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**World Economic Forum**

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**REQUEST FOR PROPOSAL  
COMMUNICATIONS & CAMPAIGN  
SUPPORT TO THE TFA GRAN  
CHACO PROGRAM**

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# 1. Introduction and instructions

## 1.1. Purpose of this Request for Proposal

The purpose of this Request for Proposals (RFP) is to solicit proposals from suppliers with expertise in the development and implementation of communications and campaigns strategies in the environmental field and creating a wide range content across various media channels to drive multi-stakeholder audience engagement and campaign impact. This process will result in the selection of one supplier, who will be invited to enter a contracting phase for a specific and detailed scope of work subject to final fixed pricing.

The selected vendor will contribute to the Gran Chaco Program of Tropical Forest Alliance in Paraguay and Argentina, by implementing multiyear communication plan including engagement, advocacy, and positioning of the TFA Gran Chaco program as a reference actor in the agribusiness sector (beef & soybeans) that aims at improving sustainability conditions and reducing or eradicating deforestation associated with commodity production. The selected vendor will develop targeted campaigns, creating engaging content and providing results-driven media management, focused on national and international press, public sector, and private actors in both countries.

## 1.2. About the World Economic Forum and the Tropical Forest Alliance

The World Economic Forum is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas. It was established in 1971 as a not-for-profit foundation and is headquartered in Geneva, Switzerland. It is independent, impartial and not tied to any special interests. The Forum strives in all its efforts to demonstrate entrepreneurship in the global public interest while upholding the highest standards of governance. Moral and intellectual integrity is at the heart of everything it does.

Our activities are shaped by a unique institutional culture founded on the stakeholder theory, which asserts that an organization is accountable to all parts of society. The institution carefully blends and balances the best of many kinds of organizations, from both the public and private sectors, international organizations and academic institutions.

The Tropical Forest Alliance (TFA) is a global multistakeholder platform focused on reducing commodity driven deforestation. Hosted by the World Economic Forum, the TFA works with over 160 public, private and civil society actors to catalyze high-impact partnerships to address the inherent tensions that exist to grow production while protecting the forests - public and private, producer and market, global and local, people and the forest frontier. The TFA operates regional platforms in Latin America, West and Central Africa, China and Southeast Asia. It is supported by the Governments of the Netherlands, Norway, Germany and the UK and the USA, as well as The Nature Conservancy, Partnerships for Forests, the Gordon and Betty Moore Foundation and the Cargill Foundation.

## 1.3. Supplier Instructions

For ease of response and evaluation, Suppliers are required to complete and submit all components of this RFP.

- Requested reference materials may be attached as Appendices. The World Economic Forum retains the right not to review any un-requested material
- Supporting information must be presented in the same order as the questions and must be referenced to the relevant question
- Questions must be answered in English
- Failure of a Supplier to provide the required information, make a satisfactory response to any question, or supply documentation referred to in responses, within the specified

timescale, may mean that the Supplier will not be invited to participate further in the procurement

- Suppliers are asked to provide one electronic copy of the response in a format compatible with Microsoft Word. It is the supplier's responsibility to ensure that the proposal and all other required documents are received at the e-mail address named in this document by the closing date specified.
- Responses will not be returned
- Participants need to address all information specified by this RFP. All questions must be answered completely. The World Economic Forum reserves the right to verify any information contained in the participants RFP response, and to request additional information after the RFP response has been received.
- Marketing brochures included must be submitted only as attachments and must not be used as a substitute for written responses. Nevertheless, suppliers should include any additional information that they think would help the Forum evaluate their proposal.
- Furthermore, the proposal must be accompanied by a cover letter, signed by an individual authorized to bind the proposed entity (see Proposal Submission Checklist)

#### 1.4. Procurement Key Activities and Dates

Suppliers are asked to provide the response by 31 July 2022 at 5pm CET in electronic format to [TFA@weforum.org](mailto:TFA@weforum.org).

**Responses received after this time will not be considered.**

#### 1.5. RFP Evaluation Criteria

The Forum is looking for the most suitable partner and therefore will not simply select the economical most attractive bid or quotation, but rather use objective criteria to evaluate the best match for its demand. All supplier information provided as part of the RFP will be treated as confidential. The Forum's criteria include, but are not limited to the following key factors:

- Conformity with requirements
- Product and required service pricing
- Implementation approach
- Quality of services as well as quality assurance
- Geographical coverage
- Demand flexibility
- Company values

The Forum will not disclose the detailed results of the selection and scoring process and reserves the sole right to decide whether a proposal complies with the requirements of the RFP and to accept, reject or negotiate modifications of supplier's proposals.

