Communications and Resource Mobilization Support for One CGIAR

What we are seeking:
CGIAR will in 2020 complete a transition process that will move the organization from being a network of 15 research institutions to become One CGIAR with a reformed governance and operational structure to reflect this change. The new entity will need to make a considerable effort in communicating the changes, the benefits of One CGIAR, and in developing the identity, purpose values and vision/mission of the reformed organization. It will also need to make a concerted resource mobilization effort to achieve One CGIAR’s goal of doubling overall investments in CGIAR from 2018 levels, culminating in a major pledging moment in 2021. In this context, CGIAR is looking for communications and resource mobilization support from an external service provider.

Deliverables and timeline:
From July 2020 until December 2021, the service provider will produce and deliver the following work packages:

1- New Brand Identity (November 2020)
2- Investment Case (August 2020)
3- Communications:
   3.1 Communications and Advocacy Campaign Strategy (September 2020)
   3.2 Production of Communications assets and products (July 2020 to December 2021)
   3.3 Web Design (May 2021)
   3.4 Restructuring the Communication Function (October 2021)

General tasks include:
1- Brand analysis and branding recommendation
2- Developing an investment case
3- Communications:
   3.1 Developing a communications and advocacy campaign strategy
   3.2 Producing communication assets and products
   3.3 Designing a new website
   3.4 Recommendations for a strengthened communication function
Specific tasks include:

1- **Brand identity:**
   a) Based on an existing Landscape Analysis Report, develop an inclusive process for the creation of a new brand identity for One CGIAR.
   b) A branding recommendation, formulating – based on the analysis – a renewed brand identity that will reflect the high ambitions and aspirations of One CGIAR and unify One CGIAR’s staff, funders and partners behind a renewed vision, purpose and values; propose a renewal of the organizations core brand assets.
   c) A strategy for the launch and roll-out of a renewed brand (coinciding with CGIAR’s 50th anniversary in 2021) that will contribute to a strengthening of the organization’s visibility and respect.

2- **Investment case:**
   a) An investment case, to be produced by September 2020, setting out the value add and impact of One CGIAR’s work. The investment case should be written to address all different funding priorities, building on already existing work that has been done to determine return on investment of CGIAR’s research, on CGIAR’s track record and achievements in its 50-year history, but also adding further elements of value for money and impact.
   b) Input and ongoing strategic advice for a resource mobilization strategy leading up to a major pledging moment in 2021.

3- **Communications:**
   3.1 A communications campaign strategy to raise visibility, excitement about and support for One CGIAR’s mission and work, designed to support and amplify the organization’s resource mobilization effort. The strategy should be directly targeting key funding targets. The strategy must fully address the constraints that the current COVID-19 pandemic places on traditional communications tools and should include:
      a) A digital and social media strategy that through innovative means exploits the possibilities of online activities to counter the absence of physical events during and in the aftermath of the COVID-19 pandemic;
      b) A strategy to maximize the opportunities of international events (most likely from early 2021 onwards) but also consider the potential of creating tailored events to promote One CGIAR;
      c) A media outreach strategy, maximizing any opportunity to promote the new organization and highlight is research and value for money;
      d) A champions strategy that outlines how One CGIAR can recruit and make use of one or several champions and “ambassadors” to promote its work and increase visibility.
   3.2 Production of communications assets, including videos, memes, still photography, social media tiles, infographics and animations, web content and publications, drafted op-eds and messaging documents on an ongoing basis during the campaign period.
   3.3 Web design, to update CGIAR’s website to reflect the changes in organizational structure and branding, and develop special features, sections or mini sites to publish communication campaign materials and products, and showcase the science of CGIAR for maximum impact.
3.4 Support in restructuring the communications function within One CGIAR, including:
   a) An analysis of CGIAR’s current communications functions as well as its future needs;
   b) a proposed new structure and resource requirements for a One CGIAR communications function, including harnessing and maximizing the benefit of communications assets and expertise of the existing communications capacity within the new organization’s research entities, while ensuring a coherent, coordinated communications effort that “speaks with one voice”.

Knowledge, skills, and abilities:
The service provider should have proven experience in the following areas:
   • Having designed and managed major resource mobilization campaigns for international organizations with proven success;
   • Having developed investment cases and engaged with major public and private donors for funding contributions for development;
   • Having conducted several successful branding or brand renewal exercises for comparable international organizations;
   • Having executed or advised in major restructuring of communications functions of comparable international organizations.

The service provider should have proven expertise in the following areas:
   i. Branding;
   ii. Creative concept development, graphic design and layout, web design and development, animation, video production;
   iii. Media relations, digital and social media strategy and execution;
   iv. Editorial writing, copywriting and messaging;
   v. Communications, advocacy and resource mobilization campaign and strategy development;
   vi. Change management and organizational restructuring;
   vii. Investment case development.

