



Terms of Reference

Communications & Marketing Consultant

Letter of Assignment

SourceUp Communications & Marketing Strategy

1. Introduction

IDH, the Sustainable Trade Initiative (IDH) strives for flourishing markets with better jobs, better incomes and a better environment. When IDH is successful, companies rebalance the relationships between the workers they employ, the customers they serve and the planet that serves all of us. IDH's work is made possible because of the funding and trust of multiple European governments and private foundations.

Within the business unit Landscapes of IDH, SourceUp is a new market solution that helps companies to source large volumes of commodities in line with their sustainability commitments at a competitive scale and price. Through SourceUp, entire production areas can be connected to global markets. In these areas, local actors drive sustainable development and receive direct support and incentives from global markets for doing so. SourceUp rewards the sustainability of whole regions and has an impact on multiple sustainability targets at once. As it is aligned with the Sustainable Development Goals, SourceUp fosters cooperation between local actors and national and multinational companies.

On the basis of these Terms of Reference, IDH aims to select a consultant to carry out a short-term Service. The service is to address the need to develop a communication and marketing strategy tailored to a growing number of digital channels and messages used by SourceUp to communicate to its different target audiences to bring the existing brand to life. For a detailed description of the assignment, please refer to section 2 and 3 below.

IDH reserves the right to update, change, extend, postpone, withdraw, or suspend the Terms of Reference, this tender, or any decision with regard to the selection or contract award. IDH is not obliged in this tender procedure to make a contract award decision or to conclude a contract with a participant. IDH reserves the right to suspend or annul the tender procedure at any moment in time.

Participants cannot claim compensation from IDH, any affiliated persons or entities, in any way, in case any of the afore-mentioned situations occur.

By handing in a proposal, participants accept all terms and reservations made in these Terms of Reference, and subsequent information and documentation in this tender procedure.



2. Objectives

The overall objective of this assignment is to support the SourceUp team at IDH with the development of a communication and marketing strategy, and to produce communications and marketing materials with a short turnover time, high quality and in close adherence to SourceUp's branding guidelines and visual identity. The strategy aims to be focused primarily on content and language. The selected consultant should analyze how SourceUp positions itself on the market and provide advice to improve our position. Depending on the availability and capacity of the consultant, the Service can be:

- 1) the development of the communications and marketing strategy **and** the **overview** of the implementation of the strategy or
- 2) the development of the strategy **and** the **implementation** of the strategy

The specific objectives below describe the overall scope of work on which future assignments will be based on.

3. Assignments and deliverables

Assignments and deliverables could include the following (the list below describes the overall scope of work that is inclusive of all future assignments):

| Assignment | Deliverable |
|---|---|
| Work with the SourceUp team to develop a communication & marketing strategy; analysis of target users | Communication & Marketing strategy |
| Work with the SourceUp team to develop a social media strategy; | Social media strategy |
| Monitor the implementation of social media strategy; | Monthly review of communications through SourceUp's social media channels |

4. Consultant profile

The consultant(s) need(s) to have the following experience / knowledge:

1. Demonstrated experience supported by portfolio developing deliverables described in section 3.
2. Demonstrated experience in collaborating with an international organization.
3. Demonstrated experience in producing public-facing communication and marketing outputs for a professional client.
4. Understanding of SourceUp mission and international context.
5. Understanding and experience in developing communication and marketing products or written material (as applicable) to appeal to both commercial audiences and NGO, government and CSO audiences.

6. Demonstrable understanding of the language of sustainability, especially regarding agricultural value chains, smallholder farming systems and private sector engagement: understanding of communication and marketing norms in the sustainability and international business sectors.
7. Demonstrable and quantifiable experience in increasing impact or engagement through the production of communication and marketing materials.

The consultant(s) need(s) to have the following skills:

1. Good interpersonal and communication and marketing skills.
2. Solid technical skills in the production of the assigned communication and marketing output.
3. Advanced skill in producing original communication and marketing materials while adhering to the house look and feel of SourceUp.

