Request for Proposal

Preferential Provider for Social Media Outreach

TERMS OF REFERENCE FOR PROVIDER

MARCH 2022

1 BACKGROUND

The Crop Trust, officially known as the Global Crop Diversity Trust, is an international nonprofit organization 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 consultant firm will develop and design major social media campaigns, and provide ongoing advice for all Crop Trust digital outreach channels with the aim of significantly growing our following on social media and developing unified, effective branding across social media channels.

The overall goals of social media engagement is to raise awareness of the work of the Crop Trust and issues related to crop diversity by:

1. Growing our following and engagement on social media channels substantially
2. Building a more authoritative presence on social media channels and having accounts verified
3. Increasing traffic from social media to the website
4. Converting social media followers to email subscribers
5. Create snappy, on brand and timely social media content
3 GENERAL TERMS OF WORKING RELATIONSHIP

3.1 Working style

The provision of services will be according to a pre-decided timeline and workplan, though there may be a need for updates on an “on call” basis during the duration of the project. The consultant will be required to meet and communicate regularly with the Crop Trust staff and close collaborators (internal / external) to collect additional information and communications materials.

3.2 Location

All service providers will be required to carry out the work in their own office location. 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.

3.3 Contract duration

The duration of the contract is scheduled to last twelve (12) months but all work should be completed according to the pre-agreed timeline. There is an option to extend the contract duration for another two years, based on a terms of reference and the already proposed costs.

3.4 Content and material provision

Text for publications, logos, and branding materials will be supplied by the Crop Trust. The Crop Trust may ask the designer to provide images, fonts or other materials with appropriate permissions/copyright for sharing, distribution and commercial purposes. No equipment or physical materials will be purchased or provided by the Crop Trust to conduct the Scope of Work.

3.5 Use of third-party providers

Work may not be outsourced by the provider without express prior consent from the Crop Trust.
4 SCOPE OF WORK

The consultant will be contracted to:

Action items:

- Conceptualize and develop strategic digital social campaigns, including social cards, videos and other relevant multimedia products in our 2022 activity pipeline and in line with the The Crop Trust Communications Strategy and branding guidelines
  - This could include event-specific social toolkits, crop variety launches, Svalbard Global Seed Vault Deposits, crop conservation strategy releases and events
- Develop and implement a comprehensive social media strategy to promote and maximize attendees of the inaugural Crop Trust half-day event in Fall 2022.
- Develop a TikTok strategy and implementation plan for the Crop Trust to capitalize on this fast-growing social platform that will:
  - Increase awareness on the importance and urgency of safeguarding crop diversity and build a more authoritative online presence for the Crop Trust
  - Connect with a broader audience;
  - Highlight the role of the Crop Trust, its champions and partner organizations play globally in achieving this goal, in a forever perspective;
  - Substantially increase our online audience and engagement;
  - and inspire our audience, including influencers to share this message with their network;
  - Substantially increase newsletter registration and participation in public digital events
- Support production of content for new Crop Trust TikTok channel
- Provide proactive recommendations for improving use of all digital channels for effective outreach
- Identify strategic media partnerships with organizations and potential social media collaborations
- Use KPI results and user feedback to continually adjust activities over the duration of the contract

5 MEASURING SUCCESS

Social media statistics:

- Engagement
  - Facebook (link clicks, likes, shares, video views, comments, tags)
  - Twitter (link clicks, likes, retweets, comments, mentions)
  - Instagram (likes, comments, saved posts, website clicks, story views, story completion rate, story retention)
  - Tagged friends
- Followers (growth rate)
- Reach
- Impressions
- Share of voice
- Newsletter subscriptions through social media channels

Three to five major social media campaigns

- Reach
- Newsletter subscriptions
- Website visits

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

6 COSTS

We ask for an offer for a retainer contract based on the listed Scope of Work, including all project management costs. Please include the costs per campaign. Each campaign should include messaging, social toolkits and social cards and potentially multimedia content. Please also include any hourly or per-piece rates for relevant activities as well as non-working hour costs (for emergencies).

We expect to spend between USD 10,000 and USD 12,000 implementing activities through this contract. During the duration of the contract each task will require a cost and time estimate for approval by the The Crop Trust team prior to beginning the work.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Fixed Price</th>
<th>Hourly / daily rate</th>
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<tbody>
<tr>
<td>Digital social campaigns</td>
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<td>Strategy for Crop Trust event</td>
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<td>TikTok strategy</td>
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<td>Production of TikTok content</td>
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<td>Recommendations for improvement</td>
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<tr>
<td>Identification of strategic partnerships/collaborations</td>
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<td>Adjust activities based on KPIs</td>
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7 PROPOSAL COMPONENTS

Proposal submissions are to include the following:

- Proposal with the proposed approach and activities to be taken for the implementation and management of the consultancy, including an operational work plan with detailed timelines
- Details of procedures
  - An explanation of the normal procedure for retainer clients
  - How requests for work are carried out
  - How much notice is required for new tasks, is there a cost for emergency/urgent work, etc.
  - Project management and quality assurance methodologies, including how these would be carried out for the specific project
- Please indicate all of the services the agency provides in-house and include:
  - What types of services are typically contracted out if any
  - Typical scope and turnaround times
  - Type software, tools and programming languages used for web design
- Breakdown of costs of activities on the Scope of Work provided.
  - Prices may be fixed amounts or ranges; in the latter cases, the ranges should explain exactly how the exact rates are determined.
- Evidence demonstrating expertise in the fields covered by this call for tender
  - 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 Crop Trust).
  - History and mission of firm
  - Tenderer must provide details of at least three referees.
  - Client references and testimonials, including any awards and achievements
- Your copyright policy
- Signed Supplier Self-assessment and Declaration of Undertaking

Proposals are encouraged to include the following:

- 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 Crop Trust’s work)
- Any additional materials that would help us to evaluate your proposal.
8 PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated on the basis of:

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

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

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 23:59 CET on 25 March 2022.

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

See the following pages and resources for further information:

- Short Introductory Video
- Crop Trust Timeline
- Crop Trust Projects
- 2019 Crop Trust Magazine
- Crop Trust 15-year Short Report

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, nor award a contract or Purchase Order, nor 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.