



**REQUEST FOR PROPOSALS FOR PROVISION OF ENVIRONMENTAL, SOCIAL, AND
GOVERNANCE (ESG) GAP ASSESSMENT
MGL/ESG/01/2026**

VENDOR'S NAME:

Table of Contents

1	CORPORATE OVERVIEW	3
2	INVITATION TO TENDER	3
3	TENDERING INSTRUCTIONS.....	3
3.1	Submission of Tender Documents.....	3
3.2	Clarifications	3
3.3	Additional Information	4
3.4	Withdrawal of Tender	4
3.5	Tender Currencies.....	4
4	TECHNICAL PROPOSAL & EVALUATION	4
5	TECHNICAL PROPOSAL SUBMISSION FORM	7
6	FINANCIAL PROPOSAL & EVALUATION	7
6.1	FINANCIAL PROPOSAL SUBMISSION FORM.....	9
6.2	BUSINESS QUESTIONNAIRE	10
6.3	SWORN STATEMENT (MANDATORY).....	13

1 CORPORATE OVERVIEW

Madison Group Limited (the company) is a locally owned financial services holding company offering Life Assurance, General Insurance, and Investment Management Services through its three main subsidiaries: Madison Life Assurance Kenya Limited, Madison General Insurance Kenya Limited, and Madison Investment Managers Limited. The company has its Head Office at Madison House, Upper Hill Close, Nairobi, with 24 branches across the country.

2 INVITATION TO TENDER

Madison Group is seeking a suitable consultant/ firm to submit proposals for the provision of Environmental, Social, and Governance (ESG) consultancy services. The assignment focuses on ESG capacity building (training) and a comprehensive ESG gap assessment to support integration of ESG principles into the organisation's governance, operations, and reporting frameworks.

The group operates in the Kenyan context and recognises the importance of ESG in regulatory compliance, investor confidence, risk management, and alignment with global sustainability frameworks such as IFRS Sustainability Standards and regulatory requirements by the Insurance Regulatory Authority, the Retirement Benefits Authority, and the Capital Markets Authority.

3 TENDERING INSTRUCTIONS

3.1 Submission of Tender Documents

Completed tender documents indicating the tender name and tender reference number shall be submitted electronically by email to the Procurement Office at procurement@madison.co.ke not later than **Tuesday, 30th June 2026**.

Bidders shall submit their proposals in two separate password-protected PDF documents clearly labelled as follows:

MGL/ESG/01/2026 – Technical Proposal

MGL/ESG/01/2026 – Financial Proposal

The Technical Proposal and Financial Proposal must be submitted as separate documents. Bidders should ensure that the Technical Proposal does not contain any financial information.

The bids should be addressed to:

**The Group Procurement
Madison Group Limited,
Madison House, Upper Hill Close
P.O Box 41163-00100,
NAIROBI, KENYA.**

Tel No: +254 20 2864000, +254 70 9922000

3.2 Clarifications

Prospective bidders can request clarifications by sending an email to the Procurement Office, procurement@madison.co.ke. The Procurement office will respond in writing to requests for clarification received not later than one (1) day before the deadline for the submission of tenders.

All correspondence related to the contract/proposal shall be made in English.

3.3 Additional Information

The Company reserves the right to request additional information from prospective bidders.

3.4 Withdrawal of Tender

The Company may at any time terminate this procurement process before the award of the contract and shall not be liable to any person for the termination.

3.5 Tender Currencies

Prices shall be quoted in KES.

4 TECHNICAL PROPOSAL & EVALUATION

The bidders must ensure that they provide documentation to support the information required in the technical evaluation. Please note that incomplete tender applications will not be considered. All the documents that form part of the proposal must be completed in English.

It is understood and agreed that the tender applications for prospective bidders are to be used by the Company in determining, according to its sole judgment and discretion, the qualifications of prospective bidders to carry out the project.

Bidders will not be considered qualified unless, in the judgment of the Company, they are authorized, have the capability, experience, qualified personnel, and working capital sufficient to satisfactorily execute the project.

