

Request for Proposal (RFP)

MOCCA Visual Identity and Website

Date: December 13, 2018

Subject: Request for Proposal

TechnoServe invites your firm to participate in this competitive solicitation for developing a visual identity and website for TechnoServe's Maximizing Opportunities in Coffee and Cacao in the Americas Project (MOCCA).

General Background

About TechnoServe

[TechnoServe](#) works with enterprising men and women in the developing world to build competitive farms, businesses, and industries. A nonprofit organization operating in 29 countries, TechnoServe is a leader in harnessing the power of the private sector to help people lift themselves out of poverty. By linking people to information, capital, and markets, we have helped millions to create lasting prosperity for their families and communities. With [50 years](#) of proven results, TechnoServe believes in the power of private enterprise to transform lives.

About MOCCA

The *Maximizando Oportunidades en Café y Cacao en las Americas* ("Maximizing Opportunities in Coffee and Cacao in the Americas," or MOCCA) project will facilitate a resilient and growing trade of coffee and cacao across six countries in the Andean and Central American regions, sustained by profitable farmers making ongoing investments to maintain the health of their trees and the performance of their farms.

In addition to helping farmers by training them on climate-resilient agronomic practices (particularly the renovation and rehabilitation of coffee and cocoa plants), MOCCA will facilitate greater access to finance, expand availability of high-quality genetic material for planting, and augment research focused on developing more resilient varieties. The project will also link farmers to higher-value markets, helping them to earn higher incomes that they can reinvest into their farms.

This project will be implemented by a consortium of partners. TechnoServe will coordinate the project and lead activities in the coffee value chain. Lutheran World Relief will lead cocoa value-chain activities, with Rikolto managing the cocoa activities in

Ecuador. World Coffee Research (WCR) and Bioversity will spearhead research efforts, working with regional and national institutions. The Initiative for Smallholder Finance (ISF) will develop access-to-finance solutions for smallholders, and Conservation International will manage a grant facility for rehabilitation and renovation, as part of efforts under the Sustainable Coffee Challenge.

In order to achieve its ambitious targets, MOCCA will engage and partner with public and private actors in both sectors (only cocoa in Ecuador), including national and regional research institutions, trade associations, exporters, nursery operators, lenders, and processors.

As part of its strategy to foster lasting change across the market system, TechnoServe will combine direct implementation with a market systems facilitation approach, ensuring market actors are incentivized, capacitated, and networked to provide high-quality and affordable goods and services to farmers and other value chain participants, improving productivity and trade. Partnership with the private sector is vital to catalyzing sustainable market systems for these key commodities. The J.M. Smucker Company, a major purchaser and roaster of coffee, is providing significant funding to support this initiative as part of the MOCCA project, and the development of similar partnerships is key to MOCCA's success in bolstering these market systems.

The MOCCA Program is currently in its start-up phase and will begin implementation in the first months of 2019.

Scope of Work

Firms are invited to bid on either or both of these project components.

Phase 1: Brand and Visual Identity

The selected candidate will develop a visual identity for the MOCCA project. The MOCCA brand will unite the project's many partners and activities across several countries under a recognizable and cohesive visual identity. The brand will:

- Incorporate TechnoServe's brand colors and general style for cohesive visual identity (*Note: while the MOCCA brand should be congruous with TechnoServe's, its visual identity is not limited to TechnoServe colors and styles*)
- Evoke a sense of lasting change through market partnerships and innovations, and sustainable agricultural practices in the coffee and cacao value chains

Phase 2: Website

The selected candidate will use the aforementioned visual identity to design a website for the project, which the project communications team will then populate with content and maintain. The website will serve as the core digital platform to promote and share information about the project, and will seek to:

- Raise awareness of MOCCA's activities, events, progress, and impact across the region's coffee and cacao markets
- Emphasize MOCCA's market-systems approach and the role of diverse market actors in building more prosperous coffee and cacao value chains and livelihoods
- Cultivate partnerships with public and private stakeholders within the coffee and cacao industries
- Promote MOCCA's consortium of implementing partners and their events/activities as part of MOCCA (as part of the first listed item above)

