



Request for Proposal
For a supplier to develop a media outreach plan to support activities for the 2016 International Year of Pulses
By CICILS-IPTIC (the Global Pulse Confederation)

22 December 2014

Overview:

CICILS-IPTIC (to be called the Global Pulse Confederation) is soliciting proposals from qualified suppliers in to help develop a media outreach plan to support CICILS-IPTIC's work in preparation for the 2016 International Year of Pulses (IYOP).

The supplier will work closely with CICILS-IPTIC to develop a plan to engage a variety of media over a period of about 15 months, starting in October 2015 and running through to December 2016. The media plan will be focused on international level engagement, building around an arch of events related to IYOP. Suppliers should demonstrate previous experience in building media outreach plans, knowledge of the food and agriculture sector and an ability to work across all forms of media (print, radio, TV, and social media)

All proposals must be received by 5:00 pm Central European Time on 17 January 2015.

Proposals and all enquiries are to be submitted via email to Isabelle@emergingag.com

CICILS- IPTIC reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage, as determined at the sole discretion of CICILS-IPTIC.

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1- About CICILS-IPTIC (to be called the Global Pulse Confederation) and the International Year of Pulses

The International Pulse Trade and Industries Confederation (CICILS-IPTIC) is head quartered in Dubai and licenced under the Dubai Government authority, Dubai Multi Commodity Centre (DMCC).

CICILS-IPTIC is the not-for-profit peak body for the whole global pulses industry value chain. As the sole international confederation for the industry it enjoys membership from 18 national associations (federations) and over 600 private sector members in an industry worth over \$100 Billion at the retail level and over 60 million tonnes in pulse production and distribution in over 55 countries.

The organisation represents the common good of all sectors of the global pulse industry value chain from growers and researchers, through input and logistics suppliers, traders, exporters and importers to government bodies, multilateral bodies, processors, canners and consumers.

CICILS-IPTIC is currently coordinating activities undertaken by the association (the International Pulse Trade and Industries Confederation) in the context of the IYOP to be held in 2016. To help deliver many activities and commitments CICILS-IPTIC is contracting a number of suppliers. CICILS-IPTIC secretariat is based in Dubai.

2- About the project

The IYOP (www.iyop.net) provides an opportunity to raise awareness and to celebrate the role of beans, chickpeas, lentils and other pulses in feeding the world. It can be a galvanizing moment to draw together key actors to further the contributions pulses make to health, nutrition, and sustainability

An International Year creates a unique opportunity to encourage connections throughout the food chain to better utilize pulse-based proteins, further global production of pulses, improve crop rotations, and address the challenges of trade of pulses.

The supplier is expected to contribute to the success of the 2016 IYOP by supporting the work of CICILS-IPTIC and will report to Robynne Anderson, President of EmergingAg, based in Canada, secretariat to the International Year activities of CICILS-IPTIC.

Specifically the supplier will be expected to develop a media plan that enables CICILS-IPTIC and its partners to garner visibility for IYOP and their contributions to the Year. The Year will be structured around five themes (Food Security, Creating Awareness, Market Access and Stability, Productivity and Sustainability, Health, Nutrition & food Innovation) that will have their own suite of activities but will also be joined together through a series of key events throughout the Year. CICILS-IPTIC and its partners are currently undertaking extensive outreach to governments, researchers, NGOs and other actors to ensure the Year sees significant commitments to work on pulses post-2016.

Three key moments will mark the Year:

- IYOP will launch in New York in late November 2016. The launch will be marked by a social event at the UN and an event at the Sackler Institute.
- Mid-year, the "Sustainable healthy diets conference" will follow the CICILS-IPTIC annual meeting in Istanbul in May 2015. The conference will mark the Year's 'peak'.
- The Year will wrap up at World Food Day on 16 October 2016 in Rome, Italy. World Food Day is marked every year at FAO with a day-long series of special events. In 2014, half the day was earmarked for discussions around the International Year of Family Farming and we

expect that in 2016 part of the day at FAO will also include IYOP. In addition, there will be an external event to mark the wrap up of IYOP.

National groups and thematic areas may have events or activities after 16 October as the Year comes to a close but in the overall arch of the year World Food Day will mark a symbolic end.

A consumer facing website will be developed for the Year and the supplier will also have access to a set of message maps to support its activities.

