AFAP Terms of Reference

Marketing and Communication Services
# TERMS OF REFERENCE SUMMARY

<table>
<thead>
<tr>
<th>Bid Description</th>
<th>The African Fertilizer and Agribusiness Partnership (AFAP) is seeking proposals from qualified and experienced service providers to submit proposals to fulfil Communication and Marketing responsibilities in accordance to the given scope. The TOR document details the background information, objectives of the activity, responsibilities of the Service Provider, and eligibility for application.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of the responsible office</td>
<td>Programs Unit</td>
</tr>
<tr>
<td>Attention:</td>
<td>Rumbidzai Michelle Nyabvudzi</td>
</tr>
<tr>
<td>Address:</td>
<td>Edenburg Terraces, Block D, Third Floor 348 Rivonia Boulevard</td>
</tr>
<tr>
<td>Closing Date &amp; Time for submission of proposals:</td>
<td>Thursday 9 April 2020 5pm SA time</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:rmnyabvudzi@afap-partnership.org">rmnyabvudzi@afap-partnership.org</a></td>
</tr>
<tr>
<td>Website</td>
<td><a href="http://www.afap-partnership.org">www.afap-partnership.org</a></td>
</tr>
<tr>
<td>Briefing Meeting:</td>
<td>None</td>
</tr>
</tbody>
</table>

## SCOPE OF WORK

AFAP has intensive monitoring and evaluation data available to be transformed into case studies, success stories, photo-essays and information that can be fed back into the donor market and continue to build our credibility. The proposal on the required services will have to detail the implementation plan with time frames and costs. If there are any proposed additional service delivery areas as recommendations or added value, they should be costed separate from the main proposal and be included as an annexure named Added Value Services. These will be an added advantage to the bidder.

The terms of reference has three sections. The costs requests are for:

<table>
<thead>
<tr>
<th>Product based (below the line)</th>
<th>The costs of the products and the specifications can be pre-determined and thus makes it easy for the bidder to submit accurate costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Services fees</td>
<td>Specific delivery areas are listed and can be costed accordingly. This section also includes all administration, meetings and client liaison.</td>
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</table>

The prospective service provider will be appointed for a period of three years with each year reviewed annually and will be renewed based on a satisfactory performance appraisal. The prospective service provider must be prepared to accept the terms and conditions of AFAP which will among a three months’ probation period and a performance review wherein not less than 80% of the key performance targets must be achieved.
<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publications</td>
<td>Publications should be developed for distribution to stakeholders, beneficiaries and the general public. These publications should also be adapted for the website as a download and different postings if viable at the time of publication</td>
<td>AFAP requires the production of the annual impact report [Frequency: once per annum] Design: 3 sample designs of the cover, foreword and financials Size: A4 landscape Pages: 100 (including cover) Photography: Photographs will be made available by AFAP. However, provision should be made for generic stock images that will be sourced by the service provider. Editing: A professional and accredited editorial service must be provided by the service provider. Unlimited revision sessions of correction must be provided for. Printing: Quantity: 500 Delivery and packaging of the publications: To AFAP Physical address in Rivonia</td>
</tr>
<tr>
<td>AFAP Strategy Framework 2020-2030</td>
<td>Description: AFAP is expected to publish and distribute its five-year strategy. The service provider will be given the information for layout and design. Design: 3 sample designs of the cover Size: A4 full colour Orientation: landscape or portrait Pages: 50 (including cover) Paper of inner: 130gsm Matt Finishing: Machine vanished/ any other Binding: saddle stitched Quantity: 200 Colour: cover in full colour and inside pages in spot colour Content Layout: The text and photographs will be made available by AFAP Research: no Photography: no Picture sourcing: yes, for the cover pages Editing: yes Design and layout: yes</td>
<td></td>
</tr>
<tr>
<td>AFAP Transforming Life Stories</td>
<td>Description: AFAP is expected to publish and distribute Transforming life stories to highlighting our Programmatic Impact to date on its beneficiaries. Pages: 70 (including cover) Finishing: Machine vanished/ any other Binding: saddle stitched Quantity: 300</td>
<td></td>
</tr>
<tr>
<td>Document</td>
<td>Description</td>
<td>Colour</td>
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<tr>
<td>AFAP Agrodealer Manual</td>
<td>AFAP is expected to publish its Agrodealer Manual. The service provider will be given the information for layout and design. Pages: 50 (including cover) Finishing: Machine vanished/ any other Binding: saddle stitched Quantity: 300 Colour: cover in full colour and inside pages in spot colour Content Layout: The text and photographs will be made available by AFAP Research: no Photography: no Picture sourcing: yes, for the cover pages Proof reading and Editing: yes Design and layout: yes</td>
<td>cover in full colour and inside pages in spot colour</td>
</tr>
<tr>
<td>AFAP Brochure</td>
<td>an organizational brochure of AFAP, its services, infographics highlighting our Programmatic Impact to date Size &amp; orientation: A4 landscape Colour: full colour Quantity: 500 Pages of cover: full colour Paper of inner: 130gsm Matt Finishing: Machine vanished/ any other Binding: saddle stitched Research: no Photography: Photographs will be made available by AFAP. However, provision should be made for generic stock images for the cover page to be sourced by the service provider. Editing: A professional and accredited editorial service must be provided by the service provider. Unlimited revision sessions of correction must be provided for</td>
<td>full colour</td>
</tr>
<tr>
<td>AFAP Folders</td>
<td>Organizational folders with lip Size &amp; orientation: A4 portrait Quantity: 500 Colour: full colour Picture sourcing: yes, for the cover pages Design and layout: yes</td>
<td>full colour</td>
</tr>
</tbody>
</table>
| **AFAP Videos** | Organizational animated video on DVD [Frequency: once off]  
Duration: 1 x 3 minutes  
Required: Concept development, script, animation, filming and production.  
Develop 2x video clips per month from field work with beneficiaries, brand and upload to AFAP website and YouTube account |
| **AFAP T-shirts/Caps/Banners** | Branded collateral [Frequency: annually]  
Produce relevant collateral material for AFAP on an annual basis based in line with the Integrated Communications Strategy.  
2x standard pull-up banners  
500 x AFAP T-shirts for Beneficiaries to handout during field days, events etc  
500x AFAP caps |
| **Website** | Website content management and editing  
AFAP aims to position its website as the first port of entry for information about African Fertilizer, Agribusiness and agricultural production in Africa [Frequency: monthly]  
• Review the look and feel as well as the functionality of the website annually and facilitate the recommended changes.  
Introduce innovations that will enhance the functionality of the website  
• Propose suggestions for an interactive website  
• Monthly updates are required and should include to:  
  - Liaise with all business units to source story subjects from projects  
  - Write and edit stories based on the unit projects, secure pictures and upload stories to the website  
  - Research, write and upload stories from projects  
  - Manage the Search Engine Optimisation (SEO) |