#### 1.6. Queries about the Procurement

Any questions about the procurement must be submitted by e-mail to TFA by 25 July 2022 at [TFA@weforum.org](mailto:TFA@weforum.org). No other forms of communication or contact will be accepted. It is the World Economic Forum's practice to communicate any question or request for clarification, with both the query and the response, in a suitably anonymous form, to all participating Suppliers. On a case-by-case basis if any information is deemed as confidential to a particular Supplier, this will be reviewed at the time it arises.

#### 1.7. Proposal Submission Checklist

Proposals must include:

- A narrative describing previous experience in similar projects
- A description of methodology to be used
- A maximum of 15 pages total
- A pricing proposal following the requirements in Section 2.5

### 1.8. Points of contact

Suppliers are not allowed to contact any World Economic Forum personnel, such as management or other local contacts, regarding this RFP. Any such communication may lead to the proposal received being rejected.

It is expected that the supplier also provides the World Economic Forum with a single point of contact capable of answering questions related to this RFP on a global scale.

#### World Economic Forum Contacts

Ashley Bastiampillai
TFA Operations Specialist
<a href="mailto:ashleyerika.bastiampillai@weforum.org">ashleyerika.bastiampillai@weforum.org</a>

### 1.9. Provided Information

This RFP contains information believed to be reliable at the date obtained but may not provide all the necessary or desirable information. Neither the World Economic Forum nor its employees or involved advisors, contractors or other representatives guarantee the completeness of these information. The document is intended solely for the information of the party to whom it is issued. All proposals will become the property of the Forum which reserves the right to use without limitations or liability for any ideas from the proposals.

The World Economic Forum reserves the absolute right to:

- Accept or reject any or all proposals
- Negotiate with any, all or no bidders
- Modify or cancel this RFP

It is the Bidder's responsibility to:

- Properly understand and examine the RFP
- Examine all other information available on reasonable inquiry relevant to the risks, contingencies and circumstances affecting its response
- Satisfy itself as to the completeness, correctness, and sufficiency of its response

### 1.10. Confidentiality

The Invitation document is confidential. The Forum may update or revise the document or any part of it. The recipient acknowledges that any such revised or amended document shall be received subject to the same confidentiality undertaking. The Recipient will not disclose or discuss the contents of the document with any officer, employee, consultant, director, agent, or other person associated or affiliated in anyway with the World Economic Forum or any of its customers or suppliers without the prior written consent of the World Economic Forum.

### 1.11. Cost of Responding

All costs and expenses incurred by bidders in any way associated with the development, preparation, and submission of their responses to this RFP, including but not limited to attendance at meetings, discussions, presentations, demonstrations, etc. and providing any additional information required by the Forum will be borne exclusively by the bidder.

### 1.12. RFP Errors

Each recipient should notify the World Economic Forum of any error or discrepancy found in this document. Notification should be made to the contact found in proposal related details.

### 1.13. Liability

This invitation is not an offer by the World Economic Forum, but an invitation for responses. No contractual obligation on behalf of the Forum whatsoever exists from this process unless and until a formal contract is signed and executed by authorized people of the Forum and the select bidder.

## 2. Specifications

### 2.1. Requirements

- The service provider must have:
  - Expertise and extensive experience in the development and implementation of communication and engagement plans
  - Experience developing impactful, simple, clear messages for campaigns with a social impact component and a proven professional record in the field of media and online communication, social media for public information/advocacy
  - Experience with diverse group of stakeholders, also multistakeholder's platforms, particularly civil society organizations, government representatives, private sector and agribusiness' associations
  - Proven track record in delivering successful regional and international communication campaigns to multistakeholder platforms and/or civil society organizations and proven track record in the development and implementation of communications strategies and campaigns related to environment, agriculture, and sustainable development
  - Strong experience with the production and dissemination of content for traditional and social medias
  - High degree of involvement both in Argentina and Paraguay and specifically in the agribusiness and environmental sectors
  - Understanding of the political and cultural background in Paraguay and Argentina, especially regarding tropical deforestation issues
  - Ability to deliver all communication materials in English and Spanish
- Technical Proposal must include:
  - Proposed work plan containing a list of activities and the estimated deliverables (product and/or sub product) that will contribute to the achievement of the outcome and specific objective listed on the session 2.2
  - At least 1 mock-up of relevant proposed communications materials
  - The proposal is expected to comprise production of content (including translation and design), including but not limited to articles, posts and online/offline pieces considered relevant in the context of the proposed strategy
  - Description of all relevant experience and qualifications of the consultancy on the field of the current RFP; including relevant press relations if the case
  - Structure of client service and creation team
  - Professional resume and main roles of all team member that will conduct the work described in the proposal
- All proposals must show a portfolio of similar prior experiences and the results achieved.

