

Call for Proposals

Event management: Responsible Sourcing Forum India

1. The Background

IDH, The Sustainable Trade Initiative (IDH) drives sustainable production and trade by building impact oriented coalitions of front running companies, civil society, governments, knowledge institutions and other stakeholders in several commodity sectors. We are an international not-for-profit organisation with its headquarters in the Netherlands. We work in multiple sectors and landscapes in Africa, Asia and Latin America with over 600 companies, CSOs, financial institutions, producer organizations and governments towards sustainable production and trade.



1.1 IDH in India

IDH has been working in India since 2009 to promote sustainable value chains across sectors including cotton, tea, spices, grapes, palm, and apparel.

In the agro-commodities sector, we have worked with our partners to address issues related to responsible agrochemical use, smallholder inclusion and livelihood development, gender equality and sustainable agricultural practices. Through promoting public-private partnerships, our projects aim to ensure quality of the produce and establish market linkages, as well as to improve smallholder farmers' income and livelihoods.

On manufacturing side, IDH is working with partners to address issues including worker health and safety and promoting responsible sourcing in the apparel sector.

1.2 Responsible Sourcing in India Forum

IDH in India is looking to host a one-day event to facilitate dialogues between public sector and private sector, civil society and not-for-profit organizations to discuss challenges and solutions to promote responsible business in India.

Through the event, we look to foster engagements for a clear and actionable outcome towards industry-level sustainable transformation.

2. Scope of Work:

In consultation with IDH, the service provider is expected to carry out the following tasks.

1. Forum Action Plan

- Formulating a time-bound action plan for all tasks related to the Virtual Responsible Sourcing Forum 2022
- Coordinate with the online event platform to host the Forum

2. Virtual Event Management

- Conduct ideation sessions with IDH to develop concept/ design theme/ audio visual agenda/ flow map (which also provides an overview of the failsafe systems in place) that complements the event agenda
- Record, edit, and finalize pre-recorded sections for virtual event hosting, including setup, sound, backdrops etc.
- Coordinate with the online event platform to create backdrops/ displays and ensure smooth transitions between programme elements and between live and/or pre-recorded elements; ability to run multiple sessions online for viewing/at the venue
- Ensure that all arrangements are made, including setting up for virtual event hosting, full range of audio-visual live streaming and virtual meeting solutions as required, high speed internet, and an IT personnel in charge of general troubleshooting, including broadcasting videos, screen share, etc., arising in real-time.
- Conduct dry runs for the event to ensure everything runs smoothly
- Oversee and execute the event
- Operate interactive engagement tools and monitor live chats and discussions

3. Participant logistics and registration

- Invitations, follow-up and confirmation of participants. IDH will provide the guest list for the event;

- Registration of participants at event and managing virtual booth for any queries and information sharing.
- Pre and Post-event mailers

4. Communications, Graphic Design and Conference Branding

- Produce a high-quality launch video and/or live-stream gimmick during the opening ceremony of the summit;
- In consultation with IDH, design the creative graphics that will enhance the look of the event, including audio-visual material (animations, transitions, background music) that will be used during the event.
- Receiving and making show-ready any pre-recorded elements created including videos, graphics and animations.
- Developing conference materials docket – including agenda, program brochure, etc. and pre-event distribution of the docket.
- Connecting with the media houses to invite them for the event and providing them with the background information
- Preparing press release for the event and facilitating press coverage
- Develop social media creatives and messages – pre, during and post event
- Provide support for the development of some comms materials, blogs about the event

3. Expertise required

Interested firms for the consultancy is expected to fulfil the following criteria in terms of the expertise and qualifications:

- Minimum 5 years of experience in marketing and event management, and a proven track record of previous campaigns.
- Proven experience in delivering online event concepts including planning, execution and reporting.
- Experience in developing visuals and event materials including videos, backdrops, event materials.
- Deep understanding of all kinds of virtual streaming possibilities
- Creativity and innovation abilities to deliver quality results based on the agreed deadline.
- Experience in public relations and driving media engagement for events

4. Call for consultants

Interested organizations should submit their expression of interest along with technical and financial proposals that should include the following;

- Organization profile, along with experience in delivering similar work
- Indicate lead consultant, along with the team proposed to be engaged on the project

- A detailed plan including the methodology to be employed in undertaking the assignment
- Specification of the deliverables
- Proposed budget for the assignment
- Portfolio of similar work done

The proposal needs to be sent to Mrinalini Prasad (prasad@idhtrade.org) by close of business September 22, 2021.

Once the organization is selected, an agreement will be signed between IDH and the organization. The work will start immediately after the agreement signing.