

Request for Proposal

Date: 8/31/2022

Subject: Communication & Branding Consultant, Tech Assist Acc. Prog (TAAP)

Reference #: P0013794

Introduction: TechnoServe is an international nonprofit organization that helps people lift themselves out of poverty by harnessing the power of the private sector. Operating in almost 30 countries, we work with hardworking women and men in the developing world to build competitive farms, businesses, and industries. By linking people to information, capital, and markets, we have helped millions to create lasting prosperity for their families and communities.

General Requirements: The requirements for TechnoServe's anticipated contract are listed below. A more detailed Statement of Work is also attached.

The Communications and Branding Consultant will be expected provide support to the TAAP team by contributing to the development of strategic marketing materials in the form of program collateral and progress reports as well as the content that will be housed on the program's central knowledge hub (managed digitally through an interactive TAAP landing page).

Period of Performance: The period of performance of any contract resulting from this solicitation is anticipated to be between the start and end dates listed below.

Start Date: 9/15/2022

End Date: 12/31/2022

Proposal Content Instructions: In addition to responding to the Statement of Work, all proposals must:

- Describe the qualifications, experience, and capabilities of the firm or consultant in providing the type of services being requested. Resumes or CVs of the consultant or any key personnel of the firm shall be submitted as an attachment.

- Estimate the length of time required to accomplish all requirements, with detail on individual activity implementation dates, as referenced in the Statement of Work.
- Contain a detailed cost breakdown with applicable taxes and other charges clearly identified (and be presented in conformity with any further instructions included in the Statement of Work). Consultants should provide their daily or hourly billing rate, or their proposed fixed fee for the requested deliverables.
- Provide at least 3 references for similar contracts with a description of the services provided, value of the contract, and the contract periods of performance.
- Include a contact name, email address, and telephone number to facilitate communication between TechnoServe and the submitting firm or consultant.
- For proposals from a firm, provide a brief outline of the company and services offered, including:
 - Full legal name, jurisdiction of incorporation, and address of the company.
 - Full legal name and country of citizenry of company's President, Chief Executive Officer, and/or all other principal officers of the company.
 - Year the business was established.
- If a consortium of firms or a team of consultants submits a proposal jointly, the above information should be provided for each member of the team.

To ensure consideration, all quotes must be submitted in the following language and currency, and by the due date noted below:

Language: English

Currency: USD

Submission Instructions:

All proposals must be emailed to the address below with your proposal attached in one or more files (PDF preferred). You will receive an auto-confirmation upon receipt. DO NOT email your proposal to any employee of TechnoServe or deliver your proposal in hard copy to a TechnoServe office. **Failing to adhere to these instructions may make your proposal ineligible for consideration.**

Email: buy+US+P0013794@tns.org

Order of Events:

This procurement will be administered in accordance with the following dates (subject to change at TechnoServe's sole discretion):

Date	Event
9/6/2022	Last date that questions and notice of intent to bid will be accepted. Questions and answers will be distributed to all known interested parties, so questions should not disclose confidential information, and all interested parties should submit a notice of intent to bid by this deadline to ensure they receive a copy of TechnoServe's response to questions.

Questions and/or notice of intent to bid should be emailed to:

dlape@tns.org

9/7/2022 Date that answers to questions will be distributed to all known intended bidders.

9/11/2022 Last date that proposals will be accepted by TechnoServe.

Terms and Conditions:

- The Request for Proposal is not and shall not be considered an offer by TechnoServe.
- All responses must be received on or before the date indicated on the RFP. All late responses will be rejected.
- All unresponsive proposals will be rejected.
- All proposals will be considered binding offers. Your proposal must be valid for acceptance for a minimum period of 90 days from the closing date of this solicitation.
- All awards will be subject to TechnoServe contractual terms and conditions and contingent on the availability of donor funding.
- TechnoServe reserves the right to accept or reject any proposal or cancel the solicitation process at any time, without assigning any reason, and shall have no liability to any vendors submitting proposals for such rejection or cancellation of the RFP.
- TechnoServe reserves the right to accept all or part of the proposal when awarding the purchase order/contract.
- All information provided by TechnoServe in this RFP is offered in good faith. Individual items are subject to change at any time and all known intended bidders will be provided with notification of any changes.
- TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement.
- Bidders are solely obligated to pay for all costs which may be incurred by the bidder or any third parties in connection with preparing the proposal.
- All proposals and supporting documentation shall become the property of TechnoServe and shall be treated confidentially.
- Bidders are required to identify and disclose any actual or potential Conflict of Interest.

Criteria for Selection:

TechnoServe's evaluation of proposals will be based on the factors set out below. At the sole discretion of TechnoServe, bidders may be selected for follow-up questions or to provide an oral presentation. TechnoServe reserves the right to award the contract to the bidder whose proposal is deemed to be in the best interest of TechnoServe. TechnoServe will not award a contract to any bidder where there is indication of a lack of business integrity.

Max Points	Criterion
30	Price, inclusive of all delivery fees and taxes
30	Technical approach
30	Relevant experience and past performance
10	availability

The attached Statement of Work represents an integral part of this solicitation.