Points awarded for the evaluation of Full Technical Proposals are as follows:

Ref	Evaluation Criteria	Points
	Mandatory Documents (10 Marks) <ul style="list-style-type: none">i. Certificate of Registration/Incorporation.ii. Valid and certified copy of Business permit/ relevant business licencesiii. Current CR12 issued by the Registrar of Companies (Not older than 6 months)iv. Tax compliance certificatev. VAT & PIN Certificatesvi. Filled Confidential Business Questionnaire Formvii. Duly filled, signed & stamped Sworn Statementviii. Technical Submission Formix. Financial Submission Form	10
	Firm Experience	5

	<p>Provide documentary evidence to show at least five (5) years of experience in carrying out a similar task in large and complex organizations, preferably in the BFSI (Banking, Financial Services, and Insurance) sector.</p> <p>. Vividly demonstrate competence, willingness, and capacity to provide the service within reasonable timelines.</p>	
	<p>Key Personnel</p> <p>i. Provide current CVs of 2 key staff members who will be engaged in the assignment, highlighting their role in the Company, number of years of experience, and number of years with the company (4 marks)</p> <p>ii. Provide copies of relevant academic/professional certifications of the 2 key staff members above. (4 marks)</p>	<p>4</p> <p>4</p>
	<p>Past/present Clients</p> <p>Submit documentary proof of successful engagement in carrying out similar projects over the last two (2) years.</p> <p>Provide at least 4 client testimonials/reference letters/ completion certificates, value of projects e.g., LSOs and Contracts. Fill in the details of each client as per section B of this document (2 marks each)</p>	<p>8</p>
	<p>Financial Capability</p> <p>Provide evidence of financial ability to execute the project (audited financial statements for the last two years, i.e., 2024 – 2025)</p>	<p>9</p>
	<p>Terms of Reference</p> <p>The objectives of this consultancy are to:</p> <ol style="list-style-type: none"> i. Build ESG awareness and competence across the group through structured training. ii. Assess current ESG integration within governance, strategy, risk, and reporting. iii. Identify gaps against ESG frameworks and best practices. iv. Provide a roadmap for ESG integration and maturity improvement. <p>Scope of Work</p> <p>The consultancy services will be provided to Madison Group and its three subsidiaries.</p> <p>ESG Capacity Building</p> <p>The consultant shall design and deliver ESG training for Directors, Management, and Employees covering ESG fundamentals, governance, risk management, reporting frameworks, and sector-specific ESG risks.</p> <p>ESG Gap Assessment</p> <p>The consultant shall conduct an ESG maturity and gap assessment covering governance, strategy, risk management, policies, reporting readiness, stakeholder engagement, and compliance with relevant ESG frameworks.</p> <p>Key Deliverables</p> <ol style="list-style-type: none"> i. Inception report 	<p>50</p>

	<ul style="list-style-type: none"> ii. Training materials and facilitation reports iii. ESG gap assessment report iv. ESG maturity scoring v. ESG integration roadmap vi. ESG Strategy and Policy vii. Materiality assessment Report viii. KPIs and Metrics ix. Final presentation to management and the Board 	
	<p>Project Management Approach (10 marks)</p> <ul style="list-style-type: none"> i. Provide a detailed methodology regarding the requirements ii. Provide a detailed work plan indicating the timelines for the engagement. 	<p>5</p> <p>5</p>
	TOTAL TECHNICAL SCORE	10
	FINANCIAL PROPOSAL	30

The minimum technical Score required to pass and qualify for the Financial Proposal Evaluation is **70 Points**. The financial Proposal for bidders whose technical score is less than 70 points will be rejected.

5 TECHNICAL PROPOSAL SUBMISSION FORM

[_____ Date_____]

To: _____ [Name and address of Client]

Ladies/Gentlemen:

We, the undersigned, offer to provide **ESG Capacity Building and Gap Assessment**_____ in accordance with your Request for Proposal dated _____[Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, [and a Financial Proposal].

We understand you are not bound to accept any Proposal that you receive.

