

A serene landscape photograph featuring a calm body of water in the foreground, reflecting the surrounding environment. On the left, a dense forest of tall, thin trees stands. The background is filled with a thick layer of mist or fog, through which a bright sunburst effect emanates from the upper left, casting a warm, golden glow across the scene. The overall atmosphere is peaceful and ethereal.

IDH Terms of Reference

PR AGENCY – NOVEMBER 2021

SHINING A LIGHT ON THE IMPACT WE MAKE.

Introduction


IDH is a think and do tank that uses the power of markets to create positive impact on the SDGs. Its DNA is creator-sage, needed to bring the action to the ground so urgently needed.

It uses the central role that businesses play in the economy to create market efficiencies that benefit the environment and society. With its well-established partner network, IDH has built over a decades worth of credible, data-based solutions to solve global resource issues.

We are on the verge of bringing this further to life within our IDH brand, through pragmatic ambition and humble intelligence. We aim to become more of an outspoken thought leader, while continuing to be a partner of choice and value provider to key decision makers. We intend to win more hearts and minds along the way, by sharing our learnings with our most important stakeholders, being the powerful corporates, government policy makers, financial institutions as well as funders, CSO's and co-investors.

IDH is looking for a PR and Communication Agency serving as a preferred supplier and long term partner, as we believe in true partnership. We cannot do this alone, and with our focus on Better Income, Better Jobs and Better Environment with Gender equality throughout all the work we do, we have a lot of stories of empowerment to share. Are you the agency we are looking for? If so, please submit a proposal!

Who we are

- Pragmatic ambitious, we want to 'go big' to create meaningful global change for the benefit of people, planet and profit yet we are agile in our way of working
 - Humble intelligent, we gather a lot of data and work on proven impact, yet believe other insights help us gain more impact
 - Human-centric, making it easier for decision makers to make better decisions followed by impactful action
 - Transparent about what we aim to achieve, where we were challenged in the process and what we've learned from that
 - We make the lives of so many unseen visible, driving the vision of a new future whilst bringing awareness and connection to all parties in the value chain
 - We are a group of soul-driven individuals, bringing our call for a better world into action through collaboration
 - We challenge the status quo, by showing new paths and leading the way.
- 

Who we are looking for

A group of out of the box communication experts:

- That can bring our stories to life in a b2b environment.
- That knows how to find our target audiences and tap into what they are up to at the right time and place
- Who are excited by the idea of creating communication to change behavior
- Those who have the courage to try new pathways in communication
- Who have the in-house capability to offer different products with a quick turnaround
- That challenge us and our teams and points out new opportunities for growth and opportunities to share of voice.
- Who understand the way the world turns right now and sees possibilities for the future, thus commercially minded yet value driven
- Those who understand cultural differences in messaging and channels, and ideally has a global presence, as we are a global organization working in over 50 countries
- Who are able to adapt to changing need as assignments evolve
- Knowledgeable about current trends in styles and genres directly related to the communication product
- Ability to guide the creative process to ensure an optimal standard while remaining open to feedback.

Objective

The overall objective of this assignment is to find a preferred supplier for all communication materials for IDH. The supplier should be equipped to support the communications team at IDH with the production of offerings that you find on the next slide. The nature of future assignments varies but may include the development of one or more of the offerings mentioned. These assignments come from our different business units: Landscapes, Agricultural Commodities, Textiles and Manufacturing, Food Crops & Ingredients and Insights & Innovation. At the same time there maybe requests coming from different countries to promote a specific program or project.

We want to educate our organization in realistic turnover times resulting in high quality. These turnover times and back planning is the first deliverable for the selected agency. IDH is a pragmatic organization that does request quick turnaround, depending on the deliverable.

We are working with our brand agency Bulletproof on a new manifesto and visual identity of our brand. All work delivered by the PR/Communication agency should be based on a thorough understanding of IDH's branding guidelines and visual identity.

