



CALL FOR TENDER

Preferential Provider for Graphic Design, Strategic Social Media and Media Relations Work

TERMS OF REFERENCE FOR PROVIDER

28 JANUARY 2018



Table of Contents

1. BACKGROUND	3
2. OBJECTIVE.....	3
3. SCOPE OF WORK	3
5. MEASURING IMPACT.....	4
6. WORKPLAN & TIMELINE, HUMAN RESOURCES.....	4
6.1. Your Team	4
6.2. Workplan, Timeline and Costs	5
7. EVALUATION CRITERIA.....	5
8. DURATION AND LOCATION.....	6
9. APPLICATION & SUBMISSION REQUIREMENTS	6
10. BACKGROUND INFORMATION	7
10.1 The Issue	7
10.2 A Call to Action	7
10.3 The Food Forever Initiative: Biodiversity for Resilient Food Systems	8
10.4 Our Audiences	8
10.4 Summary of Communications Activities	9



1. BACKGROUND

The Food Forever Initiative (Food Forever) is a global awareness raising campaign to support Target 2.5 of the United Nations Sustainable Development Goals, which calls on the global community to safeguard, use and share the genetic diversity of our foods (crops and livestock). Our aim is to make sure the message about the importance of conserving crop and livestock diversity reaches as many people possible, so that come 2020, the prospect of ending hunger isn't just a goal – but a reality.

Food Forever is seeking to contract a suitably qualified and experienced PR / Communications firm to help bolster its global media relations, social media outreach and overall brand identity. The purpose of this Terms of Reference (TOR) is to solicit competitive proposals for the consultancy advertised.

2. OBJECTIVE

The consultant firm will design and implement a 12-month strategy to support the overall goals of the initiative, providing particular support to a global event series called the Food Forever Experience and significantly growing our following on social media.

3. SCOPE OF WORK

The consultant will be contracted to:

a) Develop a comprehensive Media Relations and Social Media Outreach Strategy ('Communications Strategy') and implementation plan that will:

- i. Increase awareness on the importance and urgency of safeguarding crop and livestock diversity;
- ii. Highlight the role Food Forever and its Champions and Partner Organizations play globally in achieving this goal, in a forever perspective;
- iii. Substantially increase our online audience (goal for the end of 2019: 20,000 followers across all social media platforms); and
- iv. Inspire our audience, including influencers to share this message with their network

This strategy should incorporate the current goals and needs of the Initiative and include a recommended content/campaign plan for 2019; include market research for when and where to pitch and place content and which influencers to approach; and include concrete strategic social media recommendations for which types of content should be prioritized and how to grow our following.

b) Upon request, conceptualize and develop strategic digital social campaigns, as relevant in our 2019 activity pipeline and in line with the Food Forever Communications Strategy

- i. This could include event specific social toolkits
- ii. Mini social campaigns around relevant UN days and more

c) Upon request, conceptualize and develop traditional PR campaigns, in line with the Food Forever Communications Strategy

- i. This could include researching, drafting, pitching and placing press releases or opinion pieces in key international media outlets.
- ii. Arranging interviews with Food Forever stakeholders



d) Upon request, Graphic design work

- i. Could include layout and graphic design work (development of documents, cookbooks, event materials)
- ii. As well as multi-media assets, including video production, interactive infographics, GIFs and more

Some areas of work may be outsourced by the provider, but must be agreed upon with the Crop Trust beforehand.

To complete the outputs mentioned above, the consultant will be required to meet with Food Forever staff and close collaborators (internal / external) to collect additional information for the development of the comprehensive strategy, as well as communications materials.

Please contact our procurement office at procurement@croptrust.org prior to submitting a proposal to receive (a) Summary of Communications Activities and (b) Calendar of Activities, as all proposals should be submitted with the Food Forever context in mind.

5. MEASURING IMPACT

For the above-mentioned items a series of quantifiers shall be tracked to better measure the progress and impact of the consultant’s work.

Social Media

- i. The growth in followers and likes, mentions and people reached
- ii. The number of “click-throughs”, meaning how many visitors follow a CTA (call to action)
- iii. The number of people that sign up to the Food Forever Newsletter

Media Outreach

- i. The number of media outlets picking up a press release
- ii. The number of journalists’ requests for interviews
- iii. The number of articles or Opinion Pieces placed around specific events

Graphic Design

- i. The completion of a Food Forever introduction video
- ii. The completion of campaign materials associated with six events throughout the duration of 2019.