TERMS OF REF. - Communications and Branding Consultant, Technical Assistance Accelerator Program (TAAP)

GENERAL REQUIREMENTS & SCOPE OF WORK

Assignment	The Communications and Branding Consultant will be expected provide support to the TAAP team by contributing to the development of strategic marketing materials in the form of program collateral and progress reports as well as the content that will be housed on the program's central knowledge hub (managed digitally through an interactive TAAP landing page).
Location	Nairobi, Kenya or Remote
Duration	4 Months
Reporting to	Deputy Program Director, TAAP

TechnoServe Background:

Everyone deserves the opportunity to build a better future. This simple idea has been at the heart of TechnoServe's work around the world for over 50 years. TechnoServe is a pioneer in leveraging the power of business and markets to create sustainable pathways out of poverty.

The low-income communities in which we work are full of enterprising people. Their small-scale farms and businesses are the keys to economic development. But they face many challenges: low literacy, lack of access to jobs and markets, unpredictable political dynamics and, increasingly, the effects of climate change. For many women and young people, the challenges are even more daunting. Working with TechnoServe staff, people around the world are lifting themselves out of poverty. The results are amazing...when incomes increase and living conditions for families get better, they are able to access health care and education previously out of reach. Communities and even whole countries are better off.

Program Description:

The first year of the Technical Assistance Accelerator Program (TAAP) investment will lay the foundation for a subsequent 4-5 year grant to increase relevant and sustained large-scale coverage of fortified foods. Under the initial TAAP, TechnoServe will develop, implement, and refine the model for the larger TAA program: establishing a PPP platform; building and managing relationships with private sector partners; and developing scalable tools and program elements. It will also serve as an opportunity to explore industry-owned innovations in the enabling environment for food fortification that harness digitalization.

The vision for the TAAP, is a public-private partnership (PPP) with Fortification Partners providing technical assistance (TA) and high-quality inputs to over 100 national food processors per year, helping to close gaps in their motivation and ability to comply with national fortification regulations. The Program will set up a platform to link these Fortification Partners with specific local food

processors, matching Fortification Partners' technical expertise and strategic interests with the identified capability gaps of the TA recipients. The TAAP will focus on 6 countries namely, Bangladesh, India, Indonesia, Kenya, Nigeria, and Pakistan, of which India, Kenya and Nigeria will serve as operational nodes.

This Terms of Reference is for a consultant (referred as “Consultant” herein) to undertake services aimed at developing and implementing a branding, marketing and communications strategy for the TAAP. The consultant will also be tasked with working with country Program Managers and service providers responsible for global coordination amongst the Strategic Fortification Partners (SFPs) in order to extract key themes and incorporate ongoing observations and data into communication materials.

PRIMARY FUNCTIONS AND RESPONSIBILITIES:

External Communications and Campaigns:

- Support with the development and editing of marketing documents such as event concept notes, invitations, program 1-pagers, and presentations as needed.
- Facilitate the development of various communications templates for engaging with both internal and external stakeholders.
- Support the program team in producing reports informed by insights, data, and analysis generated from the above-mentioned range of advocacy and engagement initiatives.
- Contribute to the content that will be housed on the program's central knowledge hub (managed digitally through an interactive TAAP landing page)
- Support with copyediting and graphics design for use in program update presentations and web development platforms
- Assist TAAP team with capturing and disseminating stories that demonstrate program impact through increased accountability, cross-sectoral collaboration, fostered trust with industry partners, and sustainability. (Focusing on key stakeholders such as food processors, input suppliers, development partners, and the public sector).
- Maintain a communications calendar with key events, dates, and deadlines throughout the duration of the engagement.
- Oversee all knowledge hub related sub-agreements and coordinates partner and consultant efforts in digital platform implementation (web developers, for example).

DELIVERABLES

The Consultant will carry out the following tasks to achieve the stated objectives in this TOR:

- Ongoing support to the program team in copy editing strategic communication and outreach documents
- Templates for engaging with both internal and external stakeholders.
- Audience specific materials, factsheets, and FAQs describing the objectives of LSFF and TAAP (global PPP and TA matchmaking mechanisms that also include highlighting the value add of the digital Resource Kit/ Knowledge Hub)
- Program progress reports that incorporate engagement updates and tracking data (short briefs, infographics, and slide decks)
- Identification of opportunities to integrate useful functionalities to program landing page

REQUIRED SKILLS AND EXPERIENCE:

- Bachelor's Degree + 5 years relevant experience OR Master's Degree + 3 years relevant experience (Corporate Communications, Marketing, Nutrition, or Social Sciences)

- 3 years of experience with knowledge management and communications methods and approaches in an international development context
- Exceptional written, oral, interpersonal, and presentation skills. Demonstrated ability to capture, synthesize, and present programming and organizational successes and lessons learned.
- Demonstrated ability to convey messages through clear and concise writing
- Proficiency with Canva or Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat, and Premiere). Graphic design experience a plus.
- Experience with marketing tools such as Constant Contact, MailChimp, and Salesforce.
- Strong analytical, program management, and analytical skills; Advanced proficiency with relevant software packages, including Microsoft Excel;

DURATION OF ASSIGNMENT

The Consultant will regularly report to the Deputy Program Director and with the duration of the assignment being 4 months from September 2022 – December 2022.