## 2.2. Scope of work

### **Context:**

The Chaco biome is recognized as an important beef and soy producing region with all the related environmental impacts. International actors perceive greater resistance among farmers, less advanced data and monitoring capabilities by local and federal governments, and lack of compelling commitment by governments in Argentina and Paraguay toward forest protection. While TFA has made important inroads over the last 12 months, local stakeholders have not yet internalized international companies and financial institutions are focused on deforestation and conversion-free (DCF) commodity sourcing and finance, either voluntarily or because they expect their regulators will compel them. Correcting this disconnect is at the core of the TFA Chaco program. It aims to build trust amongst stakeholders partly by building consensus around the opportunities and challenges for DCF production.

Sectoral agreements have the potential for conservation impact at scale, i.e., producers, companies and financial actors align on a common approach for a large production area, ideally with support of the relevant jurisdictional authorities.

With a grant from the Gordon and Betty Moore Foundation (GBMF), the Tropical Forest Alliance (TFA) is supporting reaching and then implementing such agreements in the Chaco of Argentina and Paraguay over the course of the next three years. If successful, this initiative will make a meaningful contribution toward the goal of decoupling the production, sourcing and financing of soy and beef from ecosystem degradation.

TFA has been expanding on its expertise in building local multistakeholder coalitions and trust with local governments while at the same time leveraging its networks of international companies and financial institutions to continuously signal international market/demand pressure for forest and ecosystem conservation.

TFA is convinced that sectoral agreements for DCF beef and soy – wherever possible pursued in an integrated fashion – can be built around three pillars. Chief among them are financial incentives for producers to compensate them for their opportunity costs. Such incentives go beyond value chain incentives or financial incentives offered by financial institutions and extend to government subsidies and public credit which currently enforce the status quo. Market access as sole incentive is not enough. In any event, the access argument does little to convince the smaller producers that are not necessarily tied into export value chains. Government action to enforce existing laws with all producers, small and large, will also be important as will agreement on possible strengthening of traceability systems.

To build support for DCF commodity production in Paraguay and Argentina by 2024, TFA envisioned outcome focuses on delinking 40% of the soy market and 25% of the beef market from habitat conversion, evidenced by a critical mass of companies' adoption of credible DCF commitments and supplier tracking systems.

### **Key objective:**

Implement the Gran Chaco Communications Plan, providing support and coaching for the dissemination of the program and its agenda at the national and international press. The assignment comprises generating strategic content that enables the expansion of the program and the development and updating of messaging to allow strengthening the relationship with the different actors in the target value chains.

### Key activities:

- **Implementation of a Communications and Dissemination strategy** to ensure visibility and promotion of the TFA Gran Chaco program and dissemination of its results throughout the project.
  - Engage target audiences in the participatory processes (e.g., Dialogues) and keep them engaged and dedicated after the participatory processes are concluded
  - Increase target groups' commitment and involvement in decisions and actions to encourage stakeholders to shift towards more sustainable practices
  - Communicate and disseminate the results of the TFA Gran Chaco program within the project to relevant target groups
- **Development of Communications Materials:** Dissemination and communication activities in the project will focus on innovative and engaging ways to share results with diverse stakeholders. The vendor will develop a library of visual assets to support and amplify progress related to the project's implementation, including translation in English and Spanish.
- **Provide continuous support on advocacy and public sector engagement:**
  - Strategic support in the relationship process with key actors of the national and subnational government, including on-site support.
  - Promote the convening and support the dialogue between TFA and the government representatives to continue fostering the positive agenda within national and subnational government

### 2.3. Description of the Deliverables

- D1. Communication and Dissemination strategy Implementation Plan: detailed description of all actions to be conducted during the campaign and their timeline, all key messaging proposals, and dissemination options to reach target audiences.
- D2. Development of the visual assets' library (e.g., infographics, brochures, social media posts)
- D3. Development of planned and ad hoc communication pieces (e.g., articles, fact sheets, press releases)
- D4. Development of a messaging toolbox: The messaging toolbox is expected to be a tailored set of tools to adjust and adapt messaging when necessary, depending on the stakeholder and context, tailored for each target audience (e.g., public sector, producers, industry, etc.).
- D5. Coaching for media interview (including personal on-site coaching) at their own expenses (flights, accommodation, transportation, meals).
- D6. Engagement and maintenance of national and international press relations, national and subnational government representatives, including arranging and attending meetings and events
- D7. Monthly progress report indicating actions implemented and identifying opportunities and challenges for the program

### 2.4. Timeline

Proposals are due on 31 July 2022 and award will be made by 5 August 2022. Expected completion date of all work is 31 July 2023.

### 2.5. Pricing

- Proposals should be for a fixed price for the entire work, including all expenses and taxes, in US Dollars
- Offers based on input-based pricing will not be considered
- Proposals will be evaluated on both total cost and on value-for-money

The products/services proposed by the prospective supplier must be aligned with the values, principles and criteria set out in the Forum's [Sustainable Procurement Policy](#).