



## **REQUEST FOR PROPOSAL**

**RFP-0223-Comms-2020**

### **CONSULTANCY FOR A PR COMMUNICATION AGENCY FOR A THREE-YEAR FRAMEWORK AGREEMENT**

**CLIENT: ALLIANCE FOR GREEN REVOLUTION IN AFRICA (AGRA)**

Issue Date: **2<sup>nd</sup> June, 2020**

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AGRA reserves the right to determine the structure of the process, number of short-listed participants, the right to withdraw from the proposal process, the right to change this timetable at any time without notice and reserves the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party.

### Synopsis of the Request for Proposal

|   |   |
|---|---|
| Solicitation Reference No.                                    | <b>RFP-0223-Comms-2020</b>  |
| Title of Solicitation   | <b>CONSULTANCY FOR A PR COMMUNICATION AGENCY FOR A THREE-YEAR FRAMEWORK AGREEMENT</b>   |
| Issuing Office & Address                                      | Alliance for a Green Revolution in Africa (AGRA)<br>Website: <a href="http://www.agra.org">www.agra.org</a>   |
| Point of contact for clarifications, questions and amendments | AGRA General Procurement,<br><a href="mailto:Procurement@agra.org">Procurement@agra.org</a>   |
| Email Address for submission of Proposals/ Quotes             | AGRA General Procurement,<br><a href="mailto:Procurement@agra.org">Procurement@agra.org</a>   |
| Solicitation Issue Date                                       | June 2 <sup>nd</sup> 2020 East African Time.  |
| Deadline for submission questions and clarifications          | June 8 <sup>th</sup> , 2020 5:00PM, East African Time.  |
| Deadline for Answering questions and clarifications           | June 11 <sup>th</sup> , 2020 5:00PM, East African Time.   |
| Deadline for Submission of Proposals                          | June 19 <sup>th</sup> , 2020 5:00PM, East African Time.<br><b>Please include the subject line “RFP-0223-COMMS-2020” of the email</b>  |
| Anticipated Award Type  | <b>CONSULTANCY AGREEMENT</b>  |
| Evaluation Criteria   | <p>Bidder Must provide the below listed information</p> <p><b>Mandatory Eligibility Requirement</b></p> <ol style="list-style-type: none"> <li>1. Company profile</li> <li>2. Trading license or certificate of incorporation</li> <li>3. TAX clearance certificates</li> <li>4. Share at least three reference letters of similar work carried out</li> </ol> <p><b>Evaluation Criteria</b></p> <ol style="list-style-type: none"> <li>1. Organizational Capacity: .....10%</li> <li>2. General experience and experience in global communications and media engagement:.....20%</li> <li>3. Proposed methodology and approach criteria: .....30%</li> <li>4. Experience and Qualification of key personnel: .....40%</li> </ol> <p><b>Total: .....100%</b></p> <p><b>NB. The minimum technical score shall be 75%</b></p> <p><b>Technical weight: 80%</b></p> <p><b>Financial weight: 20%</b></p> |

## **1. Background**

Established in 2006, AGRA is an African-led, Africa-based and farmer-centered institution working to put smallholder farmers at the center of the continent's growing economy by transforming their farming from a solitary struggle to survive to a business that thrives.

Working in collaboration with our partners—including African governments, researchers, development partners, the private sector and civil society—AGRA's work primarily focuses on smallholder farmers - men and women who typically cultivate staple crops on two hectares or less.

In the current strategy, AGRA is supporting 11 African countries and 30 million smallholder farm households to increase their incomes and improve their food security. Under this strategy, AGRA will deliver through an approach that simultaneously catalyses change at farmer level, strengthens input and output market systems and puts government at the centre to enable and champion private-sector-led agricultural growth at national level.

## **2. Overall Objectives**

1. Conceptualize, produce and disseminate high level communications products in English and French
2. Deliver regular high quality coverage in top and influential global, pan-African and national media
3. Position AGRA as the go-to organization and thought leader on agricultural transformation in Africa
4. Support the production of insightful, reflective, inspiring and relevant content
5. Provide strategic 360 degrees communications support

## **3. Scope of Work and Deliverables**

### **a) Strategy Development**

- Support the development of a communications strategy
- Distil key messages for use in production of major communications collaterals.
- Provide guidance on the integration of traditional, emerging and social media for maximum impact.
- Conduct regular market research and advise on emerging approaches to optimize media coverage.
- Conduct daily media monitoring to identify opportunities for engagement and seize such opportunities for placement of AGRA messages.

