
World Economic Forum

**REQUEST FOR PROPOSAL FOR
COMMUNICATIONS &
DISSEMINATION CAMPAIGN**

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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. The supplier will develop a **communication and dissemination strategy** to raise awareness on the topic of beef supply chain sustainability and the trade relations between Brazil and China, seeking for achieving engagement and commitment from a multi-stakeholder audience. 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 initiative of deforestation-free supply chains by developing targeted campaigns, creating engaging content and providing results-driven social media management highlighting the current situation of beef trade between Brazil and China, the benefits of adding sustainability criteria in the imports, and the results of Dialogues and studies commissioned by TFA and its consortium partners, among other topics.

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 May 9th, 2022 at 17h00 CET 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 May 5th, 2022 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
- 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

Jessica Maillot
TFA Project coordinator
Jessica.maillot@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 desired supplier must have expertise in the development and implementation of Communications and Public Relations strategies, including press relations, for social and environmental organizations, with strong connections with traditional and social media' key players on the field of environment, agribusiness, international relations, and politics, with experience on innovative methodologies to support TFA on its objective.

- Proven experience with Brazilian and international media involved on agriculture, environment, and international/global relations
- Understanding of the political and cultural background in Brazil and China, especially regarding trade relations
- Experience with diverse group of stakeholders (also multistakeholder's platforms), particularly civil society organizations, government representatives, private sector and agribusiness' associations
- Strong experience with the production and dissemination of content for traditional and social medias
- The supplier must have a minimum of 5 years of relevant work experience, including but not limited to developing innovative and user-friendly digital campaigns

- The service provider must have a proven track record in the development and implementation of communications strategies and campaigns related to environment, agriculture, and sustainable development
- The supplier must have 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
- All proposals must show a minimum 2 examples of the productions and results similar to the requirements of this assignment recently executed and a detailed list of relevant projects the supplier has been conducting in the last 3 years

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 the webpage described in the session 2.2 including visuals for the page and the relevant proposed communications materials directly linked and suitable for social media usage
- The proposal is expected to comprise production of content, 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, beyond the scope of the current RFP
- Professional resume and main roles of all team member that will conduct the work described in the proposal

2.2. Scope of work

Context and Background:

Pasture expansion for beef production is one of the main drivers of deforestation in Brazil, historically accounting for roughly 80% of forest loss. Internal consumption absorbs 70% of the beef production, and exports are rapidly increasing its share, with China being the individual largest importer. While actors in Brazil have made significant progress towards sustainability in the beef value chain in the past decade by signing deforestation-free agreements, launching monitoring systems, creating protocols, and engaging in a transparency agenda through dialogues, China has been moving at a slower pace when it comes to the sustainability of their imports. The Chinese government has expressed a growing commitment toward environmental protection but there hasn't been an implementation plan regarding commodities in the beef sector. Nevertheless, some steps have been made and the China Meat Association recently launched a Specification for Meat Industry Green Trade that pushes for the elimination of illegal meat sourcing and avoiding purchasing from high deforestation areas.

In China, The Tropical Forest Alliance (TFA) supports Chinese companies and the government to strengthen President Xi Jinping's vision of ecological civilization within global soft-commodity supply chains. With the strong engagement and dedication of the Chinese government, businesses, and civil society leadership, TFA China is building collective action around solutions to reduce commodity-driven deforestation – from the demand side. In 2021, TFA China contributed to the political declarations on addressing global deforestation through international cooperation. It officially established TFA China Steering Committee with stakeholders from business, government, academia, and civil societies. For 2022, priorities include convening policy dialogues and jurisdictional dialogues for public-private partnership on soft-commodity supply chains (i.e., EU-China, LA-China, SEA-China).

In Latin America, TFA supports the implementation of private sector commitments to remove deforestation from the supply chains of agricultural commodities such as palm oil, beef, cocoa, dairy, soy, and coffee. It operates through the engagement and articulation of local actors in the construction of national and regional agendas and collaboration, establishing links between global commitments and local actions, guaranteeing impact and concreteness to the deforestation-free movement.

