
World Economic Forum

**REQUEST FOR PROPOSAL FOR
COMMUNICATIONS & CAMPAIGN
SUPPORT**

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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 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 multi-stakeholder 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, as well as the Gordon and Betty Moore 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 17th, 2023, in electronic format to 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 March 14th, 2023, at 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 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
Operations Lead, Nature Based Solutions
Lucy.Kitson@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
- The service provider must have a proven track record in the production and dissemination of content for traditional and social media that has successfully advanced a specific campaign
- 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.
- All proposals must show a portfolio of similar prior experiences and the results achieved

2.2. Scope of work

Objectives

1. Communications Workplan in place that is aligned with and driving TFA objectives and mission.
2. TFA Social media channels are being effectively used to support achievement of TFA objectives and mission.
3. Communications tools, systems and digital assets are designed and shared to support TFA campaigns and for use by TFA and its partners across their own communications channels.
4. Communications activities are regularly monitored, tracked and reported on to inform TFA decision-making.
5. Provide support with the production of TFA Perspectives

6. Additional ad-hoc support delivered as requested by TFA.

2.3. Description of the Deliverables

The service provider will ensure:

1. 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
2. Development of Campaign-specific communications plans and tools for key TFA campaigns (e.g. TFA branding campaign, Collective Action Agenda campaign, COP26 campaign, forest positive supply chain campaign, campaign to promote partner actions, etc)
3. Design and management of campaign content, assets and tools that can be used by TFA and its partners across their own communications channels, in promotional/informational materials and for events to advance the objectives and mission of TFA. This includes the development of a Digital Communications Campaign Toolkit for use by TFA, its partners (e.g. public and private sectors, non-governmental organizations) and the World Economic Forum, including but not limited to:
 - a. World Economic Forum style campaign video shorts
 - b. Quote cards
 - c. Infographics
 - d. Animation-style content
 - e. Design templates for campaign digital presentations, e-pubs, web feature stories, etc.
4. Management of all TFA social channels and leverage of these towards delivery of the TFA objectives and mission, including but not limited to:
 - a. Alignment of social media channels, content and campaigns with the TFA Communications Strategy and TFA campaign messaging.
 - b. Increase audience engagement with TFA social channels
 - c. Strengthen recognition of the TFA brand and value proposition
 - d. Position TFA Executive Director as a key global thought leader and increase audience engagement with his official social channels
 - e. Regular flow of content aligned with campaign messaging and timelines
 - f. Produce monthly analytics reporting on various key indicators tbd
5. Development and management of analytics to regularly monitor, track and report on the effectiveness of the TFA Communications and Campaign activities, including social media, web, partner engagement, audience engagement, alignment with TFA objectives and mission, etc.
6. Work is delivered in a timely fashion under the guidance of the TFA Communications Lead.
7. Deliver the TFA Perspectives, a regular publication. The agency will be responsible for day-to-day editorial planning and management of the publication.
8. Provide design and promotional support for the content development, including publication platforms, film for promotion and a draft timeline for the project.
9. Additional creative, design, studio, strategy & project management time will be provided on an ad hoc basis as required.

2.4. Timeline

Proposals are due on March 17th, 2023, at 12:00 CET and award will be made by March 24, 2023. Expected completion date of all work is July 31, 2024.

2.5. 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](#).