



Request for Proposal

Communications – Content Creators

TERMS OF REFERENCE FOR PROVIDER
January 2025

1 BACKGROUND

The Crop Trust, officially known as the Global Crop Diversity Trust, is a non-profit international organization that works to conserve crop diversity to protect global food security. The Crop Trust was established in 2004 through a partnership between the United Nations Food and Agriculture Organization and CGIAR, acting through Bioversity International.

2 OBJECTIVE

The Crop Trust is seeking to create a pool of consultants to support external communications and outreach. The selected consultants will create content, including written, multimedia, photography and graphic communications products.

3 GENERAL TERMS OF WORKING RELATIONSHIP

3.1 Working style

Work may include in-office activities or field work that requires travel. If travel is required, it will be organized by the Crop Trust and follow all Crop Trust policies. Consultants should be available for meetings during all or a significant percentage of Crop Trust core working hours from 10:00 to 15:00 Central European Time UTC +1.

3.2 Location

Content creation can be performed remotely, with final products sent electronically to Crop Trust headquarters in Bonn, Germany. Some tasks, such as video production and multimedia product creation, may require work on location.

3.3 Contract duration

Selected consultants will enter into a two-year contract with the Crop Trust starting in March 2025 with the possibility of extension. For the duration of this contract, tasks may be assigned to each consultant based on the Crop Trust's need and consultant's availability. For each task assigned, the Crop Trust and consultant will agree on scope of work, timelines and deliverables prior to the task starting.

3.4 Content and material provision

The Crop Trust anticipates providing source materials and direction for content creators to produce release-ready content. When content creators are involved in development of source materials, for example recording interviews to be used to produce a video, these tasks will be clearly defined in the activity scope of work.

3.5 Use of third-party providers

All work is expected to be performed by the contractors indicated in the response to this RFP.

4 SCOPE OF WORK

The Global Crop Diversity Trust is looking for a roster of content creation consultants, either individuals or consulting firms that can provide the services outlined. Under the supervision of the Chief Communications Officer, consultants are expected to produce release-ready communications products in line with Crop Trust brand guidelines. Consultants can apply to provide services in one or more service areas and should clearly state which service areas they are applying for in their technical proposal. Service areas include:

Writing

- Write, edit, and proofread a wide range of English-language content, including reports, press releases, web stories, articles, newsletters, speeches, web copy and marketing materials.
- Collaborate with subject matter experts to translate complex technical information into clear, engaging, and accessible language.
- Draft and edit any other outreach products as needed.

Multimedia

- Collaborate with the communications team to develop and implement multimedia strategies tailored to target audiences.
- Produce engaging multimedia content (videos, photo essays, animations, graphics, podcasts, etc.) for various platforms, including social media, websites and presentations.
- Develop storytelling-driven video content, including scriptwriting, storyboarding, filming, editing, and post-production.
- Design visually appealing infographics, motion graphics, and promotional materials aligned with brand guidelines.
- Record and edit release-ready audio or video products.

Photography

- Capture high-quality photographs of events, field activities, stakeholders, beneficiaries, landscapes or professional environments that effectively convey work and impact of the organization or our partners.
- Conduct photoshoots for specific communication needs, including portraits, group photos and branded content.
- Travel to project sites, events and partner locations as needed to document key moments and activities.
- Edit and retouch photographs to ensure professional quality and alignment with branding guidelines.
- Deliver images with captions in various formats suitable for web, print and social media use.

Graphic design

- Develop creative designs for a variety of materials, including reports, brochures, infographics, social media posts, presentations, event branding and digital advertisements.
- Create visually engaging and branded templates for recurring publications, such as newsletters or slide decks.
- Produce designs tailored for different platforms (e.g., print, web and social media), ensuring technical specifications are met.
- Layout reports, flyers, brochures and other printed promotional materials.
- Create infographics and illustrations.

5 MEASURING SUCCESS

Success will be measured by the production of high-quality, release-ready communications products (content) delivered on time and within agreed budgets. These include:

- Written content that aligns with the Crop Trust brand voice, style guidelines and stated objectives for each piece of content.
- Multimedia content such as videos, animations, photo essays or infographics that fulfill specifications and expectations as agreed by the Crop Trust and content creator.