- Provide support in the conceptualization and development of audio-visual products including story board development, scripting and editing

#### **b) Media Relations Management and Outreach**

The overall aim is to build a stronger relationship with top tier global, regional and national media outlets and journalists to increase AGRA's positive media coverage by about 35-50% above the 2017 coverage: <http://app.trendkite.com/report?id=6195d953-ef57-47d9-b927-b4131e9b98b5>.

The agency will:

- Lead the development of at least 10 high quality editorials and place them in influential traditional and emerging global and regional outlets like the New York Times, Ventures Africa, The Africa Report, CNBC-Africa, Al Jazeera, etc.
- Lead the development about 15-20 strategic press releases on AGRA's and African agriculture's main announcements and moments and place them in influential traditional and emerging global and regional outlets like the New York Times, Ventures Africa, The Africa Report, CNBC-Africa, Al Jazeera, etc.
- Secure 25 – 30 prime time one-on-one interviews for AGRA experts in major global media. This to include securing spots for AGRA's experts on continental and global panel discussions on agriculture and offering AGRA experts for comments on emerging agricultural related topics to global media
  - Prepare comprehensive briefing/speaking notes for the experts
- Provide strategic support in managing international media relations and grow the pool of journalists writing regularly on agriculture from broad perspectives including economic, scientific, social, political and technological.
- Conceptualize, plan, pitch and manage at least 4 high-impact site visits for international and local journalists
- Follow up on conducted interviews for filling, tracking of published stories and compiling coverage reports with lessons learned.

#### **c) Key Events and Moments**

The agency will provide a complete suite of communications support for key events and moments. There are currently 2 key events – namely The African Green Revolution Forum (AGRF) now in its tenth year and The Africa Food Prize in its fifth year.

***(i) The African Green Revolution Forum (AGRF)***

AGRA hosts the secretariat of the African Green Revolution Forum (AGRF), the premier agricultural platform on the continent that convenes every year to infuse momentum in the agricultural transformation agenda. AGRF is a partnership of over 20 institutions. Read more about the AGRF at <https://agrf.org/>

The agency is expected to produce the following where relevant in English and French:

- Develop the annual communications plan for the Forum including key messages.
- Produce key communications collaterals including
  - 15 press releases for Thematic Working Groups, the AGRF Launch and during AGRF.
  - 12 Op-eds – for Thematic Working Groups, the AGRF Launch and during AGRF.
  - Brochures.
  - Newsletters – one for each quarter and a daily newsletter during AGRF for each of the 5 days, blogs and partners' briefs as well as provide editorial support for all Forum materials.
- Develop, manage and implement social media plans for AGRF and all AGRF partners on all social media platforms.
- Produce at least 15 talking points and speeches for all high level AGRF speakers.
- Generate content for the AGRF website including sourcing content from the AGRF partners on a weekly basis.
- Mobilize high level national, regional and international media including sponsored media to participate and cover the Forum.
- Manage the media registration and accreditation.
- Organize and coordinate press events including briefing the speakers, preparation of media packs and management of interviews, have at least 25 media interviews with one for each of the 14 partners
- Organize at least 25 media interviews, 4 media briefing sessions and 3 field visits throughout the year in the lead-up to the Forum.
- Create an online Media Press Room in advance and ensure it is always updated
- Manage all live media coverage during the forum

***(ii) The Africa Food Prize***

AGRA hosts the secretariat of the Africa Food Prize that it manages in partnership with Yara International ASA (Yara), the EcoNet Foundation and Corteva AgriScience. This is a preeminent award

that identifies and recognizes outstanding individuals or institutions that are driving agricultural transformation on the continent. Read more about the Africa Food Prize at: <http://www.africafoodprize.org/>

The agency will:

- Continue driving media coverage for the current laureate by organizing a minimum of 10 high level media engagements, providing briefing/speaking notes and speeches and generating media products including at least op-eds and placing them in high level media outlets.
- Produce key communications collateral including 8 op-eds, brochures, newsletters, fact sheets and blogs as well as provide editorial support for all Prize materials.
- Provide media and communications support to drive nominations for the next cycle.
- Provide support in the conceptualization and development of audio-visual products including storyboard development, scripting and editing.
- Manage the opening and closing of nominations, announcement and award ceremony of the next winner by organizing and managing at least 4 press conferences/events, preparing and distributing at least 8 press releases, and organizing 20 media interviews for the laureate and the Prize committee members.
- Undertake weekly social media outreach for the Prize on all social media platforms.
- Generate content for the Africa Food Prize website to be updated on a weekly basis.
- Manage all live media coverage during the award ceremony

***(iii) Key Launches and Other Opportunities***

- Support the production and launch of major AGRA knowledge products like the Africa Agriculture Status Report (AASR) including: development of key messages, press release(s), organizing and managing the launch press conference and related media interviews and media field visits
- Identify and secure strategic speaking roles and other outreach opportunities for AGRA specialists
- Support the identification and enlisting of and engagement with strategic communications partners.
- Lead the preparation of major speaking points, comprehensive briefing notes and speeches for AGRA's management, experts and partners for use in outreach events.

- Regular conference calls with the AGRA Communications Unit and updates into a shared work plan.

**d) Provide Communications Support for the Launch of the Africa Agricultural Transformation Scorecard**

- Create awareness around the scorecard
- Organize and hold working groups meetings with Tier 1 contacts
- Develop a social media proposal and plan for pre-launch social media activity
- Produce and place Op-eds by key personalities and leaders.
- Organize and manage the launch event
- Design and manage the AATS website

**4. Duration:**

The initial contract will be for six (6) months. This will be subject to renewal twice subject to satisfactory performance and availability of budget.

**5. Reporting arrangements**

The consultant shall report to the Head of Communication who will assign all activities under the contract and approve all deliverables and invoices.

**6. Evaluation Criteria**

- i. Organizational Capacity :.....10%**
  - Company profile and company accreditations
- ii. General experience and experience in global communications and media engagement:.....20%**
  - Experience in related services or projects, experience in the region, number of years in business and client portfolio
  - At least three reference letters of similar work carried out
- iii. Proposed approach, methodology and work plan criteria:.....30%**
  - Understanding the project/assignment requirements, practicality of the proposed methodology relative to the context of the service, proposed work plan, staffing schedule, risk assessment and mitigation strategies integrated into the service, planning, appropriateness of the implementation schedule to the project timelines and project quality assurance measures
- iv. Experience and Qualification of key personnel:.....40%**

Team leader and key staff shall possess the following:

- Masters or Bachelors degree in communication, agricultural economics, rural development

- 5 years of demonstrated minimum experience in global communications and media engagement.
- Wide and proven experience in communication of agricultural transformation in Africa
- Exemplary analytical, writing and editing skills
- Proven ability to conceptualize, plan and execute ideas as well as transfer knowledge and skills.
- Excellent written, oral and comprehension command of English. Knowledge of French is an added advantage.
- Demonstrated ability to work independently and manage multiple projects and deadlines simultaneously with a sense of urgency;
- Ability to organize, manage and facilitate stakeholder engagements

**Total :.....100%**

**NB:**

- **Only proposals above 75% shall be considered for financial evaluation**
- **Technical weight shall be evaluated out of 80% and**
- **Financial proposals shall be evaluated out of 20%**

**7. APPLICATION SUBMISSION REQUIREMENTS**

The proposal should include:

**A. Technical Proposal**

- a) Company profile and company accreditations
- b) Proposed methodology and approach
- c) Proposed key staff, their roles including their CVs
- d) Relevant experience including list of clients and at least three reference letters
- e) Current company registration documents/certificate of incorporation

**B. Financial Proposal**

- i. A breakdown of the financial proposal in USD indicating daily rate of each of the proposed key staff and time input, detailed rate card and total cost of deliverables described under the scope of work, all applicable reimbursable expenses (international and/or local transport, accommodation as applicable);
- ii. All applicable taxes (VAT and withholding taxes) should be quoted separately;
- iii. If the financial proposal is silent on taxes, AGRA shall assume that these are inclusive;
- iv. Other costs, e.g. accommodation, travel, support staff, printing and other incidental costs shall be quoted and will be reimbursed based on the actual costs incurred.
- v. Use the template provided under annex 1 for the financial proposal. The detailed rate card can be added under the template for reimbursables.