What we
would like
you to offer

PRESS
RELEASE

WEBINAR

SOCIAL
POST

STRATEGY

MONITORING

PR - PITCHING

ARTICLE

SOCIAL
CAMPAIGN

SPEAKING
BRIEF

NEWSLETTER

LIVE EVENT

SPEAKING
OPPS SLIDE
DECK

PODCAST

BROCHURES

DESIGN

BLOG

2 PAGER


REPORT

PHOTOGRAPHY

POSITION
STATEMENT

Procedure

The assignment will be awarded to the agency with the most economically advantageous proposal, this is determined on the basis of the evaluation criteria of price and quality. The procedure will be as follows:

- 9 November: Open call for proposals published on IDH website
 - 19 November: Closing of Call for proposals
 - 22 November: Evaluation of proposals by an evaluation committee consisting of program managers and internal communications staff – selection of three agencies. Inform selected agencies + briefing of pitch assignment, inform non-selected agencies.
 - 13 December: Pitch presentation for three selected agencies, preferably through a live session in our office and otherwise via teleconference (Zoom/Teams)
 - 16 December: Decision on the selected agency
 - Beginning of January: Inception meeting with the selected PR/Comms agency for the signing of Framework Agreement
- 

Proposal for 19 November

Please provide the following in the proposal:


- A response (presentation, written or visual) indicating interest to work with IDH on this project and why your agency or individual are well suited for the challenge
- Ideas on approach to the partnership
- Provide any examples they have of all of the comms products we will need them to offer (on slide 6).
- Inclusion of a budget indication for the different offerings plus a break-down rate per role
- Clear description of the project team, relevant experience of team members and time allocation per team member
- Statement of experience
- Examples of work with similar scope

Proposals submitted after the deadline will be returned and will not be considered in the tender procedure.



How we evaluate

These are evaluation points that we will take into account with the selection of the agency:

- Understanding of the area of work
 - B2B experience
 - Media pro-activeness
 - Cost efficiency – value for money
 - Sparking ideas
 - Possible former experiences with agency
 - Flexibility
 - Credentials
- 

Selection criteria

Grounds for exclusion

Tenderers shall be excluded from participation in a procurement procedure if:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) they or persons having powers of representation, decision-making or control over them have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
- c) they have been guilty of grave professional misconduct proven by any means which the IDH can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established, or with those of the Netherlands or those of the country where the contract is to be performed;
- e) they or persons having powers of representation, decision making or control over them have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization, money laundering or any other illegal activity, where such illegal activity is detrimental to the MFA's financial interests.

Tenderers must confirm in writing that they are not in one of the situations as listed above.

Tenderers shall not make use of child labor or forced labor and/or practice discrimination and they shall respect the right to freedom of association and the right to organize and engage in collective bargaining, in accordance with the core conventions of the International Labor Organization (ILO).

Confidentiality

The Tenderer will ensure that all its contacts with IDH, with regards to the Tender, during the tender procedure take place exclusively in writing by e-mail to [Judy Zwinkels](mailto:Judy.Zwinkels@idhtrade.org) via Zwinkels@idhtrade.org. The Tenderer is thus explicitly prohibited, to prevent discrimination of the other Tenderers and to ensure the diligence of the procedure, to have any contact whatsoever regarding the tender with any other persons of IDH than the person stated in the first sentence of this paragraph.

The documents provided by or on behalf of IDH will be handled with confidentiality. The Tenderer will also impose a duty of confidentiality on any parties that it engages. Any breach of the duty of confidentiality by the Tenderer or its engaged third parties will give IDH grounds for exclusion of the Tenderer, without requiring any prior written or verbal warning.

All information, documents and other requested or provided data submitted by the Tenderers will be handled with due care and confidentiality by IDH. The provided information will after evaluation by IDH be filed as confidential. The provided information will not be returned to the Tenderer.

Contact information

Name: Judy Zwinkels
Position: Director Communications & Engagement
Phone: +31 6 50067012
Email: Zwinkels@idhtrade.org