The consultant(s) need(s) to have the following characteristics:

1. Be able to understand and follow briefings in English and revise products according to feedback
2. Be able to adhere to the SourceUp visual identity.
3. Have the software and equipment needed to carry out the assignment.
4. Be able to adapt to changing need as the assignment evolves.
5. Knowledgeable about current trends in styles and genres related to the communication and marketing product.
6. Ability to guide the creative process to ensure an optimal standard while remaining open to feedback.

5. Procedure

The assignment will be awarded to the consultants with the most economically advantageous proposal, this is determined based on the evaluation criteria of price and quality.

The procedure will be as follows:

- Open call for proposals publicized on IDH website, on the SourceUp platform and via IDH and SourceUp communication channels. Evaluation of proposals and portfolio based on criteria described in section “consultant profile” by an evaluation committee consisting of program managers and program staff. Invitation of candidates for a short pitch to evaluate how the candidate would develop the communication and marketing strategy. Selection of consultant to carry out the Services. Inception meeting with the selected consultant for the signing of a letter of assignment.

| Tender process | Timeline |
|---|------------------|
| Terms of Reference published | 31 January 2022 |
| Deadline for submission of proposals* | 21 February 2022 |
| Pitch for evaluators (via Zoom) | 2 March 2022 |
| Selection of consultancy/ consultancy company | 4 March 2022 |

| | |
|--|---|
| Awarding of contract to selected consultant/ consultancy company | To be agreed following selection of consultant/ consultancy company |
|--|---|

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

IDH will reject offers if any illegal or corrupt practices have taken place in connection with the award or the tender procedure.

6. Proposal guidelines

IDH is requesting the consultants to hand in a proposal of a maximum of 2 pages (excluding CVs, sample work and references). The proposal must be handed in PDF-format to Margaux Duchâtel at duchatel@idhtrade.org before 11 February 2022 with the subject line "SourceUp Communication & Marketing Strategy".

In the proposal, please provide the following:

- A succinct, well-documented approach detailing your way of working in relation to the underlying project; A rate in Euros (ex VAT and incl VAT) with a break-down of man days/rate per team member; Clear description of the project team, relevant experience of team member(s) and time allocation per team member; CV of the team member(s) and 3 examples from prior work for assessment of capability, based on the profile in section 4
- Statement on Ground for exclusion (see below).

7. Grounds for exclusion

Consultants 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.

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

Consultants 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).

8. Evaluation Method

The consultant will be assessed based on the following selection criteria:

| Component | | Criteria |
|-----------|--------------------------------------|--|
| 1 | Proposal and demonstrated experience | The sample work meets quality standards of conventional communication and marketing deliverables; and consultant demonstrates advanced experience and outstanding skills to handle complexity of assignment. The latter item will be assessed during the pitch and through reference check. The assessment method is detailed below. |
| 2 | Design and Development process | The extent to which the consultant can propose an approach to address the situation/needs when the consultant is presented with a situation where certain communication needs are described during the pitch. |
| 4 | Budget | The extent to which the budget is reasonable compared to the proposal and services offered. |

Scoring for each component

The evaluation committee will unanimously score each component by assigning scores from 1 to 5, with 5 representing optimal performance on the component and 1 representing extremely poor performance on the respective component.

9. Confidentiality

The consultant 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 Ms. Margaux Duchâtel via duchatel@idhtrade.org. The consultant is thus explicitly prohibited, to prevent discrimination of the other consultants 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 consultant will also impose a duty of confidentiality on any parties that it engages. Any breach of the duty of confidentiality by the consultant or its engaged third parties will give IDH grounds for exclusion of the consultant, without requiring any prior written or verbal warning.

All information, documents and other requested or provided data submitted by the consultants 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 consultant.

10. Contact information

Name: Margaux Duchâtel

Position: Operations Officer

Email: duchatel@idhtrade.org

Address: Arthur van Schendelstraat 500, 3511 MH Utrecht

For more information, go to www.idhsustainabletrade.com or follow [@IDHTrade](https://twitter.com/IDHTrade) on Twitter and [LinkedIn](https://www.linkedin.com/company/idh-trade). To know more about SourceUp, visit our platform at www.sourceup.org