The media outreach plan should identify:

- Media targets for coverage, placing op-eds, blogs etc.
- A strategy for creating interest through the Year with examples of story leads and angles and creative strategies (such as media partnerships, photo competitions etc) to maximise media coverage
- Specific elements to drive social media coverage and link 'traditional' media outreach and social media
- Media assets that could be developed to further media outreach

The plan should focus on international coverage and media and consider how international activities can be leveraged by national teams to support awareness creation at the national level.

The submission should focus on the strategic aspect of the plan rather than on the implementation.

The full budget for preparing and executing the media outreach plan is \$100,000. \$15,000 have been allocated for the preparation of the media outreach plan.

Outreach will contribute to achieving success and outcomes should be measurable. The overall targets for the "Creating Awareness" committee have been identified and the media outreach plan should help reach those targets:

- Reach a global audience of 20-40 million by the end of 2016 via
 - 250,000 unique visitors to the website
 - Global media program audience of 15 million
 - Social media reach of 5 million Facebook / Twitter / Instagram use of hashtag #IYOP16
- 50,000 downloads from photo bank, and 50,000 views of IYOP videos
- 1000 ratings of recipes on recipe site

All suppliers are expected to provide all working documents, including their response to the RFP, in English. In addition, suppliers and their staff must be able to use English as their working language in their interaction with CICILS-IPTIC and EmergingAg.

3- The proposal

The proposal should contain the following:

1) Past experience and examples

Please provide a portfolio of relevant examples that showcase your ability to deliver the specific services outlined in this RFP, such as examples of media coverage obtained in the past. Where available links to online materials will be sufficient.

Familiarity and experience with the food and agriculture sector will be considered an asset.

2) The key elements of a media plan for the Year with suggestions as to what could be done by the supplier. Please outline how these activities would contribute towards meeting the stated key performance indicators (KPIs) outlined.

3) Proposed team

Tell us about your company.

- Who is on your team?
- What are their profiles?
- How would it be structured for this project?

4) References

Minimum of 2 references for your work.

5) Propose your fee structure for the project. The proposed structure must meet the maximum budget allocated for the project.

4- Submission of Proposal

Proposals must conform to the below requirements:

- Proposals are to be submitted via email to isabelle@emergingag.com.
- Proposals should be in English.
- All quotes should be provided in US dollars. The prices quoted in the proposal must be firm and must be valid for acceptance by CICILS-IPTIC for sixty (60) days from the RFP submission closing date.
- Proposal should be no longer than five pages in length.
- Appendices can be attached if necessary.
- Links to relevant work samples are appreciated.
- Deadline for submitting proposals is 5:00pm Central European time on 17 January 2015.
- Proposals received after closing deadline are unlikely to be considered. If the proposal is incomplete, conditional, obscure, ineligible or contains other irregularity it is unlikely to be considered.

5- Evaluation of responses

Responses will be evaluated based on the following criteria:

- Bidder's understanding of the terms set out in Section 3 and ability to meet the specifications stated in this section.
- Bidder's demonstrated skills, reputation, experience and financial stability.
- Cost competitiveness.
- CICILS-IPTIC reserves the right to interview potential resource(s) and reject or accept the Bidder's proposal based on the interview results.

6- Confidentiality & Non-Disclosure

Bidders agree to standard business practice related to the confidential treatment of information provided by CICILS-IPTIC while this agreement is in effect, and at all times thereafter, the successful Bidder and any officers, employees or agents of the successful Bidder:

- will treat as confidential all information, data, documents, and materials acquired or to which access has been given in the course of, or incidental to, the performance of the agreement,
- will not disclose or permit to be disclosed, to any person, corporation or organization such information, data, documents, or materials without first obtaining written permission from CICILS-IPTIC; and
- will comply with any rules or directions made or given by CICILS-IPTIC with respect to safeguarding or ensuring the confidentiality of such information, data, documents or materials.

This document must not be copied in whole or in part for any reason other than in the course of providing the information requested, without the expressed written permission of CICILS-IPTIC.



7- Right to approve sub-contractors

CICILS-IPTIC reserves the right to approve any subcontractors used by the Bidder and the Bidder must have the prior written approval of CICILS-IPTIC prior to contracting any subcontractor for goods or services related to this RFP or the subsequent agreement.