TFA Latin America has hosted a series of Dialogues involving key actors in the soy, beef, and cocoa value chains to agree on collective action in the form of Public Private Roadmaps. Throughout 2020 and 2021, TFA led public-private Dialogues with the main stakeholders of the beef sector in Brazil and China to discuss the opportunities and challenges for a Brazil-China collaboration towards a more sustainable, safe, and productive beef trade relation that will benefit all actors in the supply chain. TFA also commissioned studies on the Beef trade relationship between Brazil and China, and the current situation and the positioning of the stakeholders in this value chain.

In 2022, through a grant from the Partnerships for Forest program (BEIS-UK), TFA will co-lead the agenda to lever domestic beef supply chain sustainability advances in Brazil towards its major export markets, starting in China. The project “Brazil-China: sustainable, safe and productive beef value chain” is supported by a consortium made up of TFA (including Latin America and China teams), WWF Brazil, and Imaflora, that will be key in the implementation of this agenda that seeks to promote a shared vision on minimum sustainability criteria for beef trade, formalize a public-private Brazil-China Beef Alliance and mobilize and catalyze a B2B commercial transaction grounded on a harmonized sustainable criterion.

The goal of a communication and dissemination campaign is to maximize opportunities to promote, communicate and disseminate results throughout the lifetime of the Brazil-China project, and beyond. This campaign will raise interest and awareness around sustainable beef trade practices, encourage key stakeholders to actively engage in the efforts underway such as the Dialogues, identify expectations among stakeholders and policymakers, and disseminate results in strategic and targeted ways.

The campaign should amplify current efforts toward sustainable beef trade between Brazil and China by disseminating quality communications material, including the design and implementation of a webpage with the aim of reaching key audiences and help strengthen the reach and impact of sustainability efforts to Brazilian and Chinese stakeholders.

The user-engaging webpage must have content placed in Portuguese (Brazil), English and Standard Chinese, with features suitable also for social media dissemination.

Key activities:

- **Communications and Dissemination strategy** that explains how the project will communicate its developments and outcomes, and how the project consortium will ensure visibility and promotion of the project and dissemination of its results throughout the project. Objectives:
 - To engage target audiences in the participatory processes (e.g., Dialogues) and keep them engaged and dedicated after the participatory processes are concluded
 - To increase target groups’ commitment and involvement in decisions and actions to encourage stakeholders to shift towards more sustainable beef trade patterns
 - To communicate and disseminate the results within the project to relevant target groups
 - To promote maximum replication of the project
- **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 communications material that amplify examples of sustainable value chains, develops general communications material related to the project’s implementation, including translation.
- **Webpage** with dynamic content and user-engaging visualizations
 - All content of the campaign should display cultural, gender, religion, race, nationality sensitivity and adaptability

- The webpage should operate in Brazilian Portuguese, English and Standard Chinese, with the user having the option of selecting the language. Content translation should be provided by the vendor
- Proposals including the use of social media platforms such as LinkedIn, Twitter, and YouTube are strongly encouraged

2.3 Description of the Deliverables

1. **The strategy and action plan for the communications and dissemination:** This strategy will include detailed descriptions of all actions to be conducted during the campaign and their timeline, all key messaging proposals for the website, and dissemination options to reach target audiences.
2. **Communications material package** that includes success stories (in Portuguese-Brazil, English and Standard Chinese), content for social media, messaging, talking points, PowerPoint slides, infographics, and others.
3. **Webpage for the awareness campaign developed and implemented**, including the relevant visuals and key message as described under the Scope of work in this RFP. Rate and the quality of user engagement monitored and additional improvement suggestions that might occur implemented during the piloting phase.
4. **Report that evaluates the effectiveness of the dissemination and communication strategies** using feedback from the target audience and tracking usage and traffic sources for social media. The report shall also include governance procedures in place to review and updated guidelines based on recommendations.
5. **Updated communications plan** based on the dissemination report and **final report** delivered summarizing all the activities conducted under the assignment, including all engagement on the website.

2.3. Timeline

Proposals are due on May 18th, 2022 and award will be made by May 31st, 2022. Expected completion date of all work is 30 March 2023.

2.4. Pricing

- Proposals should be for a fixed price for the entire work, including all expenses and taxes, in the local currency of the country where the supplier is based
- If based in Brazil, proposals shall be priced in GBP
- 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](#).