



GOVERNMENT RELATIONS & OUTREACH

TERMS OF REFERENCE FOR CONSULTANCY SERVICES

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1. BACKGROUND

The Global Crop Diversity Trust (The Crop Trust) is a not-for-profit, independent organization established under international law and is working to ensure the conservation and availability of crop diversity worldwide forever.

Principal Activities of the Crop Trust include:

- Rescuing the seeds in endangered national crop collections;
- Funding the ongoing maintenance of vital global crop collections;
- Documenting the characteristics of conserved seeds so that collections are useful for plant breeders;
- Sponsoring and improving global information systems for managing and sharing crop genetic data, massively enhancing access, and therefore options, for plant breeders everywhere. Part of this work is being done in collaboration with USDA;
- Funding of the ultimate safety back-up facility—the Svalbard Global Seed Vault deep in the Arctic permafrost—in which currently 930,000 duplicates of the world’s seed collections are being stored, originating from every country on earth.

2. OBJECTIVE

The Crop Trust is seeking to contract a suitably qualified and experienced professional consulting firm specializing in US Federal and State government relations, public affairs and strategic communications and consulting. The purpose of this Terms of Reference (TOR) is to solicit competitive proposals for the consultancy advertised.

3. REQUIRED SERVICES

The consultant will be contracted to:

- Advance the Crop Trust’s mission and legislative agenda and enhance its available financial resources;
- Provide political support for the Crop Trust in the U.S. by strengthening its working relationships within Congress and the federal agencies (e.g., USDA, USAID and State Department);
- Provide political support for the Crop Trust to achieve formal International Organization status;
- Coordinate with the Crop Trust on a strategic outreach plan to industry stakeholders for a crowd-sourcing campaign and making contacts;
- Generate other stakeholder support for the Crop Trust’s mission;
- Authorization strategy: maximize funding opportunities under the \$5.5 million annual limit on appropriations under the US Farm Bill 2019-2022 with an eye to increasing that limit beyond FY 2023;
- Required follow up with respect to the US Farm Bill;
- Appropriations strategy: ongoing meetings with relevant members of Congress and outreach to pertinent offices;
- Evaluate and report to the Crop Trust on potential opportunities for collaboration and funding through regulatory agencies (e.g., USDA-APHIS);
- Create opportunities for the Crop Trust to appear in congressional hearings and briefings on crop diversity;



- Establish regular communication with the Crop Trust staff for information sharing and keeping each other abreast of new and developing challenges and opportunities;
- Attend necessary meetings, and provide as necessary, written reports on its activities as well as the activities of the Congress, the Administration, independent agencies, and third parties regarding the relevant issues;
- Provide other general informational bulletins or updates that the Crop Trust reasonably requests.

4. DURATION AND LOCATION

The duration of the Consultancy is scheduled to last twelve (12) months. The scope of work can be conducted remotely with contact with the Executive Director and team via electronic communication. Face-to-face meetings in Washington D.C. will be required to discuss the the execution of the Scope of Work.

No equipment or material will be purchased or provided by the Crop Trust to conduct the Scope of Work. Any travel, equipment or materials needed to accomplish this TOR should be reviewed and approved by the Crop Trust before implementation.

5. OFFER

The max. budget is 80,000 USD per year paid in 3-month rates at the end of the quarter.

We would like to see your detailed technical 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

- What types of services does the agency provide in-house?
- What types of services are typically contracted out and to whom?

The full proposal shall further include the following documents:

5.1 Technical proposal

5.2 Financial proposal stating the yearly fee for the listed activities under 5.1

5.3 Portfolio with examples of the consultant's work

5.4 Examples of firm's clients with size and needs similar to those of the Crop Trust

5.5 Recent examples of campaigns and/or activities that have been successfully carried out in media outlets for similar clients.

5.6 Examples of social posts, and stories that have been recently developed for different social media

5.7 History and mission of firm

- Staff stability history at the senior management level and assurances provided to the Crop trust regarding the assignment of personnel to the engagement
- Experience of your firm in relation to the scope of the Request for Proposal and working with non-profits and international organizations
- Details of professional registrations and certifications



- Details of the proposed team (if a team approach is utilized) along with curriculum vitae for each.

5.8 References

5.9 Signed Supplier Self Assessment

5.10 Signed Declaration of Undertaking

6. EVALUATION CRITERIA

Proposals will be evaluated on the basis of:

	Qualification Score	
What types of successes has the consultant had in implementing similar government outreach, campaigns or strategies in the past	20	30%
Experience of firm*	20	30%
Implementation methodology	20	20%
Cost effectiveness / price	20	20%
Total	80	100%

*The applicant should have the following

- Specialized experience in US Federal and State government relations, public affairs and strategic communications and consulting.
- Capability and proven experience in identifying opportunities for sourcing additional funding for clients
- Capability and proven experience drafting messages in various formats (press releases, success stories, blog entries, tweets, etc.) targeting a variety of audiences
- Experience in working with international organizations and achieving formal IO status
- A minimum of five years of professional experience in development communications, public relations, or a related field
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure
- Excellent written, oral and interpersonal skills
- Direct experience with science and agricultural issues is preferred
- Direct experience with global fundraising campaigns and activities will be an asset.
- Excellent English language skills.

7. APPLICATION

Interested applicants are requested to submit their Proposal to procurement@croptrust.org and no later than 23:59 CET on 21 March 2019.



Proposals will remain unopened and be excluded from the process:

- **If they arrive after the deadline**
- **If any proposal is sent to another email than procurement@croptrust.org, even in cc or bcc**

The proposals will be opened at the Crop Trust premises on the 22 March 2019 at 10:00 CET with one representative of the Procurement Office and the Contracts Office and the Finance Director participation.

8. APPENDIX

See attached:

- (1) [SUPPLIER SELF ASSESSMENT](#)
- (2) [DECLARATION OF UNDERTAKING](#)