Qualifying the progress is trickier but also necessary. A short-list of the top-tier media that do pick up our press materials will be necessary, as will be a selection of social posts that perform above the norm (e.g. re-tweets; mentions).

6. WORKPLAN & TIMELINE, HUMAN RESOURCES

6.1. Your Team

Name and Title



6.2. Workplan, Timeline and Costs

We ask for an offer for a retainer contract based on the following activities (including project management costs) on a daily rate basis. Please also include hourly rates for each activity as well as non-working hour costs (for emergencies).

We expect to spend between USD 60,000 and USD 100,000 implementing activities through this contract. During the duration of the contract each task will require a cost and time estimate for approval by the Food Forever team prior to beginning the work.

Activity	Daily rate	Hourly rate	Max. project spend/ max. hours (total for any given activity)	Notes
Develop a comprehensive Media Relations and Social Media Outreach Strategy ('Communications Strategy') and implementation plan				To be delivered by end of 1 st month of work
Conceptualize and develop strategic digital social campaigns, as relevant in our 2019 activity pipeline and in line with the Food Forever Communications Strategy				
Conceptualize and develop traditional PR campaigns, in line with the Food Forever Communications Strategy (can quote per press moment and please indicate any difference in costs between press releases and feature pieces)				
Graphic Design work (print and multimedia)				
TOTAL				

7. EVALUATION CRITERIA

Proposals will be evaluated on the basis of:

- Cost effectiveness / price
- Creativity
- Technical capabilities & variety of services
- Experience of firm and quality/success of previous work



- Implementation methodology
- Availability

8. DURATION AND LOCATION

The duration of the contract is scheduled to last twelve (12) months with the option to renew for an additional twelve (12) months at the end of the first year. If renewed, implementation of the existing communications strategy would continue through 2020.

The scope of work can be conducted remotely with contact with the Communications team via electronic communication. However, face-to-face meetings may be required to discuss the requirements, implementation process and other pertinent details for the execution of the Scope of Work. If travel is necessary, the costs must be pre-approved in advance.

No equipment or material will be purchased or provided by the Food Forever Initiative to conduct the Scope of Work.

9. APPLICATION & SUBMISSION REQUIREMENTS

Interested applicants are requested to contact the Crop Trust procurement office via e-mail prior to submitting a proposal to receive (a) Summary of Communications Activities and (b) Calendar of Activities and to submit questions.

Interested applicants are requested to submit their Proposals based on the TOR outlined above and the calendar of activities to the procurement office no later than 23:59 CET on 22 February 2019.

The technical Proposals will be opened at the Crop Trust premises on 25 February 2019 at 10:00 CET with one representative of the Procurement Office, the Food Forever Communications Team and the Executive Director participation.

Only e-mails, including proposal documents, sent solely to: procurement@croptrust.org will be considered. Please note, any documents being sent (even in copy) to individual members of the Food Forever team, will be automatically excluded from the tender process.

Proposal submissions are to include the following:

- i. Proposal with the proposed approach and activities to be taken for the implementation and management of the consultancy, including an operational work plan with timelines (Please indicate what types of services the agency provides in-house and what types of services are typically contracted out)
- ii. Breakdown of costs of activities on hourly and daily basis (see table 6.2 above)
- iii. Portfolio with examples of the consultant's work pertinent to the requested services (preferably including examples of firm's clients with similar size and needs of those of the Food Forever Initiative). Please include examples of social posts, and stories that have been recently developed for different social media and media outlets



- iv. History and mission of firm and Curriculum Vitae of consultant and for each member of the team (if a team approach is utilized, i.e. names and biographies of those who would be responsible for the Food Forever Initiative's work)
- v. An explanation of normal procedure for retainer clients - how requests for work are done, how much notice is required for new tasks, is there a cost for emergency/urgent work, etc.
- vi. References and testimonials, including any awards and achievements
- vii. Your copyright policy
- viii. Signed Supplier self-assessment and Declaration of Undertaking

10. BACKGROUND INFORMATION

10.1 The Issue

Our current food system is unable to cope with the consequences of a growing world population and a changing climate. New pests and diseases, unpredictable weather and shifting climatic conditions all threaten stable agricultural production. Fortunately there is good reason for optimism. The amazing wealth of diversity of our crops presents an abundance of opportunity to ensure that future generations can produce sufficient, nutritious food. To safeguard and unlock this potential, we must take action today.

