
World Economic Forum

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

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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 communication and campaigns strategies in the environmental field and creating a wide range 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 Latin America regional initiative of promoting deforestation-free supply chains by developing and implementing a cross-regional communication strategy and targeted campaigns.

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.

1.2. 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)

1.3. Procurement Key Activities and Dates

Suppliers are asked to provide the response by **February 28th**, 2023 in electronic format to ffaprourement@weforum.org.

Responses received after this time will not be considered.

1.4. 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.

1.5. Queries about the Procurement

Any questions about the procurement must be submitted by e-mail to TFA by **February 23rd** 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.

1.6. Proposal Submission Checklist

Proposals must include:

- A narrative describing previous experience in similar projects
- A description of methodology to be used
- A maximum of 15 pages total
- A pricing proposal following the requirements in Section 2.5

1.7. 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

Operations Lead, Nature Based Solutions
Lucy.kitson@weforum.org

1.8. 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

1.9. 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.

1.10. 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.

1.11. 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.

1.12. 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 and extensive experience in the development and implementation of communication and engagement plans
- 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 and advocacy
- Experience with diverse group of stakeholders, also multistakeholder's platforms, particularly civil society organizations, government representatives, private sector, producers and agribusiness' associations
- Proven track record in delivering successful regional and international communication campaigns to multistakeholder platforms and/or civil society organizations and proven track record in the development and implementation of communications strategies and campaigns related to environment, agriculture, and sustainable development
- Strong experience with the production and dissemination of content for traditional and social medias
- Understanding of the political and cultural background in Latin American countries
- Territory and action coverage in all countries in which TFA operates: Argentina, Brazil, Colombia, Paraguay and Peru.

- Ability to proofread, translate and deliver all materials in English, Portuguese and Spanish
- Experience with preparation and facilitation of events, presentations, webinars, forums and/or strategic meetings.

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
- 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 members that will conduct the work described in the proposal

2.2. Scope of work

Context:

The Tropical Forest Alliance Latin America (TFA LATAM) implements a strategic national-regional workplan focused on:

- Creating an effective bridge between Latin American countries and between the region and the global community, through integrating local knowledge with global collective actions based on a comprehensive understanding of deforestation root causes and required enabling environment to improve commodity sector sustainability through further cooperation
- Engaging private sector and global stakeholders in five key geographies (Brazil, Argentina, Paraguay, Peru & Colombia) as a pathway to reduce commodity-driven deforestation, additionally supporting the local players in the build-up and implementation process of a common view for a forest-positive economic development
- Enhancing Latin American sectoral deforestation-free initiatives and the positive impacts on sustainable production and responsible consumption.

Key objective:

- Develop and implement a Regional Communications Strategy and Plan, consolidating and balancing actions already underway in each country, in order to position the LATAM agenda in the global context and strengthen TFA's presence in the region. The communication plan and targeted campaigns must be aligned with the TFA Global Communications Strategy and local/national campaigns that highlight and amplify voices that contribute to raise the aspiration and commitment of stakeholders around deforestation free agendas.
- The workload should consider 60% of the scope focused on Brazil and 40% for the other countries. Preferably, the focal point for coordinating the work should be based in Brazil.

Key activities:

- Prepare and develop key strategic messages about TFA Latin America focused on Amazon, Cerrado and Gran Chaco Biomes, mainly on key commodities as soybean and beef and jurisdictional initiatives where TFA is active, from a national, regional and global perspective, raising that information to a strategic level, towards new spaces and actors.
- Create engaging and results-driven content, focused on national and international press and social media, targeting TFA's appropriate audience, remarking aspects of Tropical Forest Alliance Latin America's workstreams, on how it works to satisfy the improvement of conditions of producers, supply chain stakeholders and the planet.
- Develop a communications plan for presentations focused on the regional work being developed, along with its achievements and milestones.
- Engage and garner the traditional media's interest on relevant aspects of the TFA Latin America regional work, actively interacting with them through different platforms and channels.
- Support the preparation and facilitation of events, presentations, strategic meetings, webinars, forums and other types of gatherings that could help elevate and highlight TFA's work in Latin America.
- Coordinate, oversee and engage with the current contractors, along with the work being developed, in order to guarantee uniformity and balance – ideally, with monthly calls for alignment and coordination.
- Provide advice for communications joint actions in alignment with TFA global and local partners in the Region.

2.3. Description of the Deliverables

1. A Regional Communications Strategy and Plan for 2023-2024, consolidating all inputs and ideas for implementation.
2. A comprehensive Message House to help TFA LATAM team and contractors stay on message in their marketing communications across different channels and geographies.
3. An Editorial Calendar for engaging with traditional media and social media channels.
4. Monthly articles and press releases to engage with traditional and social media (2 per month) alternating among themes and countries, according to the Editorial Calendar.
5. 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).
6. Extensive slide deck (PowerPoint) that would describe a broad view of TFA LATAM, including the work being developed in each country.
7. A series of Fact Sheets for each country and its related commodities (up to 12).
8. A series of One-Pagers for each country and its regional projects and initiatives (up to 12).
9. Ad hoc briefings, talking points and PowerPoint presentations for events and strategic meetings (up to 6/year).

10. A bi-monthly progress report. Measuring results should include, but not be limit to: Clipping and qualitative analysis for press relations; Number and nature of comments (positive/negative), likes/shares/prints on social media.

11. A template and write-up of a summarized annual report to external audiences, including the year's remarks for the region, based on TFA's inputs throughout the year.

2.4. Timeline

Proposals are due on **February 28th**, 2023 and award will be made by March 20th 2023. Expected completion date of all work is December 30th, 2023, potentially renewable for an additional 12 (twelve) months.

2.5. Pricing

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