

RFP Creative and PR Agency

Questions & Answers

15 April 2025

Proposal Submission

In which format would you prefer the proposal to be submitted (Word or PowerPoint)?

A: Both Word and PowerPoint are acceptable formats as long as the technical proposal structure provided in the RFP is followed. Please only send PDF and limit the number of links you include.

Will you require language versions of the content?

If this makes reference to the RFP response, please only include the English version.

Budget and Financials

What is the budget ceiling or budget window for this two-year framework?

A: The framework agreement is worth an estimated 1m dollars over 2 years.

Reference is made to allocated budget for projects, how will this work in practice and what is the ratio of budget to Creative / PR.

A: There is a central communications budget managed by the Communications team. The ratio of creative/PR can't be determined at this stage. Additional projects might be allocated by other teams for communications projects.

Are there any CGIAR-determined maximum day rate limits (or deliverables rate limits) that we need to consider

No limit is currently set but as explained on the RFP, we are looking for an agency that has several dynamic rate cards to remain competitive globally. We will not select an agency with only one global rate card.

Agency Selection and Scope

How many agencies have been invited to submit proposals?

A: This is an open invitation; any eligible agency can participate.

Will CGIAR be hiring one or more agencies?

A: We are targeting one main agency, and we may be open to a secondary one depending on the quality of proposals. We are open to receiving bids from a consortium of agencies or agencies outsourcing some specific areas of the RFP.

Are you currently working with an agency that is supporting this work? Or, is this a new role?

A: No, this is new, there is no existing provider.

Is this work only for CGIAR System Organization or will the selected supplier(s) also be made available to specific CGIAR research centers as well?

CGIAR Research Centers may elect to participate. Many activities are delivered by CGIAR as a collective or by several Centers partnering together

Is CGIAR looking for an agency with global reach and representation in multiple countries?

A: Our preference is for an agency with a network of country desks, agencies or consultants so we can achieve global reach in CGIAR funder's markets but also targeted reach in countries where CGIAR operates.

If there are not specific tasks to be delivered, how would you like us to reflect back our project timelines in the proposal? Would this be illustrative only?

This is not an RFP for a specific project, this is an RFP for a framework agreement. The timeline will be determined at project level once the agency has been selected.

Brand Guidelines

When it comes to brand guidelines, would this be for CGIAR or for multiple research centers? Does it require developing an overarching brand guideline or multiple?

The framework agreement does not include the development of brand guidelines. The successful agency will have to apply and enforce the current brand guidelines for all projects they deliver.

Communications and Campaigns

This RFP will require development and implementation of communications campaigns, to be identified by CGIAR. Is there an estimate of how many campaigns per year are likely to be required?

A: No, however the main campaign will be a replenishment campaign launching at COP30.

Beyond the services already mentioned in the RFP, are there any other services that we should highlight expertise in that may be of future benefit or relevance to CGIAR?

A: The services mentioned in the RFP are the minimum requirements, additional services can be added as long as there is clear separation of the required services and any additional services proposed.

Are there specific campaigns already earmarked for the next two years, for instance, around specific themes or regions or targeting specific audiences (e.g. donors)?

CGIAR is launching a replenishment campaign at COP30 in Brazil. There are many other communications campaigns in other fields that will also happen in parallel¹⁶.

Could you provide details about the CGIAR Communications team members and their specific areas of responsibility?

The CGIAR communications team is responsible for events, campaigns, digital engagement, website management, and working very closely with other teams in resource mobilization and advocacy.

What are the roles within the CGIAR Communications and Outreach team, where they are located, and will they operationally support the development and dissemination services relevant to this RFP.

A: The central communications is mostly located in Montpellier, France. However, no communications project is ever delivered without the collaboration of communications staff located around the world in CGIAR Research Centers.

What is the reporting structure for the awarded agency.

A: The agency will report to the central communications team to ensure the framework agreement is running smoothly. If another team uses the services of the agency,

Are there any specific challenges you are facing in your current campaign development process that you are hoping this framework will resolve? Are there any global-local challenges and/or are there specific inefficiencies you would like to resolve?

The delivery of communications activities is highly fragmented and relies heavily on individual consultants. The administration of so many consultants and firms is too heavy for both the operations and communications teams. It also makes it difficult to ensure a cohesive narrative and brand. An agency will help address these issues¹⁷.

How do you expect the new partner to work together with internal, global and local teams? What has been their involvement in the creation and roll-out of campaigns to date? In an ideal world, how would you have that work in the future?

The selection panel will be made up of several representatives of different CGIAR entities.

What are the top three goals you target to achieve from this marketing program

This will be decided per project.

Market and Donors

What is the difference between existing and potential market?

Existing donors are governments or philanthropic organizations who are currently funding some of the work of CGIAR. Potential donors are government or organizations that have

been identified by the Donor Relations and Business Development team as having the interest and the funds to support CGIAR in the close future⁵.

Are there specific fundraising targets already established? And has the donor landscape already been mapped?

Yes, the donor relations and business development teams are managing existing and potential donors.

Please confirm which geographies are priority in Asia for PR

For resource mobilization Japan, China, Korea, Australia and NZ as well as the Gulf States. For other campaigns: Malaysia, Philippines, India, Bangladesh, Indonesia.

Rank the target geographies mentioned in RFP in order of priority

It is not possible to rank our target geographies. We do communications in all countries where CGIAR has operations. For resource mobilization, we classify donors in different categories but do not rank them.

Kindly define your primary and secondary target audience

This will be decided by project.

Media and Messaging

Do you have any media messaging documents from past year that we can refer to the tonality and status of external messaging?

Please look at the CGIAR campaign key messages¹⁰.

Who will be the spokespeople for media

Spokespeople include the members of the CGIAR Senior Leadership Team <https://www.cgiar.org/senior-leadership/> as well as senior scientists.

Creative Content and Toolkits

Under "Regular creative content updates", how frequent is "regular"? Are there specific formats (videos, infographics, reports) you expect consistently?

This will be decided per project.

Are there existing communication toolkits or messaging frameworks that we'll be expected to build on or adapt?

Yes, there is a large amount of message grids that have been developed over the years. These can be adapted, updated and streamlined.

Will your team provide access to photo/video assets or existing brand collateral for creative development?

Yes, we have a digital asset management library, that is currently being populated.

Are there particular behavioral change goals or calls to action you want to emphasize through content?

This will be decided per project.

[Website and Dashboard Integration](#)

Website- Dashboard integration – Clarify the type of dashboards you want for integration, and approximate quantity

Our website is built on Drupal and hosted Aquia Website Factory and the data saved in Microsoft Fabric. The RFP response should not include a quote, but rate cards for specific type of work. The number of website integrations will be determined at project level

Are there any website links for the website development scope?

There is no link we can share at this stage; the prototype is still being built. We are not asking for a quote in the FRP response but a rate card

[Tools and Software](#)

What tools and/or software do you currently have in place to measure the performance of content and/or campaigns (e.g. do you have active licenses with tools e.g Sprout social that you would like us to plug into for the evaluation reporting)?

We have subscriptions with Sprout, Meltwater, SplashThat, Altmetrics, Canva, Google Analytics and PhotoShelther.