Solutions Through Diversity

Diversity is essential for crop improvement and adaptation. The astonishing range of species and varieties cultivated by farmers past and present is one of the world's most valuable natural resources. It represents the raw materials that plant breeders and farmers need for tomorrow's climate-resilient crops.

When we lose this diversity, we lose our options for the future. Crop diversity is disappearing rapidly. Studies have found that for several crops up to 90% of diversity has been lost in different parts of the world. Preserving these options is crucial. We also need more concerted efforts to actively use these resources. To adapt agriculture to the challenges of the future, we need to get serious about broadening the foundation of our global food systems. Diversification is key.

Every crop we eat consists of hundreds, if not thousands, of different varieties, each with unique characteristics. A potato variety grown in the high Andes of South America, where ancient farmers first domesticated the crop, might be more tolerant to drought or diseases than the ones commonly grown in Europe. Crop diversity quite simply is the foundation of our food supply.

To effect systemic change all stakeholders need to engage: from *farmers* who grow a greater diversity of crops; to *breeders* who incorporate more diversity; to *retailers* who provide more options on their shelves; and *consumers* who fill their plates with more nutritional diversity. We all stand to benefit.

10.2 A Call to Action

Preserving and using these options for the future is feasible - technically, financially and politically. And the world has committed to getting it done by 2020. The United Nations made a call to action for this very purpose. Sustainable Development Goals target 2.5 says the following:



'by 2020 maintain genetic diversity of seeds, cultivated plants, farmed and domesticated animals and their related wild species, including through soundly managed and diversified seed and plant banks at national, regional and international levels, and ensure access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge as internationally agreed.'

10.3 The Food Forever Initiative: Biodiversity for Resilient Food Systems

Far too few of us are aware of the immense importance of crop and livestock diversity for our well-being and that of the planet. The Food Forever Initiative was created to fill this gap and educate the global community on the importance and value of these resources.

Food Forever is a global awareness raising campaign to support Target 2.5 of the United Nations Sustainable Development Goals. Our aim is to make sure the message about the importance of conserving crop and livestock diversity reaches as many people possible, so that come 2020, the prospect of ending hunger isn't just a goal – but a reality.

As a campaign with a defined duration (2017-2020), the Food Forever Initiative is a partnership made up of like-minded individuals and organizations. The Initiative is chaired by H.E. Mercedes Aráoz, Vice-President of the Republic of Peru and consists of two core groups of partners: 'Champions' and 'Partner Organizations.'

Champions consist of high-level government officials, senior executives, civil society leaders, celebrities and other notable figures appointed by the Board of Overseers, with the necessary influence to effectively advocate for the cause in their relative spheres. Champions are expected to showcase successes to communicate the importance of agricultural biodiversity; lead by example; and seek to inspire others—in order to avoid further loss of these natural resources and promote their use. See our full list of champions [here](#).

Partner organizations are those organizations operating with mandates linked to biodiversity and food security, who together address the scope of Target 2.5. See our full list of partner organizations [here](#).

Food Forever will invite further stakeholders to become Partner Organizations and Champions as necessary, in order to ensure that the evolving group of partners is consistent with the goals of the initiative.

Together, the Crop Trust and the Netherlands Government provide the Initiative's secretariat functions, however the ongoing day to day operations of the Initiative are led by the [Crop Trust](#). Financial support is provided by the Governments of Germany, Norway, Switzerland and The Netherlands.

Overall, the initiative provides a platform for the many organizations and institutions that work on different aspects of this issue to jointly promote the importance of the crop diversity that underpins our food systems; and propose and support specific initiatives and activities in support of the implementation of SGD target 2.5.

The Food Forever Initiative was launched in June 2017 and will conclude at the end of 2020

10.4 Our Audiences

The main audience for the Initiative is labelled as an informed audience that influence decision makers and has the following characteristics:



- Aged between 25-64
- College educated
- In the top 25% of household income per age group in each country
- Report significant media consumption and engagement in business news

10.4 Summary of Communications Activities

Please contact our procurement office via e-mail at procurement@croptrust.org prior to submitting a proposal to receive (a) Summary of Communications Activities and (b) Calendar of Activities for the Food Forever Initiative in 2019.