

# Request for Proposal

## Preferential provider for public relations partner for the Crop Trust

### TERMS OF REFERENCE FOR PROVIDER

AUGUST 2021

#### 1 BACKGROUND

##### **About the Crop Trust**

The Crop Trust, officially known as the Global Crop Diversity Trust, is the only international, non-profit organization whose sole mission is to support crop conservation in genebanks. This includes national, regional and international genebanks, and the world's backup facility, the iconic Svalbard Global Seed Vault. In doing so, the Crop Trust has an important role in ensuring global food security.

The Crop Trust's *raison d'être* is its endowment fund – paid into by public and private sector donors. This generates investment income which is used to finance crop conservation activities around the world. We estimate that an endowment fund worth approximately USD 850 million would generate enough income for us to support all of the world's most important crop genebanks in perpetuity.

##### **Purpose of public relations support**

The next year will be an important time for the organization. We are undergoing a complete branding refresh, which includes the launch of a new website and updated logo and messaging. We also have a relatively new Executive Director and a new communications strategy. We will be launching new projects, celebrating the achievements of closing projects, reaching new milestones and will be active participants in major global events. As such, we are looking for support to expand our reach, strengthen our media relations and improve our visibility amongst potential donors and the general public.

The Crop Trust recognizes the vital importance of strong communications to help raise awareness of its work and build its reputation as a unique source of funding and expertise in the world of crop conservation. But with limited internal capacity to manage public relations activities, the Crop Trust is seeking a PR partner.

Crop diversity, and crop conservation and use, are essential to helping solve some of the biggest challenges of our time: ensuring there is enough affordable, nutritious food for a world population expected to reach almost 10 billion people by 2050, in spite of significant challenges such as a rapidly changing climate and the exacerbated loss of biodiversity.

But the connection between these issues and crop conservation takes time to understand and unpack, for these and other reasons, in our search for a retained public relations partner, we would encourage proposals from those already familiar with our work, or with a proven track record of working with clients in the sustainable development or biodiversity conservation sectors.

That there is already more than USD 350 million in the Crop Trust endowment fund is evidence that many have already found the case compelling enough to make substantial contributions to our mission. With this call for a retained PR partner, we want to strengthen the role of communications in moving closer to achieving our target.

## **2 OBJECTIVE**

The Crop Trust would like to request proposals for a retained PR partner with proven expertise across the spectrum of PR activities, for the period of 15 November 2021 to 31 December 2022

## **3 GENERAL TERMS OF WORKING RELATIONSHIP**

### **3.1 Working style**

Meetings will need to be conducted during Crop Trust working hours unless prior arrangements are made.

### **3.2 Location**

It is expected that the scope of work will be conducted remotely with contact taking place via electronic communication channels.

### **3.3 Contract duration**

We are looking for a service to begin in November of 2021 and run for 14 months with an option to extend the service agreement for multiple years if both parties are content with the services provided.

### **3.4 Use of third-party providers**

Work should not be outsourced to a third-party provider.

## **4 SCOPE OF WORK**

### **4.1 Recommend outreach initiatives to deliver key messages**

Recommend new brand launching activities and supporting integrated outreach initiatives to deliver key messages to respective target audiences including donors, policymakers and the general public. These recommendations will cover all forms of relevant communications, including advertising media, sponsorship and event marketing, relationship marketing, electronic marketing, public relations and publicity.

### **4.2 Develop an implementation plan (January to December 2022)**

The development of a one year implementation plan for the Crop Trust. This plan should detail specific branding actions to be followed over a one-year period from January to December 2022. the timing and cost of these actions, and responsibility. The one-year plan will also recommend mechanisms to effectively track and evaluate the success of the implementation.

### **4.3 Creatively help to manage the execution of the one-year implementation plan alongside the Crop Trust team.**

### **4.4 Media outreach to secure coverage of news stories and targeted op-eds in high-level media**

The Crop Trust's top priority – and therefore the top priority for our PR partner – is positive coverage of the organization's work in high-level media outlets only. This will ultimately be the measure of success of the PR partner. For that reason, potential PR partners responding to this tender should ensure they have close, effective contacts with journalists at high-level outlets. We anticipate some key news opportunities over the contract period, relating to the Svalbard Global Seed Vault, new projects, the results of projects that are finishing, and others.

The Crop Trust has much to offer in terms of unique expertise on a range of topics affecting our food systems. This provides many opportunities for proactive and reactive op-eds. With support from the Crop Trust, the PR partner would develop compelling op-eds and pitch them to the media. Proactive op-eds could be in relation to key UN International Days or international events that can be connected to the Crop Trust mission; reactive ones could be in relation to news coverage of new scientific studies that would benefit from an additional angle or a credible, dissenting voice. Once again, the top priority for op-ed placement is high-level media outlets only. We anticipate two key news campaigns over the duration of the contract, and up to five op-ed opportunities.

### **4.5 Virtual planning workshop. Maximum two days. (November 2021) to determine some of the specific activities undertaken as part of this contract.**

Planning the above work will require a virtual workshop at the outset of the contract. This would be to familiarize the PR partner with the work of the Crop Trust, to meet the teams,

discuss strategic priorities, assign focal points, and agree the PR timetable for the duration of the contract. We would expect the PR partner to be represented by two of its staff.

