
World Economic Forum

**REQUEST FOR PROPOSAL FOR
COMMUNICATIONS AND MEDIA
RELATIONS SUPPORT FOR
TROPICAL FOREST ALLIANCE**

Contents

1. Introduction and instructions	3
1.1. Purpose of this Request for Proposal	3
1.2. About the World Economic Forum and the Tropical Forest Alliance	3
1.3. Supplier Instructions	3
1.4. Procurement Key Activities and Dates.....	4
1.5. RFP Evaluation Criteria.....	4
1.6. Queries about the Procurement.....	5
1.7. Proposal Submission Checklist.....	5
1.8. Points of contact	5
1.9. Provided Information.....	5
1.10. Confidentiality.....	6
1.11. Cost of Responding	6
1.12. RFP Errors.....	6
1.13. Liability	6
2. Specifications	6
2.1. Requirements.....	6
2.2. Scope of work.....	7
2.3. Timeline.....	8
2.4. Pricing.....	8

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 of digital campaign 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 Tropical Forest Alliance's global communications strategy by developing targeted campaigns, creating engaging content and providing results-driven social media management.

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 catalyse 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, as well as 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 March 10th, 2023, at 12:00 CET in electronic format to tfaprocurement@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 March 10 2023 at tfaprocurement@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 and answering the RFP Capability Questions in Section 2.6
- 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

Lucy Kitson
TFA Operations Lead
tfaprocurement@weforum.org

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 supplier must have expertise in the campaign communications field and possess extensive experience working on key global environmental and development issues, and high level events like New York Climate Week and COP etc.
- The supplier must have expertise in preparing key-talking points and training spokesperson on the overall narrative and setting the tone across different channels (from speeches to articles to social media)
- The supplier must have significant experience developing and executing compelling creative campaigns aimed at specific audiences including the private and public sectors and non-governmental organizations in both developed and developing countries.
- The supplier must have experience in media training spokespersons, pitching to environment journalists – across print and broadcast, and getting media mentions for key launches and high-profile events.
- All proposals must show a portfolio of similar prior experiences and the results achieved.

2.2. Scope of work

The purpose of this Request for Proposal (RFP) is to solicit proposals from suppliers who can support TFA's global communications priorities in relation to its media relations activities, which will include media monitoring, media placement of its spokespeople, support in developing messaging and communications for high level events and key launches.

The provider will need to use strategic and creative communications means to support the goals of the TFA workstreams. Global communications will need to be deployed to strengthen TFA's positioning and reputation to establish its leadership role convening the multistakeholder community, reinforcing the importance of collective action and highlighting overall progress and solutions. To achieve this, the provider will need to focus on three areas, namely strengthening TFA's global/regional alignment on messaging; providing an integrated and cohesive narrative for climate/food/land use/forests for broader WEF usage and leveraging key events to deliver global priorities.

TFA's target audiences:

- Policymakers
- Financial institutions and investors
- Agricultural value chain actors
- Civil society orgs
- High-profile business, financial and environmental media

Within this work, the selected agency will be expected to undertake the following activities listed below.

General TFA global communications:

- Position and strengthen TFA's voice as a leader on commodity-driven deforestation.
- Ensure consistency and confidence among spokespeople via new messaging and talking points.
- Raise awareness on the commitments and action across finance, business and policy.
- Engage journalists on these topics to influence the media conversation.
- Support TFA to leverage key moments, such as New York Climate Week, COP28 and Davos.
- Develop a message house for the TFA that is relevant and resonates with media and social media audiences.
- Develop key talking points document for individual teams and spokespersons of TFA, that informs the overall narrative TFA and sets the tone of the messaging across the house for upcoming events, publications and other knowledge products (like Op-Eds, blogs etc.).
- Pitch TFA's newsworthy stories, place TFA spokespersons and their quotes on relevant media and provide media support to the TFA Communications team during major global events and publication to increase TFA's visibility and media mentions across the year.
- Develop talking points and train relevant spokespeople for key high-level events and launches and media interviews.
- Media monitor key topics and themes that is covered by TFA including the Agricultural roadmap, provide strategic support in responding, reacting and managing to opportunities that arise for the roadmap, and other key TFA initiatives.
- Work together with the communications leads, agencies and other stakeholders in helping TFA to raise its profile across its audiences.

2.3. Description of the Deliverables

Based on the objectives and milestones described above, these are the key deliverables to be undertaken by the selected agency.

General TFA deliverables

1. Implementation of TFA global communications strategy and activity timeline across the year
2. TFA message house, issue briefs, and talking points for spokespeople as requested (eg. Finance, Private Sector, Policy)
3. Media support for TFA-related spokespeople around the year along with media monitoring for the topics and events as requested
4. Development and implementation of Communications Workplan and Calendar that align with and support delivery of the TFA Communications Strategy, and which are aligned with the various TFA campaign calendars
5. Communications toolkit for Roadmap signatory companies that includes the narrative; talking points; social media assets; Roadmap and commodity-specific FAQs, to support signatory companies with their own promotion and communication about the Roadmap;
6. Continued Media support for Roadmap related spokespeople through the year.

2.3. Timeline

Proposals are due on March 10, 2023, and award will be made by March 15, 2023. Expected completion date of all work is April 30, 2024.

2.4. Pricing

- Proposals should be for a fixed price for the entire work, including all expenses and taxes, in Swiss Francs (CHF)
- 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](#).