The website will prioritize the donor (USDA), and industry stakeholders and prospective partners as key audiences, in addition development practitioners working within the coffee and cacao value chains. The website can be built on the vendor's platform of choice (although WordPress is preferred), and will be hosted on technoserve.org. Featured content may include:

- Context, including a brief overview of the importance of the coffee and cacao sectors in Central America and the Andean Region, and the role of rejuvenation and rehabilitation in improving coffee and cocoa livelihoods
- Basic project background and contact information
- "Partner" section with recognition for consortium leaders and call to action for prospective partners
- "Progress and Impact" section sharing project results, activities, and events to date and success stories (bandwidth for frequent or extensive updates may be limited, and an "Updates" section or social media embed may be preferable to a more robust "Blog" feature)
- Tone should be high-level and market-focused. There may be spaces to highlight technical components (finance, agronomy, seedlings, research, access to finance, etc.) but the focus will be on the items listed above

Key Deliverables

The successful candidate will work with MOCCA's Chief of Party and the TechnoServe HQ communications department to design a visually compelling visual identity and website, including the following key deliverables:

- MOCCA Logo (in English and Spanish)
- Brand guidelines, including co-branding guidance for implementing partners (for printed and digital materials, such as fact sheets, reports, video, etc.)
- Design of templates for MOCCA-branded: letterhead, fact sheets, and reports in Microsoft Word; PowerPoint presentations; signage; staff uniforms (shirts, hats); business cards; email signatures
- Production of branded website theme
- Design a website that employs current UX/design best practices – including cross-device responsiveness – to showcase the MOCCA Project's activities and impact in a streamlined, imagery-forward and easy-to-update structure, and cultivate partnerships
- Build site based on approved design and identified functionality (content will be developed and by the TechnoServe team based on content/format recommendations from the selected firm)

Period of Performance:

The period of performance of any contract resulting from this solicitation is anticipated to begin February 2019.

Budget

TechnoServe has earmarked a budget of \$10,000 for design and development of the MOCCA brand and website.

Submission and Evaluation of Proposal

Form/Content of Response

Please share your firm's qualifications to deliver on the requirements contained within this RFP and a monetary bid for completing such work. To assist TechnoServe in assessing your company's fit with our needs, your proposal should provide:

- Details on how your firm would address the needs identified above
- General background information about your firm and examples of relevant experience
- Detail on team members who would be working on this project and their relevant qualifications
- Sample work plan with project milestones
- Detailed cost proposal in USD, including a cost breakdown for your standard design and development process for each product
- Proposals should remain valid through February 28, 2019.

Criteria for Selection

The evaluation of each response to this RFP will be based on the criteria set out below. At the sole discretion of TechnoServe, the top proposals may be selected for follow-up questions.

- Experience & portfolio – 40%
- Work plan & project management approach – 30%
- Cost proposal – 20%
- Brand alignment & TechnoServe fit – 10%

TechnoServe reserves the right to award the contract to the bidder whose proposal is deemed to be in the best interest of TechnoServe.

Schedule of Events

- December 13, 2018 – RFP distributed.
- December 19, 2018 – Questions regarding this request may be sent to Anne Grigg at agrigg@tns.org. Responses to questions will be distributed on December 21, 2018.
- **January 8, 2019** – Proposals responding to the RFP should be sent electronically to Anne Grigg (Associate Program Manager, Latin America and the Caribbean) by agrigg@tns.org 9:00 AM EST.
- January 31, 2019 – Contract awarded; the firm with the winning proposal will be notified in writing.

Terms and Conditions

1. The Request for Proposal is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated above. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent or required by RFP.
5. All awards will be subject to TechnoServe contractual terms and conditions and contingent on the availability of donor funding.
6. TechnoServe reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TechnoServe reserves the right to accept all or part of the proposal when award is provided.
8. All information provided by TechnoServe in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TechnoServe is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TechnoServe, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.
11. Bidders are required to identify and disclose any actual or potential Conflict of Interest.