Required format of response to RFP:
Your response should be prepared in accordance with the following table:

<table>
<thead>
<tr>
<th>Contents</th>
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<tbody>
<tr>
<td>Cover page, Include the project title (package that your bidding for, whole or in part) primary contact name, mailing address, e-mail address, and telephone number</td>
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<tr>
<td>1. Your understanding of our requirements</td>
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<tr>
<td>(informed by completing comparable assignments)</td>
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<tr>
<td>2. Your suggested Approach</td>
</tr>
<tr>
<td>a. Methodology for conducting the engagement including delivery on the engagement’s objectives</td>
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Contents

b. Detailed Proposed Work Plan including staffing/hours

c. How you will maximize the value add and minimize risk/fees

d. Proposed milestone timetable

3. Project team

a. Overview of your proposed team (organogram and primary point of contact, if applicable)

b. Overview of qualifications and relevant experience of proposed team (indicating whether any are contractors/sub-contractors) (detailed resumés may be included as Appendices)

c. Knowledge and experience of CGIAR/its Centers and similar organizations.
   - Examples of no more than three projects of similar size and complexity to the one described in this RFP, which the firm (or consortia) has completed during the past five years;
   - References from the project examples provided, including telephone and e mail contact information

4. Other Information

a. A statement disclosing whether the proposed team members have any real, potential or perceived conflict of interest and how it will be addressed.

5. Appendices (any other/supplementary information you wish to submit)

6. Proposed fee (to be sent as a separate Annex)

a. Quote in the form of a fixed fee (i.e. US$ amount) with a breakdown by activity; setting out expenses separately and the basis for calculation.

Evaluation Criteria:

Proposals will be evaluated based on the following dimensions.

**Approach and availability** (35% weighted)
The quality of the Consultant’s proposed plan, including demonstrated understanding of Resource Mobilization, Communications and Advocacy campaigns, branding, media outreach, web development, strategies to be utilized, likelihood of achieving project goals, division of the project into appropriate tasks, and the identification of hours and staff allocated to each task. This is a time-sensitive project and requires a start date as soon as possible after July 1, 2020.

**Skills and Experience** (35% weighted)
Consultant’s prior experience relevant to the proposed scope of work as evidenced by the examples of similar work; project staff experience and/or education with Resource Mobilization, Communications and Advocacy campaigns, branding, media outreach and web development relevant to the proposed scope of work, as evidenced by brief resumes of proposed staff members; and feedback from client references indicating Consultant is likely to achieve project goals.
Cost – Total project cost (30% weighted)
Clarity and relevance of cost proposal, including any alternative fee structures (i.e. fee caps, blended rates, fixed rates, pro-bono elements, or other reduced fee arrangement, etc.). Value for money as perceived by the CGIAR System Organization in the context of operating in a not-for-profit sector.

All proposals will be evaluated on a value-for-money, 2-step basis with the technical proposals and the financial proposals each being evaluated separately in the first round and then combined to determine best value for price.

The CGIAR System Organization reserves the right to consider proposals in whole and in part, and to propose the appointment of one or more applicants to the project in the form of a new consortia for delivery of the project with an identifiable project lead.

Schedule and Dates
The following schedule includes key milestones and their associated completion dates and is provided primarily for planning purposes. CGIAR System Organization may modify the project timeline at its discretion

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Target dates</th>
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<tr>
<td>RFP issued</td>
<td>May 26 2020</td>
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<tr>
<td>End of inquiry period for RFP clarification (bidder)</td>
<td>June 03 2020</td>
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<tr>
<td>Response to inquiries shared and FAQs published on CGIAR website</td>
<td>June 05 2020</td>
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<tr>
<td>RFP submission due (bidder)</td>
<td>June 15 2020</td>
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<tr>
<td>Notification to the successful bidder</td>
<td>June 24 2020</td>
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<tr>
<td>Contract execution with CGIAR System Organization</td>
<td>June 29 2020</td>
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<tr>
<td>Commencement of the engagement</td>
<td>July 01 2020</td>
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Draft contract terms are provided as Appendix 1 to this request for proposals: https://storage.googleapis.com/cgiarorg/2020/05/Appendix-1-CGIAR-System-Organization-Standard-Terms-of-Agreement-1.pdf

How to submit a proposal:
Please submit a narrative proposal and a budget proposal as two separate documents to smo-procurement@cgiar.org. Both documents can be attached to the same email.

Narrative proposal will consist of no more than 10 pages (excluding cover page and table of contents) using Microsoft Word or similar format, font size 11pt., margins no smaller than one-inch.

Budget proposal will be presented using Microsoft Excel or similar format and consist of, at a minimum, the following line items: consultant time, resources, travel. The budget will be presented in US dollars.
All proposals must be received no later than **12:00pm (CET), June 15, 2020**. Only electronically submitted proposals will be considered. Late proposals will not be considered.

**Who we are:**

CGIAR is a global research partnership for a food-secure future. CGIAR science is dedicated to reducing poverty, enhancing food and nutrition security, and improving natural resources and ecosystem services. Its research is carried out by 15 CGIAR Centers in close collaboration with hundreds of partners, including national and regional research institutes, civil society organizations, academia, development organizations, and the private sector. These 15 Centers have close to 10,000 staff based in over 50 countries.

The CGIAR System Organization, which is an international organization headquartered in Montpellier, France, provides governance to the CGIAR System in collaboration with the System Council and has about 40 staff. The Organization is committed to cultivating a work environment that reflects teamwork, gender equality, and respect for diversity. We endeavor to foster a multi-cultural environment that is free of any form of harassment and discrimination; and that embraces and values individuals regardless of age, ethnicity, race, gender, national or social origin, marital status or any other form of personal identity.

Please find more information about CGIAR at [www.cgiar.org](http://www.cgiar.org)