

Request for Proposals (RFP)
BeninCajù and CajuLabs Marketing Plan and Materials

Date: January 15, 2021

TechnoServe Inc. (TNS) –invites your firm to participate in this competitive solicitation for pricing, delivery and terms of potential sale on the following service for BeninCajù, a program implemented by the TNS office in Benin.

Introduction

Founded in 1968, TechnoServe is a leading nonprofit that helps people lift themselves out of poverty. Operating in 26 countries, we believe that everyone deserves the opportunity to build a better life. TechnoServe provides business solutions to poverty: a combination of deep knowledge of the people we work with, world-class market analysis, rigorous measurement and on the ground engagement with people. Our work enables small scale farmers and entrepreneurs to build a better future for themselves, their families and their communities. More information can be found at www.technoserve.org.

BACKGROUND

BeninCajù, funded by the U.S. Department of Agriculture, is an eight-year, industry-wide initiative to strengthen and expand the cashew sector in Benin into a more productive, competitive, and inclusive industry by working with farmers, processors, and policymakers. BeninCajù conducts training on improving farm management and post-harvest handling for producer groups; provides technical assistance for new and existing processing facilities; facilitates financing and market linkages for processors; and builds the capacity of industry associations and public sector agencies. Recently, BeninCajù received additional funding that will allow the project to extend into 2023 to support the implementation of innovative technological interventions that will expand the reach and deepen the impact of the program.

GENERAL REQUIREMENTS & SCOPE OF WORK

BeninCajù is looking for an individual consultant or firm to support the development and execution of a 12-month marketing and communications plan to showcase the innovative activities and technological interventions being implemented by BeninCajù to support the cashew sector in Benin. These innovations include scaling up access to high yield planting materials, an upcoming product realization lab, remote sensing and machine learning used to identify and analyze cashew plantations, online learning platform (MOOC) for processors, and an app to standardize the measurement of cashew quality, among others.

Specifically, BeninCajù is looking for an individual or firm to support the strategic planning, development and implementation of a 12-month marketing and communications plan, including:

- Identifying core messages, themes and audiences
- Supporting a local partner with recommendations and an action plan for their website and social media, to include a planning document and assistance in communicating the plan internally at TNS and the local partner
- Developing an article and derivative content based on TNS’s machine learning partner’s published research; working with TNS marketing team to promote

- Preparing, developing and reviewing marketing materials, including the release of a minimum of two slide decks, videos, briefing documents, scripts, and/or blogs per month, implementation plan and/or other materials identified in 12-month plan

PERIOD OF PERFORMANCE

The period of performance of any contract resulting from this solicitation is anticipated to begin on or about February 1, 2021 through January 2022. Proposals shall detail the estimated length of time required to accomplish all tasks/deliverables, with detail on individual activity implementation dates, as referenced in the Scope of Work.

WHAT TO INCLUDE IN YOUR PROPOSAL

Please provide two to three case studies (including a marketing plan and accompanying material) that best demonstrate your approach, capabilities, and results (if possible, please include at least one nonprofit client).

We would also like you to tell us about the following:

- In what areas does your firm have the most expertise?
- What is your approach to audience targeting? Which technology solutions do you use and how do you use them?
- What sets you/your firm apart from the others, and why?
- Percentage of nonprofit and for-profit clients.
- Program management process - what is your approach to managing project timelines and budgets? What tools and communication methods do you use internally and with clients to keep everyone aligned, organized and successful?
- What do you expect from clients in order to ensure a successful partnership?
- Team member bios that will be assigned to this project and their role within the project:
 - Years of experience
 - Previous work
 - Time with firm
- Three client references we may contact.

CRITERIA FOR SELECTION

The evaluation of each response to this RFP will be based on the requirements set out in the solicitation and any addenda thereto. At the sole discretion of TNS, the top proposals may be selected for follow-up questions or to provide an oral presentation. The following weighting and points will be assigned to the proposal for evaluation purposes:

Technical – 40%		
Quality of Work Plan/Proposal	25 points (maximum)	40 total points
Project Deliverables	15 points (maximum)	
Management – 30%		
Team Qualifications	15 points (maximum)	30 total points
Previous Experience of the Firm/Individual	15 points (maximum)	
Cost – 30%		30 total points
TOTAL		100 POINTS

TechnoServe reserves the right to award the contract to the organization whose proposal is deemed to be in the best interest of and most advantageous to TNS and the Donor. TechnoServe will not award a contract to any bidder where there is indication of a lack of business integrity. The Organization with the

winning proposal will be notified in writing. Those who were not selected may or may not be notified, at the sole discretion of TNS.

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 below. 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 the entire period provided by the respondent or required by RFP.
5. All awards will be subject to TNS contractual terms and conditions and contingent on the availability of donor funding.
6. TNS 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. TNS reserves the right to accept all or part of the proposal when award is provided.
8. All information provided in this RFP is offered in good faith. Individual items are subject to change at any time, and bidders will be provided with notification of changes. TNS is not responsible or liable for any use of the information submitted by bidders or any claims asserted therefrom.
9. TNS 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, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documents shall become property of TNS, subject to claims of confidentiality in respect of the response and supporting documents, which have been clearly marked confidential by the bidder.
11. Bidders are required to identify and disclose any actual or potential Conflict of Interest.

FORM OF RESPONSE

All proposals shall:

1. Be in the English language.
2. Contain detailed cost in US Dollar, with applicable Tax/Charges clearly identified.
3. Provide requested payment terms and conditions.
4. Describe the qualifications, experience and capabilities of the firm/individual in providing the type of services being requested by this RFP. Resumes of "key personnel" shall be submitted.
5. Include a contact name, email address, and telephone number to facilitate communication between TNS and the submitting organization.
6. A brief outline of the organization and services offered, including (as applicable):
 - Full legal name, jurisdiction of incorporation and address of the company
 - Full legal name and citizenry of company's President and all other officers
 - Year business was established

SCHEDULE OF EVENTS

1. Questions regarding this request may be addressed to Devon Melville, dmelville@tns.org and Seth Ayim, sayim@tns.org, and must be received no later than January 22, 2021. Responses to questions will be distributed to all interested parties no later than January 29, 2021.
2. Responses to the RFQ should be addressed to the attention Devon Melville, dmelville@tns.org and Seth Ayim, sayim@tns.org no later than **February 5, 2021**.

End of RFP