**8. GUIDELINES FOR PREPARATIONS AND SUBMISSION OF PROPOSALS**

- The proposals SHALL be submitted to [procurement@agra.org](mailto:procurement@agra.org) by **deadline indicated in the synopsis**
- The proposal and ALL Attachments submitted via email SHALL **NOT exceed 10MB**
- VALIDITY of the proposal shall be for a period of 90 days from the date of bid closure.
- Financial proposal shall be sent as a separate attachment and **MUST be password protected. The password shall be requested from companies meeting the minimum technical score**

## ANNEX 1: Financial proposal template

### A. Financial proposal Form: Summary of Costs

| <i>Item</i>  | Cost                                 |           |            |
|--|--------------------------------------|-----------|------------|
|  |                                      |           |            |
|  | <i>{Insert Foreign Currency # 1}</i> | USD value | Total cost |
| <b>Cost of the Financial Proposal, including</b>   |                                      |           |            |
| <b>(1) Remuneration (from table A)</b>   |                                      |           |            |
| <b>(2) Reimbursables (from table C)</b>  |                                      |           |            |
| <b><u>Total Cost of the Financial Proposal:</u></b>  |                                      |           |            |
| <b>Indirect Local Tax Estimates – to be discussed and finalized at the negotiations if the Contract is awarded</b> |                                      |           |            |
| <b>(i) {insert type of tax}</b>  |                                      |           |            |
| <b><u>Total Estimate for Indirect Local Tax:</u></b>   |                                      |           |            |

## B. Financial proposal Form: Breakdown of Remuneration

Provide a breakdown of remuneration fees in the table below

| A. Remuneration    |                    |          |                                |                        |           |     |                |
|--------------------|--------------------|----------|--------------------------------|------------------------|-----------|-----|----------------|
| No.                | Name               | Position | Person-month Remuneration Rate | Time Input in Man-days | {Currenc} | USD | Total USD cost |
|                    | <b>Key Experts</b> |          |                                |                        |           |     |                |
| K-1                |                    |          | [Home]                         |                        |           |     |                |
|                    |                    |          | [Field]                        |                        |           |     |                |
| K-2                |                    |          | [Home]                         |                        |           |     |                |
|                    |                    |          | [Field]                        |                        |           |     |                |
| K-3                |                    |          | [Home]                         |                        |           |     |                |
|                    |                    |          | [Field]                        |                        |           |     |                |
|                    |                    |          |                                |                        |           |     |                |
|                    |                    |          |                                |                        |           |     |                |
| <b>Total Costs</b> |                    |          |                                |                        |           |     |                |

## C. Financial proposal Form: Breakdown of [Reimbursable Expenses]

Provide a breakdown of reimbursable expenses (if applicable)

| N <sup>o</sup>     | Type of [Reimbursable Expenses]                                   | Unit     | Unit Cost | Quantity | {Currency} | Total value in USD |
|--------------------|---|----------|-----------|----------|------------|--------------------|
|                    | {e.g., Per diem}  | {Day}    |           |          |            |                    |
|                    | {e.g., International flights}                                     | {Ticket} |           |          |            |                    |
|                    | {e.g., In/out airport transportation}                             | {Trip}   |           |          |            |                    |
|                    | {e.g., Communication costs between Insert place and Insert place} |          |           |          |            |                    |
|                    | { e.g., reproduction of   |          |           |          |            |                    |
|                    | {econsumables   |          |           |          |            |                    |
|                    | .....   |          |           |          |            |                    |
|                    |   |          |           |          |            |                    |
| <b>Total Costs</b> |   |          |           |          |            |                    |

## 9. Disclaimer

AGRA reserves the right to determine the structure of the process, number of short-listed participants, the right to withdraw from the proposal process, the right to change this timetable at any time without notice and reserves the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party.