We remain,

Yours sincerely,

_____ [Authorized Signature]:

_____ [Name and Title of Signatory]

_____ [Name of Firm]

_____ [Address]

6 FINANCIAL PROPOSAL & EVALUATION

Financial Proposal Evaluation (Weightage 30%): The Evaluation Committee will determine whether the Financial Proposals are complete, i.e., whether the tenderer has included all components as per the tender document. If not, the Committee may reject the bid as non-responsive. Financial bids shall be compared for the complete scope of work as per the Price Proposal Schedule, inclusive of all taxes and duties.

Overall Ranking:

The combined result of the technical and financial proposals will determine the final, overall ranking. The method for obtaining the overall ranking will be as follows:

F = (C low / C) x 30

Combined Final Marks (CF) = F + T

Where C low = Lowest Price Proposal

C = Price of current bid in question

F = Financial Proposal

T = Technical Score of the specific Proposal in question

Summary of Costs:

Costs	Amount (KES)
Provision of Consultancy Services for ESG Capacity Building and Gap Assessment for Madison Group Limited as per the terms of reference.	
Taxes	
Total Cost KES	

6.1 FINANCIAL PROPOSAL SUBMISSION FORM

_____ [Date]

To: _____

[Name and address of Client]

Ladies/Gentlemen:

We, the undersigned, offer to provide a **Consultancy Services for ESG**

Capacity Building and Gap Assessment for

(_____) in accordance with your Request for Proposal dated (_____) [Date] and our Proposal.

Our attached Financial Proposal is for the sum of

(_____

_____) [Amount in words and figures] inclusive of the taxes.

We remain,

Yours sincerely,

_____ [Authorized Signature]

_____ [Name and Title of Signatory]

_____ [Name of Firm]

_____ [Address]

6.2 BUSINESS QUESTIONNAIRE

A. COMPANY INFORMATION

Company Name:

As per the certificate of incorporation

Trading Name:

If different from the company name

Date of incorporation:

Nature of Business:

Physical Location:

House: _____ Street/Road:

Postal Address: _____ Post Code:

City/Town:

KRA PIN: _____ Tax Compliance Status:

No. of Staff: _____ Permanent: _____ Casual/Temporary:

Key

Partnerships/Certificati

ons

(i) _____ (iv) _____

(ii) _____ (v) _____

(iii) _____ (iv) _____

B. PAST/PRESENT CLIENTS

1. Name of Client: _____

Sector: _____

Address: _____ Telephone: _____

Name of Contact: _____ Position: _____

Email address of contact: _____ Value of Contract _____

Completed/Ongoing? _____ Duration of engagement _____

Key Successes:

(Attach proof of engagement with client testimonials/references)

2. Name of Client: _____

Sector: _____

Address: _____ Telephone: _____

Name of Contact: _____ Position: _____

Email address of contact: _____ Value of Contract _____

Completed/Ongoing? _____ Duration of engagement _____

Key Successes:

(Attach proof of engagement with a client, testimonials/references)

3. Name of Client: _____

Sector: _____

Address: _____ Telephone: _____

Name of Contact: _____ Position: _____

Email address of contact: _____ Value of Contract _____

Completed/Ongoing? _____ Duration of engagement _____

Key Successes:

(Attach proof of engagement with client testimonials/references)

4. Name of Client: _____

Sector: _____

Address: _____ Telephone: _____

Name of Contact: _____ Position: _____

Email address of contact: _____ Value of Contract _____

Completed/Ongoing? _____ Duration of engagement _____

Key Successes:

(Attach proof of engagement with a client, testimonials/references)

6.3 SWORN STATEMENT (MANDATORY)

Having studied the information in the document for the above project we/I hereby state:

- a. The information furnished in our application is accurate to the best of our knowledge.
- b. That I/We understand that I/We shall be disqualified should the information submitted here for the purpose of seeking qualification be materially inaccurate or materially incomplete.
- c. We enclose all the required documents and information required for the RFP evaluations.

Company Name

Represented by

Date

Signature

(Full name and designation of the person signing and stamp or seal)