procedures for this tender. Service Providers are expected to tender for both deliverables.

Objective The objective of the project is to:

*“Develop an auditor training program for the ASC that includes: (1) all **training materials** required to train auditors on the ASC species-specific Farm Standards and on the certification process, (2) related **training methodology** and (3) **providing trainings** to auditors.”*

The training methodology and training material(s) must be developed in such a way that ASC can subcontract different Service Providers to perform the auditor training.

**Activities &
Deliverables**

In order to deliver upon this objective the ASC has identified the 3 phases below. ASC will approve the output of each phase before the Service Provider will continue with the next phase.

PHASE 1 – Develop an outline the training program:

As part of the proposal develop an outline of the training program. The technical and practical merits of this outline will form an important evaluation aspect of the overall proposal by ASC. In developing the program outline the Service Provider is asked to include, amongst others: the goals and objectives of the training, the structure, methodology and approach towards the training and the expected costs (not including travel and reimbursable costs for participants) that will be incurred in implementing the training.

⇒ Deliverable: Training program outline

PHASE 2 - Develop the training materials:

Upon approval of the training outline by ASC the Service Provider will develop all the related (pre-)course materials as described in the training program outline.

⇒ Deliverable: Depending on the outcome of phase 1 the deliverables may include: pre-test, application form, course syllabus, exercises and case studies, presentation, exam questions and scoring guidelines, evaluation form, etc.

PHASE 3 – Train the auditors:

Once the course materials have been developed the Service Provider will arrange trainings to train the first auditors.

- ⇒ Deliverable: trainings to train first group of auditors (location, date to be determined) per available standard.
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Scope of project

- The scope of this project includes all the necessary requirements to define the auditor-training program, develop training materials and protocols, and train trainers during an ASC auditor training workshop as described in this tender.
 - The goal of the auditor training is to train auditors on the content of the ASC Farm Standard(s), audit Manual(s) and the assessment process of the ASC certification system to enable auditors to credibly verify compliance against the ASC Standard(s).
 - As such, the ASC training will cover the following documents:
 - ASC (species specific) Farm Standard* (e.g. Tilapia, Bivalves)
 - ASC (species specific) Audit Manual*
 - Aspects of the ASC Farm Certification and Accreditation Requirements* (generic across all standards)
- *) These documents can be downloaded from the download centre at the ASC website*
- Auditors will need to be trained for each species specific ASC Standard they wish to be accredited. As such, each ASC's species specific Standard will have its own auditor-training program. In the development of the training materials the Service Provider is encouraged to develop a generic (non-species specific) training outline, with as many as generic components (e.g. for ASC Farm Certification and Accreditation Requirements, which are applicable for all Standards) and a species-specific part.
 - Within the scope of this project the Service Provider is asked to develop species specific training material for the following 5 species: Tilapia, Pangasius, Bivalves, Abalone and Salmon. (training for additional species may be added over time). Training materials for Trout, Shrimp and Seriola/Cobia will be added when the scheme documents are concluded and become available. The proposal should include all necessary costings to conclude the materials and training workshop for the Trout, Shrimp and Seriola/Cobia standards.

- If further clarity around the technical content of the standards or audit manuals is required specific questions should be addressed to Bas Geerts, Standards Director (contact details, see below)

The key dates in this project are as follows:

Timeline

7th August	Opening procedure: Request for Proposal
20 th August	Proposals received
22 nd or 23 rd Aug	Presentation by Tele-con or webinar
27 th August	Contract Awarded
28 th September	<p>Deliver Phase 2: Training Course material for:</p> <ol style="list-style-type: none"> 1) Tilapia 2) Pangasius 3) Bivalves 4) Abalone 5) Salmon <p><i>The training materials for the following species will be developed following their availability:</i></p> <ol style="list-style-type: none"> 6) Trout (expected Sep 2012) 7) Shrimp (expected Q4-2012) 8) <i>Seriola/Cobia</i> (expected 2013)
Week commencing 15 th October	Deliver Phase 3: Train the first auditors per available standards

Critical Success Factors

In the set up of the auditor training program and the development of the training material the following critical success factors are key:

- Didactical. The result of the training must ensure that auditors understand the ASC's Farm Standard(s) and its Certification System. As a result they will be able to conduct audits in a consistent and reliable manner. To deliver this, the training must have a strong didactical element and provide practical experience in addition to theoretical knowledge. Development of a clear exams methodology (including scoring methodology) is an integral part of this tender.

