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World Economic Forum

# Q&A

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## REQUEST FOR PROPOSAL FOR CROSS-REGIONAL COMMUNICATION & CAMPAIGNS IN LATIN AMERICA

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21 February 2023

1 – Clipping is a service provided by TFA or the agency should provide it? If so, we must know the key words and countries in order to get the correct budget;

TFA LATAM currently does not have a Clipping service. It is at the tenderer's discretion to include this service for the purposes of monitoring and measuring results, depending on its approach and technical proposal. Additional services such as Clipping can be presented separately from the main budget in the proposal.

2 – Translation: do you estimate something in that sense?

Estimated translation costs may be based on the volume of content indicated in section 2.3 Description of Deliverables as per the RFP. Additional services such as Translation can be presented separately from the main budget in the proposal.

3 – Transportation: do you estimate necessity of transfer by taxi to meetings and events as well? Or we can assume it will be expensive out of pocket?

Additional expenses such as Transfer by Taxi can be presented separately from the main budget in the proposal.

Proposals should be for a fixed price for the entire work, including all expenses and taxes, in US Dollars.

It is possible to include in the contract a provision for 'out of pocket' expenses in the performance of the Deliverables for which the service provider would seek reimbursement. Once contracted, the service provider must request approval from the TFA prior to incurring any costs (such as commuting). Subject to such approval having been obtained, the TFA will only reimburse the service provider for reasonable and documented costs and/or expenses incurred in the performance of the Deliverables. All expenses are subject to a cap to be agreed upon between the parties.

4 – Will you pay the retainer fee to the country hub (Brazil)? We must know in order to get the correct taxes.

It is up to the proponent to choose which of its branches will sign the potential contract, following the respective regulations of local fees and taxes. The preference of the RFP is that the coordination of the works be carried out in Brazil.

5 – Workload: 60% of the scope of work focused on Brazil and 40% for the other countries. Can you be more assertive on that? We're considering a team balance of 20% to Andean Area (Colombia+Peru) and 20% to Argentina+Paraguay.

The workload percentage is a reference to illustrate the volume of demands with each country, according to the current structure of communication services already available, pointing the focus to Brazil, given the size and complexity of the agenda related to deforestation and production of key commodities (soy, beef) in that country.

6 – What are the main TFA initiatives in Brazil? How is the TFA structure in the country?

TFA's work in Brazil is guided by TFA's global strategy to support the private sector in achieving its commitments to reduce deforestation associated with agricultural commodities production. In Brazil, the focus commodities are Beef and Soy across Cerrado and Amazon biomes. Among some initiatives, we highlight:

- Brazil-China case: leveraging domestic beef supply chain sustainability advances in Brazil toward its major export markets, starting in China
- A positive future for Soy: Scaling-up Payments for Environmental Services associated with soy sustainable production
- Collective action agenda: (Gov engagement) a positive agenda towards legal compliance, traceability, and public-private incentives for DCF Agriculture
- Jurisdictional initiatives: promoting the DCF agriculture at the subnational level

TFA in Brazil is hosted by The Nature Conservancy, currently has 2 positions and works in partnership with several platforms such as Coalizão Brazil Clima Floresta Agricultura, and GTPS (Sustainable Livestock Working Group)

7 – How does TFA carry out external comms in Brazil right now? What are the expectations with this new partnership?

The Brazil Program currently counts with a communication agency to exclusively support the Brazil-China case project. The expectation is that, through this RFP, the selected service provider will be able to coordinate all communication services already in progress, consolidating all work plans across the Region in alignment with regional and global leadership team.

8 – Does TFA have a design team, or should we include design in our proposal?

TFA has occasional support for design and editorial layouts. Currently, there are 2 people partially allocated in Colombia and Peru, and 1 on-demand preferred service provider.

As per the RFP, design and editorial layout are encouraged to form part of the proposal.

9 – If so, how many pieces are you estimating per month, and of what kind of complexity?

The amount and complexity of design pieces are at the discretion of the proponent, depending on its approach and technical proposal.

10 – Will TFA provide the media and social monitoring, or is that something that we should include?

The global communications team is responsible for managing and monitoring TFA's social media

11 – Would TFA have a spokesperson per country? Would those spokespersons need specific training and if so, should we include it in the proposal? We know that Argentina & Paraguay do have.

In addition to the Regional Director, TFA LATAM has one Coordinator per Country (Brazil, Argentina, Paraguay, Colombia, Peru), who is usually the spokesperson for matters related to the country. It is encouraged, but it is up to the proponent to include specific training in the proposal, depending on their approach and technical proposal.

12 – The proposal says: *Engagement, interaction and relationship management with press representatives in all countries of the Latin America Region, and others (e.g., articles and news placed/pitched in EU and US media platforms)*. Does this mean that the comms and engagement plan will only need actions in the latam countries in which TFA has presence, right?

TFA expects the service provider to also engage, interact and manage relationship with press representatives also outside of Latin America as needed to promote articles and stores in EU and US media platforms.

13 – In every country asked in this RFP, we should consider agro and sustainability as the main focus? Or we should add anything else?

TFA's agenda is centered in tackling deforestation associated with agriculture commodity production (with emphasis on soy, beef, and palm oil. However, all issues related to this agenda should be considered for strategic matters.

14 – The aim is to approach only regional media and develop content to the local teams, right? Do you have confirmed some target media for the 5 countries?

The aim is to approach local, regional, and international media (this later when convenient, strategic). Target media for the 5 countries are expected to be proposed by the proponent.