- Photographs in line with the Crop Trust visual aesthetic as agreed by the Crop Trust and content creator.
- Graphic design in line with the Crop Trust visual identity and branding guidelines.

6 ACTIVITIES AND COSTS

Candidates should submit a technical proposal that outlines activities they will undertake to produce deliverables outlined in each applicable service area. For those applying as a team, the roles and responsibilities for each consultant should be specified.

Candidates should submit a financial proposal that includes a daily rate to perform activities in each applicable service area. For those applying with a team, the rates for each consultant should be specified. The Crop Trust defines a working day as 8 hours of work and partial days should be billed to reflect actual time spent performing specific tasks.

7 PROPOSAL COMPONENTS

Interested candidates should submit:

- A technical proposal that clearly states which service areas are included in your proposal. approach and methodology to creating content in those service areas, equipment to be used and expertise as a content creator
- A financial proposal that clearly states the cost to perform services for each relevant service area
- A current *Curriculum Vitae* or Statement of Qualifications in English (please include your current residence address, telephone and email address)
- Two or more samples of previous work (can be work performed for the Crop Trust)
- Filled out and signed supplier self-assessment
- Signed Declaration of Undertaking

8 PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated on the basis of:

- Technical proposal – Approach, methodology, expertise and proven experience in relevant service area(s) (50%)
- Financial proposal – Daily rates for each service area included in the proposal (30%)
- Responsiveness and communication (15%)
- Consultant self-assessment (5%)

For the above-mentioned items a series of quantifiers shall be used to objectively evaluate and compare bidder proposals.

9 VAT

The Crop Trust has tax exempt status in Germany and is eligible to claim back VAT directly from the Government. Please indicate clearly in your proposal if you will accept our tax exempt status by not charging VAT, and please budget accordingly. If you are not able to accept our tax exemption, the assessment of your offer will be based on gross amounts. Assessments of quotes from German companies are generally based on offers excluding VAT.

10 PROPOSAL APPLICATION & SUBMISSION REQUIREMENTS

- 10.1 Tender documentation should demonstrate that the interested supplier satisfies the conditions stated above and is capable of meeting the specifications and timeframes listed in the Terms of Reference. Documentation must also include supporting examples to address the evaluation criteria.
- 10.2 Failure to provide all proposal components for evaluation will mean your application will not be eligible.
- 10.3 Interested applicants are requested to submit their proposals based on the outlined above and the calendar of activities to the procurement office no later than 23:59 CET on 24 February 2025.
- 10.4 The bidders accept to be bound by their proposals for a period of 30 days following the deadline of submitting proposals as indicated in 10.3 above.
- 10.5 Only emails, including proposal documents, sent solely to: procurement@croptrust.org will be considered. **Please note, any documents sent (even in copy) to individual members of the Crop Trust, will be automatically excluded from the tender process.**

11 BACKGROUND INFORMATION

The Crop Trust seeks to build a roster of qualified content creators to produce release-ready English-language content to support communications, outreach and resource mobilization activities. Content creators can apply individually or as a team working for an agency. As the leading international organization focused on the conservation and use of crop diversity in genebanks, content creators who submit proposal should be familiar with one or more of the following: the organization, agriculture, agrifood systems, genebanks, conservation of plant genetic resources, developing economies, international development, and collaboration. The Crop Trust roster is anticipated to include multiple content creators with different skill sets to ensure the organization has options to choose for specific tasks. Tasks may include professional work performed in an office or field work, with travel organized and paid for by the Crop Trust. All content produced under this contract will be the intellectual property of the Crop Trust, with recognition given to content creators in by-lines and photo/video credits. The initial contract period is two years, with an option to extend. All qualified candidates are encouraged to submit a proposal. Each proposal should clearly state the skill sets and experience of the consultant or consultant team members, as well as the service area or areas covered in the proposal. Following submission of proposals, there will be a three to four week evaluation period. Please note that the Crop Trust may request more information during the evaluation period as part of the selection process.

12 General Bidder Information

Please note: for information or feedback on the procurement process, please address your email to procurement@croptrust.org

Please be advised that the Crop Trust is not bound to accept any proposal, nor award a contract or purchase order, nor be responsible for any costs associated with bidder's preparation and submission of a proposal, regardless of the outcome or the manner of conducting the selection process.