
World Economic Forum

**REQUEST FOR PROPOSAL FOR
TFA & AGRI-COMMODITY
SECTOR ROADMAP'S
COMMUNICATIONS FOR COP27**

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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 of a narrative and communications plan for the Tropical Forest Alliance's (TFA) participation in COP27 and other major global events. 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 work, with a special focus on the [COP27 Agri-commodity sector Roadmap](#) (Roadmap) for enhanced supply chain action consistent with a 1.5°C pathway.

Background

TFA at COP27

The TFA regularly has a high-profile presence at COP27 (and other similar climate-related events such as regional climate weeks) that requires communication support. Although most of the focus for this year will be on the agri-commodity sector roadmap (see below), there will likely be other deforestation- and commodity supply chain related events and initiatives that will require communications support. This will include the following: overarching narrative and message development; media relations support to the TFA executive director and other relevant staff; and content development for other TFA initiatives.

The COP27 Agri-Commodity Sector Roadmap

Recent research indicates that the food system is responsible for approximately one third of global GHG emissions, with the majority coming from agriculture and the "associated land use and land-use change activities."¹ To support the transition to net-zero, companies with significant exposure to land use change in their operations and supply chains must accelerate action, in particular on commodity-driven deforestation. **At COP26, the CEOs of 13 agricultural trading and processing companies – ADM, Amaggi, Bunge, Cargill, COFCO International, Golden Agri-Resources, JBS, Louis Dreyfus Company, Marfrig, Olam Agri, Olam Food Ingredients, Wilmar and Viterro – signed a joint statement committing to developing a shared roadmap for enhanced supply chain action consistent with a 1.5°C pathway.** The 13 companies represent a combined annual revenue of ~500 billion USD and significant market share of key agricultural commodities such as soy, palm oil, cocoa and cattle. The statement encapsulates a shared commitment to halt forest loss associated with agricultural commodity production and trade and to accelerate action to achieve a 1.5 degree world.

The roadmap is being developed through a collective process with the company signatories, facilitated by TFA and WBCSD. Building on the intent of the Statement at COP26, the companies have agreed that the scope of this Roadmap is land use change, and more specifically deforestation. In other words, this Roadmap lays out actions that these companies take, individually and collectively, to *contribute* to a 1.5 future by driving down emissions from land use change, in particular deforestation, in their supply chains. The group fully recognizes that they have an important role to play as a sector in addressing other sources of emissions across scopes 1, 2 and 3 (eg methane emissions, inputs, processing, transport) but given the significant impact of land use change on emissions, and the

¹ Crippa, M., Solazzo, E., Guizzardi, D. *et al.* Food systems are responsible for a third of global anthropogenic GHG emissions. *Nat Food* **2**, 198–209 (2021). <https://doi.org/10.1038/s43016-021-00225-9>

broader benefits of halting commodity-driven deforestation, land use change is the scope of this particular Roadmap.

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 August 18th, 2022 at 17:00 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. Proposal Submission Checklist

Proposals must include:

- A narrative describing previous experience in similar projects and answering the RFP Section 2.3
- A description of methodology and key products to be developed
- A maximum of 10 pages total
- A pricing proposal following the requirements in Section 2.5

1.7. 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

1.8. 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.

1.9. 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.

1.10. 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.

1.11. 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 developing communication plans (including traditional and social media) for high-level events
- The service provider must have a proven track record in developing media and target-audience-friendly narrative

- 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)
- 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 COP27, which will include the development and implementation of an integrated communications strategy and a toolkit for the COP27 Agri-Commodity Sector Roadmap (the Roadmap). The goal is to elevate and showcase the Roadmap in the context of COP27 and to highlight the significance of this sector taking ambitious action to tackle the climate crisis.

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.

COP27 Agri-Commodity Sector Roadmap narrative and communications:

- Develop an integrated COP27 communication plan for the Roadmap including paid, earned, shared and owned media strategies; with a focus on earned and owned.
- Develop a narrative tailored to the Roadmap's target audience;
- Develop and implement a series of articles that will reach the target audience for the work, including appropriate corporate leadership;
- Talking points and training for relevant spokespeople at COP27 and beyond;
- Co-ordination and alignment with other deforestation-related initiatives;
- Media pitching for the Roadmap;
- Roadmap announcement planning;
- Social media support for announcement;
- Monitoring of communications performance.

Roadmap's Target Audience:

- Global stakeholders focussed on the climate agenda: senior leadership including policy makers, financial institutions and investors, agricultural value chain, and civil society organisations,
- COP27 Audience: same as above and in particular climate community

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, COP27 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.

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. TFA global communications strategy and activity timeline, focused around COP27
2. TFA message house and selected issue briefs (eg. Finance, Private Sector, Policy)
3. Selection of written TFA case studies (tbc)
4. Speakers' bureau including internal TFA spokespeople and external partners
5. Talking points for spokespeople
6. Media support for TFA-related spokespeople before, during and after COP27
7. Integrated communications toolkit & plan for new TFA executive director

Roadmap-specific deliverables

8. Roadmap's Integrated communications strategy and implementation plan, focused around COP27;
9. Media-friendly narrative for the Roadmap;
10. 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;
11. Announcement planning at COP27;
12. Media support for Roadmap related spokespeople through January 2023.

2.4. Timeline

Proposals are due on August 18th, 2022 and award will be made by August 24th, 2022. Expected completion date of all work is end of January 2023. Interim milestones will be agreed once work is underway.

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](#).