



Preferential Provider for Promotional Items and Institutional Gifts

TERMS OF REFERENCE

July 2024

1 BACKGROUND

The Crop Trust, officially known as the Global Crop Diversity Trust, is an international non-profit organization located in Bonn, Germany, that works to conserve crop diversity to protect global food security. The Crop Trust was established in 2004 through a partnership between the United Nations Food and Agriculture Organization and CGIAR, acting through Bioversity International.

2 OBJECTIVE

The Crop Trust is seeking to contract an experienced and reliable company to provide high-quality branded promotional materials and gifts for our organization.

The scope of the tender includes printed branded materials, the printing of classic giveaways, the production of exclusive presents, and any other promotional items that may be agreed upon between The Crop Trust and the contractor.

3 GENERAL TERMS OF WORKING RELATIONSHIP

3.1 Working style

The Crop Trust will commission work related to the scope of this contract, on an as-needed basis and, together with the supplier, determine the deadlines for each deliverable.



3.2 Location

The supplier is expected to be located in Germany; exceptions can be made as long as the supplier can guarantee competitive shipping costs and delivery times.

3.3 Contract duration

The contract is scheduled to last twelve (12) months with an option to extend the service contract with similar terms for another 2 years if both parties are content with the services provided.

3.4 Content and material provision

The Crop Trust will provide logos and any other needed design files in appropriate file formats to be printed onto various promotional items.

3.5 Use of third-party providers

Work should not be outsourced to a third-party provider, unless with explicit approval from the Crop Trust beforehand.

3.6 Materials for review

When requested by the Crop Trust, the supplier must have the ability to provide hard-copy samples for the Crop Trust's approval. The Crop Trust will express the need for test samples at the time of order.

4 SCOPE OF WORK

The scope of the tender includes printing various promotional items and gifts. A list of foreseen needs, including detailed specifications, can be found in Annex A. All items should be made from eco-friendly and sustainable materials whenever possible, e.g., recycled cotton, wood, cork or other alternatives to plastic.

5 MEASURING SUCCESS

The success of the contracted supplier will be primarily evaluated based on the following factors:

- Product quality and adherence to the provided brief
- Speed and responsiveness in delivering the printed materials
- Proactive approach in suggesting improvements or optimizations
- Ability to work cooperatively with internal partners

To better measure the progress and success of the supplier's work in these areas, a series of quantifiers shall be tracked.

6 ACTIVITIES AND COSTS

The Crop Trust asks for an offer for a retainer contract based on the deliverables listed in Annex A (including the costs for print data check).

- a) Please include the following costs for the first 12 months in the proposal or provide and explain the standard rates if the below are not applicable, based on the products listed in Annex A. Also, please note that the shipping location would be Bonn, Germany.
 - Cost range or quantity discounts (for small batches of >50 or large batches of 200-500 units)
 - production times (express and standard)
 - additional costs (e.g. for express production)
 - delivery time (express and standard)
 - delivery costs (express and standard)
 - data check costs/print samples
- b) To the extent possible please also include in your proposal any offers or any foreseen price changes and/or any terms and conditions for price changes, whichever is applicable, in case the contract is extended for additional 1-2 years.

Kindly note that during the duration of the contract, each print needs that were not initially scoped for will require a cost and time estimate approved by the Crop Trust team prior to beginning the work.

7 PROPOSAL COMPONENTS

Interested printing companies are requested to submit their proposals in the following format:

- **Company profile:** Provide a brief overview of your company's history, experience, and expertise in printing services.
- **Pricing:** Include range prices for each item listed in the tender (see Table 6 above and also the extended list in Annex A), specifying any applicable taxes and shipping costs.
 - Prices must be quoted in EUR.
 - Prices may be fixed amounts or ranges; in the latter cases, the ranges should explain exactly how the exact rates are determined.
 - Duration of prices: please indicate for how long the prices offered are valid.
- **Sustainability Practices:** Demonstrate your commitment to sustainable printing methods and materials.
- **Certifications and Awards:** Provide any relevant certificates or awards received in recognition of your sustainable practices or printing expertise.
- **Details of procedures**
 - How requests for work are carried out
 - An explanation of the standard procedure for retainer clients
 - How much notice is required for new tasks, is there a cost for emergency/urgent work, etc.
- Evidence demonstrating expertise in the fields covered by this call for tender
 - Portfolio with examples of the provider's work pertinent to the requested services (preferably including examples of the firm's clients with similar size and needs to those of The Crop Trust)
- Your copyright policy
- Signed Supplier Self-assessment and Declaration of Undertaking

Proposals are not required but are encouraged to include the following:

- The Crop Trust is particularly interested in engaging a company that utilizes certified sustainable promotional materials, e.g., “Bio” or “Öko-TEX”.
- Client references and testimonials, including any awards and achievements
- Any additional materials that would help us to evaluate your proposal

8 PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated based on the following:

- Ability to meet the organization's specifications and requirements: 20%
- Quality of overall proposal: 20%
- Competitive pricing: 20%
- Competitive delivery times: 20%
- Proven track record of customer satisfaction: 10%
- Bidder Self-Assessment 10%

A series of quantifiers shall be used for the above-mentioned items to evaluate and compare bidder proposals objectively.

9 VAT

The Crop Trust has tax-exempt status in Germany and is eligible to claim back VAT directly from the Government. Please indicate clearly in your proposal if you will accept our tax-exempt status by not charging VAT, and please budget accordingly. If you are not able to accept our tax exemption, the assessment of your offer will be based on gross amounts. Assessments of quotes from German companies are generally based on offers excluding VAT.

10 PROPOSAL APPLICATION & SUBMISSION REQUIREMENTS

Tender documentation should demonstrate that the interested supplier satisfies the conditions stated above and is capable of meeting the specifications and timeframes listed in the Terms of Reference. Documentation must also include supporting examples to address the evaluation criteria.



Tender application forms must be **completed in full** – DO NOT refer us to your CV, Technical Proposal, or website. Failure to complete the forms in full will mean your application will not be eligible.

Interested applicants are requested to submit their proposals based on the outlined above and the calendar of activities to the procurement office no later than 12:59 CEST on 22 of July 2024.

Only emails, including proposal documents, sent solely to: procurement@croptrust.org will be considered. **Please note that any documents sent (even in copy) to individual Crop Trust members will be automatically excluded from the tender process.**

11 BACKGROUND INFORMATION

See the following pages and resources for further information:

[Previous promotional items](#)

12 General Bidder Information

Please note: for information or feedback on the procurement process, please address your email to procurement@croptrust.org

Please be advised that the Crop Trust is not bound to accept any Proposal, award a contract or Purchase Order, or be responsible for any costs associated with a Service Provider's preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.