#### **4.6 Ad-hoc requests**

Could relate to specific requests for advice on certain issues, or the provision of support in the event of a crisis situation.

#### **4.7 Measuring impact**

The PR partner should draw up and implement a plan to monitor and measure the impact of their work. For specific campaigns, we ask that the PR partner produces a campaign-specific report showing impact/reach. The PR partner should produce a summary report showing for all activities undertaken as part of the contract, to coincide with the end date of the contract.

### **5 ACTIVITIES AND COSTS**

We ask for an offer for a contract based on the following activities. Please also include the following costs in the proposal supplied as described (or provide and explain the standard rates if the below are not applicable).

For the duration of the contract each task will require a cost and time estimate for approval by the Crop Trust communications team prior to work commencing. Any travel, equipment or materials needed to fulfill this contract should be reviewed and approved by the Crop Trust team prior to implementation.

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.

Contract Length: 14 months from start of contract (proposed start date is 15 November, 2021).

**Maximum Budget:** US\$80,000

*At the end of the contract period, there will be the option to renew for an additional twelve (12) months, under the same conditions, and subject to the availability of funds.*

Activity	Deadline	Daily rate	Hourly rate	Max. project spend/ hours	Notes
Virtual planning workshop	To be held prior to Nov. 30, 2021				The max. spend amount must include the daily rate
Development of one-year implementation plan	To be completed Dec. 30, 2021				
Implementation of one-year implementation plan	To be completed by Dec 2022				
Crisis communications live support (upon request)	As required				
Outreach campaign - new face of Crop Trust	To be completed by March 2022				
Up to 5 additional outreach campaigns (upon request)	To be completed by Dec 2022				
At least 6 op-ed and news story placements in high-level media outlets (approx. 750 words)	To be completed by Dec 2022				
<b>TOTAL</b>				USD 80,000	

## 6 PROPOSAL EVALUATION CRITERIA

Proposals shall be evaluated by the Crop Trust using the following criteria:

- 6.1 Creativity and originality of proposal, in conjunction with its potential for target audience emotional engagement.
- 6.2 Availability of Bidder to provide the services described in Section 4, Scope of Work.
- 6.3 Consistency of proposal to organization identity
- 6.4 Expertise, experience, and qualifications of the Bidder to provide the services described in Section 4, Scope of Work.
- 6.5 The Bidder company's financial health, plan to complete the work, and ability to complete the work in a timely manner.
- 6.6 Competitiveness of the Bidder's proposed price.

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

## 7 PROPOSAL APPLICATION & SUBMISSION REQUIREMENTS

- A. Proposals 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. By submitting a proposal, the Bidder certifies that all information provided in response to this RFP is true and accurate. The Crop Trust welcomes any additional data, findings, designs, or models a potential Bidder may offer.
- B. Proposals should be prepared simply and economically, providing a straightforward, concise description of the Bidder's capabilities for satisfying the requirements of the RFP. Emphasis should be on completeness and clarity of content. Documentation must also include supporting examples to address the evaluation criteria.
- C. The Crop Trust is not responsible for the vendor's preparation costs, including travel and expenses.
- D. Proposal 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 23:59 CEST on 10 October, 2021.

Proposals are to be delivered via email only and sent to [procurement@croptrust.org](mailto:procurement@croptrust.org).

**Please note, any proposals sent (even in copy) to individual members of the Crop Trust, will be automatically excluded from the tender process.**

## **8 PROPOSAL COMPONENTS**

- 8.1** Proposal detailing the supplier's intended approach. Please indicate which types of services can be provided in-house and which are typically contracted out and to whom.
- 8.2** Breakdown of costs of activities on hourly and daily basis.
- 8.3** Portfolio with examples of supplier's work, pertinent to the requested services, preferably including examples of firm's clients in the sustainable development and/or biodiversity conservation. Please include examples of news stories and op-eds that have been successfully placed in high-level media outlets in the past year.
- 8.4** History and mission of supplier and Curriculum Vitae of consultant(s) and for each member of the team (if a team approach is utilized, the names and biographies of those who would be responsible for working with the Crop Trust is sufficient).
- 8.5** An explanation of normal procedure for retainer clients - how requests for work are made, how much notice is required for new tasks, is there an additional charge for emergency/urgent work etc.
- 8.6** References and testimonials, including any awards and achievements.
- 8.7** Your copyright policy.
- 8.8** Signed Supplier self-assessment (Annex 1).
- 8.9** Signed Declaration of undertaking (Annex 2).
- 8.10** Breakdown of costs of activities on the basis provided (see table above):
  - a. Prices must be quoted in USD.
  - b. Prices must be quoted free of all duties, taxes and other charges, including VAT. The amount of VAT may be shown separately.

## **9 BACKGROUND INFORMATION**

See the following pages and resources for further information:

- [Crop Trust press page](#)
- [Crop Trust homepage](#)

## **10 General Bidder Information**

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

Please submit your offer via email to [procurement@croptrust.org](mailto:procurement@croptrust.org) no later than **23:59 CEST on 10 October 2021**.