



Request for Proposal

Technical and Communications Partner for Global Digital Event

TERMS OF REFERENCE FOR PROVIDER

May 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 Crop Trust is committed to raising global awareness of the importance of conserving and using crop diversity, and highlighting the importance of related global issues that it impacts, such as resilient farming communities and its direct impact.

To provide a central forum for organizations working in the field of agrobiodiversity and to engage in knowledge sharing, capacity building and discussions of science and policy, the organization is hosting its inaugural Crop Diversity Day virtual event on 27 September 2022 geared towards the general public, genebanks around the world, donors, partner organizations and media.

The goal of this event is to become a convening magnet for the agrobiodiversity community, support fund-raising efforts by the Crop Trust, lead up to the Crop Trust's upcoming 20th anniversary in 2024 and kickstart awareness around a large hybrid event in 2024 to celebrate.



The organization is looking for a technical and communications partner with a strong understanding of the Crop Trust's work and mission to:

1. Provide a platform to host a global digital event;
2. Provide ongoing technical support to the Crop Trust and participating groups to ensure a smooth and successful digital event;
3. Provide communications support including social media expertise to market the digital event.

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 runup to the event. The consultant will be required to meet and communicate regularly with the Crop Trust staff and close collaborators (internal / external) to develop a plan for the digital event and execute it successfully.

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 Crop Trust via electronic communication. Face-to-face meetings in Bonn for service providers already based in the area may be required, however, any costs must be pre-approved in advance.

3.3 Contract duration

The duration of the contract would last from 15 June 2022 to 30 September 2022 for a total of three and a half months.

3.4 Content and material provision

Text for publications, logos, and branding materials will be supplied by the Crop Trust. Any products developed for the Crop Trust for this contract will belong exclusively to the Crop Trust.

3.5 Use of third-party providers

Some areas of work may be outsourced to a third-party provider, but this must be agreed upon by the Crop Trust beforehand.



4 SCOPE OF WORK

The consultant will be contracted to:

1. Provide branding and visuals for the digital event, including but not limited to banners, presentations, Zoom backgrounds, cards
2. Provide design elements and text elements (speakers, agenda, etc.) for event page on Crop Trust website
3. Provide registration feature, email list and updates
4. Provide pre-recording and editing of video content, including sessions and lightning talks
5. Provide the digital platform, including the streams to social media, to execute a half-day digital event
6. Provide technical support, including a rehearsal call, to the Crop Trust and participating groups
7. Chat moderation and collecting viewer questions during the event
8. Provide communications support including but not limited to:
 - a. Trello board: social media cards with messaging for the event, speakers, sessions
 - b. Event trailer
 - c. Media advisory, including support pitching to media
 - d. Social media support before, during, after the event
 - e. Moderation and collecting questions from social media platforms
 - f. Wrap-up article
9. Share event page on other, prominent sites
10. Provide a wrap-up report of the digital event and outreach, including analytics

5 MEASURING SUCCESS

Success will be measured by:

1. Event attendance and session views
2. Social media shares and engagement, hashtag use
3. Quality of sessions based on participant and attendee feedback
4. Newsletter subscriptions to the Crop Trust Dish newsletter
5. Media attention, number of news clippings about event

6 ACTIVITIES AND COSTS

We ask for an offer based on the listed Scope of Work, including all project management costs. 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 15,000 and USD 25,000 implementing activities through this contract.

7 PROPOSAL COMPONENTS

Please include in your proposal:

- Examples of previous global digital events you've hosted and any relevant data demonstrating success
- Cost of activities
- Technical capabilities and range of services included
- signed Declaration of Undertaking
- signed Supplier Self-Assessment

8 PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated on the basis of:

- Experience of firm and quality/success of previous work executing global digital events (please include examples)
- Cost effectiveness / price
- Technical capabilities and variety of services
- 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 CEST on 30 May 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

The inaugural Crop Diversity Day will be a digital half-day event on 27 September 2022. The event will include three sessions as well as between four to six lightning talks. Elements of the event will be live while other elements will be pre-recorded.

Crop Diversity Day will serve as a central platform for stakeholders and the general public focused on issues related to crop diversity. The event would combine awareness-raising and knowledge-sharing over a short period of time. It would bring together stakeholders from a range of levels, regions and areas, thus creating opportunities for synergies and networking, and for growing and strengthening the global community around crop diversity.

In the run up to the event, an extensive social media campaign to draw attention and encourage attendance will take place with the consultant's support.

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.