- **Flexible and scalable:** The training framework must be designed in such a way that new species Standard(s) can be easily added in the future.
- **Low cost:** The auditor training program must balance credibility with time- and cost-efficiency. The costs of the training delivery will be recovered through a training fee paid by the auditors. It is ASC's aim to make the training as cost-efficient as possible to keep programme's costs for involved stakeholders as low as possible.
- **Transferable:** training must be developed in such a way that external trainers can provide same training at the same quality level.

Reporting Lines The Service Provider will execute this project in close cooperation with the ASC Secretariat. The Service Provider will report to the ASC Standards Director.

Conflict of interest and confidentiality The Service Provider shall have no actual or perceived conflicts of interest. The Service Provider shall hold confidential all materials made available by the ASC and all materials produced in the process of the project. At the outset of the project the Service Provider shall be asked to sign a Confidentially Agreement with ASC.

Intellectual Property The intellectual property rights of the auditor-training program, as well as all training material and methodology that will be developed as part of this program, will lay with the ASC. The ASC will license its training program to trainers and distribute training material to participants of the ASC auditor training. Training materials may not be used for any other purposes.

Tender process Interested Service Providers can **submit their tender proposal** to the ASC Secretariat by Monday 20 August , **1700 CET**. The tender proposals shall be submitted in electronic format (Word or pdf) to the ASC Standards Director. (contact details, see below)

Successful tenders will be selected by the ASC. A maximum of 3 shortlisted applicants may be asked to present their proposal to the ASC on the 22nd or 23rd of August. Presentations will be by tele-conference or webinar.

Tender proposal requirements

The following requirements apply to the tender proposal:

- The proposal shall demonstrate the Service Provider's ability to meet the requirements as specified in this tender and include as a minimum:
 - Description of proposed approach to the project
 - Program Outline, including clear description of the training methodology and exam scoring methodology
 - Project planning with indicative timeframes and key milestones
 - Description of ownership / licensing structure and intellectual property rights
 - Detailed overview of cost structure and proposed revenue model(s)
 - Annex: Relevant summary experience:
 - Description of company and/or consultants relevant experience
 - Description of the individuals' experience and competencies of those who will be assigned to work on this project will make and their related qualifications and skills to undertake the assigned work
 - A minimum of 2 relevant references (with contact details)
- The proposal shall be in English and consist of a document of no more than 6 pages (excluding annexes).
- Proposal failing to meet any of the above requirements will not be considered.

Up to 3 Service Providers may be notified to present their proposal to the ASC on the 22 or 23 August. The final decision will be communicated by the ASC by 27th August. Project will start immediately after.

Selection criteria

Tender proposals will be evaluated using the following selection criteria amongst others (listed in no particular order):

- Quality of the proposal and program outline proposed
- Proven track record in the development of (auditor) training programs, providing trainings and examining on those.
- Experience within aquaculture (especially within the species of Tilapia, Pangasius, Bivalves, Abalone, Salmon, Shrimp, Trout).

- Understanding of the dynamics and realities of multi-stakeholder initiatives and certification programs for sustainable production.
- Ability to guide and support the ASC in defining its auditor-training program in a manner that serves the best interest of the ASC.
- Flexible and scalable model (standards may change over time. Adjusting training materials must be possible in an efficient manner)
- Ability to deliver the results within the timeframe

Contact

Bas Geerts

Standards Director

Email: bas.geerts@asc-aqua.org

(all mails shall have **TENDER TRAINING** in subject)

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