Request for Proposals (RFP)

Rare is seeking a firm to serve as an event producer that delivers a live (in-person) event with virtual streaming for its upcoming BE.Hive Summit on behavior change for the environment.

June 28, 2023

Rare, Inc.
1310 N. Courthouse Road, Suite 110
Arlington, VA 22201
USA
Introduction and Executive Summary

Introduction:
Award of the contract resulting from this RFP will be based upon the Vendor/Contractor (or Vendors/Contractors) whose offer(s) will be the most advantageous to Rare, Inc. in terms of cost, functionality, services provided, and other factors as specified elsewhere in this RFP.

Vendor’s proposal in response to this RFP will be incorporated into the final agreement between Rare, Inc. and the selected Vendor/Contractor. The suggested format for proposals is as shown below:

1. An Introductory statement which reflects your understanding of this project, your approach and process
2. Detailed Summary of Available Services and Itemized Pricing/Budget
3. Appendix 1: References (Three references for which you have performed similar work in the last 18 months)
4. Appendix 2: Project Team Staffing
5. Appendix 3: Company Overview

Executive Summary:
Rare inspires change so people and nature thrive. The organization is an international leader in applying behavioral solutions to environmental challenges. To fulfill part of its mission, the Center for Behavior & the Environment hosts a dynamic and engaging event, entitled the BE.Hive Summit, to raise the profile of and demand for behavioral solutions to environmental challenges. In this RFP, Rare is looking for a firm to support the next BE.Hive in an in-person format coupled with online streaming and ensure the event delivers an interactive experience with measurable value for attendees, speakers and sponsors. This involves both the production planning leading up to the event and live management with technical support during the event. The project will run from approximately October 1, 2023 – June 30, 2024.

Business Overview & Background

A. About Rare (www.rare.org)
Rare inspires change so people and nature thrive.

Conservation ultimately comes down to people – their behaviors toward nature, their beliefs about its value, and their ability to protect it without sacrificing basic life needs. And so, conservationists must become as skilled in social change as in science; as committed to community-based solutions as national and international policymaking.

Nowhere are community-based solutions needed more than in the world’s areas of highest biodiversity – from Latin America and the Caribbean to Africa and India to Asia and the Pacific islands. These areas may be rich in natural resources, but poverty is also high, making social and environmental change a challenge for hundreds of thousands of communities.

Rare and its partners in 50+ countries throughout these regions are committed to designing conservation programs that benefit both people and nature – ensuring that change is embraced and sustained.
B. About the Center for Behavior & the Environment
The most urgent environmental challenges of our time share one thing in common – to solve them, people have to start behaving differently. Global understanding of human behavior is evolving quickly. New insights across economics, political science, evolutionary biology, social psychology, neuroscience, and design thinking have transformed our understanding of human behavior and decision-making.

In 2017, Rare launched the Center for Behavior & the Environment (BE.Center) to leverage the best insights from behavioral science and design thinking to tackle some of the most challenging environmental issues. Through partnerships with leading researchers and practitioners, we are translating the science of human behavior into practical solutions for conservationists and sustainability leaders worldwide. For additional background on the BE.Center, visit: https://behavior.rare.org/.

C. About the BE.Hive Summit
The BE.Center runs an event, entitled BE.Hive (Behavior & Environment Hive), that features the role that behavioral solutions and design thinking play in tackling environmental challenges. The theme of this upcoming BE.Hive Summit is “Insights to Impact” and will aim to answer some key questions in the conservation community, i.e., “How do we know behavioral sciences are effective in producing conservation outcomes?” and “How do we measure success?” A BE.Hive is not a typical conference. It is fast-paced, interactive, and features behavioral insights in the design as much as in the content.

To view recaps of the past in-person events, visit the following pages:

- BE.Hive: Behavioral Solutions to Water Pollution, September 2021 on a virtual platform: Agenda and session recordings

This will be the BE.Center’s first in-person BE.Hive event since 2019. In addition to the in-person attendees, we will also be offering an online streaming option. While specific dates are still to be decided, we are targeting June 2024. We are aiming to gather 300 – 400 attendees at a to-be-determined venue, likely in the Washington DC area. Past BE.Hives have taken place as a full-day event with several different sessions and activities.

**Detailed Specifications**
Rare seeks a firm to produce and manage the in-person BE.Hive event as well as the online streaming option. Based on past experience, technical services and functionality will require supporting the following:

- Registration and ticketing system
• Onsite event production support, including AV testing, stage management, and speaker coordination
• Tech set up and AV support for virtual live stream.
• Audience question & answer sessions
• A “game show” where speakers buzz in to answer questions
• Attendee networking
• Experiential activities (past live events have included attendee co-developed art, tasting stations, etc.)
• Recording and on demand viewing of sessions (post-event)
• Opportunity to showcase sponsorship/exhibitors

Additional capabilities may also be identified as the team further develops the event.

Assumptions & Constraints

Vendors should include any costs in their budget that will be a part of regular project operations (telephone use, travel, etc.). The total project budget should reflect all costs associated with this work.

Terms and Conditions

This contract would run approximately October 1, 2023 – June 30, 2024.

Selection Criteria/Evaluation Process

The firm should be an expert in developing and managing large-scale, professional events and experiences. The firm should have relevant prior experience and feel confident in its ability to produce a best-in-class product.

Submitted proposals will be evaluated on the following criteria listed (in no particular order of priority):

1. Completion of all required proposal responses.
2. The extent to which vendor’s proposed solution fulfills Rare’s stated requirements as set out in this RFP.
3. An assessment of the vendor’s ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The vendor’s stability, experience, and record of past performance in delivering such services.
5. Availability of sufficient high quality vendor personnel with the required skills and experience for the specific approach proposed.
6. Overall cost of vendor’s proposal.

Rare may, at its discretion and without explanation to the prospective vendors, at any time choose to discontinue this RFP without obligation to such prospective vendors.
**Submission Deadlines**

All submissions for responding to this request must be submitted by email, as stated below, no later than: August 3, 2023.

Rare may contact those firms it would like to investigate further during the week of August 23, 2023, with any questions for a final decision made by early September.

**Submission Delivery Address**

Submissions should be sent electronically to:

BE.Hive Director  
Rare, Inc.  
behavior@rare.org

Rare’s physical offices are located at:

1310 N. Courthouse Road  
Arlington, VA 22201 USA

Please do not mail any hard copies to the office.

**Submission Questions and Clarifications**

You may contact the following person if you have any questions or require clarification on any topics covered in this Request for Proposal:

BE.Hive Director  
behavior@rare.org