**SERVICES FEE**

1. Communications Strategy and Branding updating [Frequency: once in three years]. The communications strategy and branding manual should be reviewed.

2. A proposed Integrated Communication Strategy with an action plan is required. The proposal of this section should be backed up by a media coverage report.  
   - To provide references of past projects of this nature, the experience in coordinating the publicity and a list of the media coverage reports categorized into print, broadcast and online as well as their average advertising equivalent values in rands.
3. Public relations
   - Media relations Provide for building mutual relationships with Media Houses, Editors, Producers, and Journalists.
     - Proactively drive the publicity of the Annual Africa Fertilizer Agribusiness Conferences
     - Identify publicity opportunities and manage the reactive responses to media on fertilizer and agricultural production matters in Africa
   - eNewsletter eMail campaign [Frequency: monthly] Develop and distribute a monthly eNewsletter through an email marketing campaign to involve and attract existing and new stakeholders. Provide an analytics report of the campaigns and recommend implementable improvements.

4. Social media strategy with clear objectives. The strategy should take into account the existing platforms (Facebook, Twitter, Linkedin). The social media platforms are a tool of critical engagement with the public albeit with a certain amount of risky brand exposure.
   - A short narrative report of previous successes with statistics indicating growth will be an added advantage.
   - Develop a social media strategy and the implementation thereof
   - Manage content and monitor activities on all social media platforms that are used by AFAP
   - Ensure the delivery of online news clips postings at least once a day to AFAP social media accounts
   - Produce a monthly electronic booklet of news clips
   - Produce an analytics report and recommend constructive interventions.
   - Recommend any new trends for consideration and implementation

5. Graphic design [Frequency: monthly] Graphic designing in line with the AFAP branding identity will be required.
   - This service will include the design of all below the line material for AFAP. Some will be for print while others will be for online and social media. This will include but not limited to office templates, power point presentations, electronic forms, electronic banners, booklets, brochures, leaflet, posters, email signatures, etc.
   - Provide for 40 hours per month. Unused hours should accumulatively made available to AFAP in subsequent months
The successful bidder will be expected to perform the following:

Meetings

- Attend at least one meeting per month with AFAP at our offices for monthly planning and reporting session
- Other adhoc meetings may be called by AFAP and should be attended by the successful bidder.

Reports

- Prepare and submit formal reports accounting for the month in review for the monthly meetings with AFAP.

Planning

- Formal workplans per month for a period 12 months must be tabled and presented by the successful bidder at the monthly meetings with AFAP.

PERFORMANCE STANDARDS

The following are critical performance standards:

a. reports on a monthly basis
b. Website uploads of new content should be on a weekly basis in line with a predetermined diary. Ad hoc uploads will be in addition to the diary.
c. Social media uploads (excluding YouTube) should take place on a daily basis in line with the social media strategy. Ad hoc uploads will be in addition to the diary.
d. At least one opinion piece per month should be published in any of the mainstream South African newspapers.

STANDARD REQUIREMENTS OF THE BID

Disclosures - The bidder must disclose:

- If they are or have been the subject of any proceedings or other arrangement relating to bankruptcy/insolvency.

Disclaimer

- AFAP reserves the right not to appoint a service provider.
- Reject all bids
- Decline to consider any bids that do not confirm to any aspect of the bidding requirements
- Request further information from any Bidder, after the closing date for clarity purposes
- Cancel this tender or any part thereof at any time
- Should any of the above occur, it will be communicated in writing to the Bidders
Confidentiality
- Bids submitted will not be revealed to any other Bidders and will be treated as contractually binding
- All information pertaining to this Bid submitted is confidential and will not be disclosed

Disqualification
- Non-compliance with the bid requirements will invalidate the bid

Prices
- All services pricing should be inclusive of all taxes and payment shall be made in South African Rand
- Service Provider to provide rates per person, per hour on human resources that will be providing services to AFAP
- Application for price adjustments must be accompanied by documentary evidence in support of any adjustment on an annual basis
- A Proposal shall remain valid for ninety (90) days after the closing date of the submission for proposals. A Proposal which is valid for a shorter period will be rejected by AFAP for non-responsiveness

All responses to this call for proposals should be signed off by the authorised signatories of the Bidder

DURATION OF THE ASSIGNEMENT

The services are required for a period of 3 years from the date of contracting

EVALUATION CRITERIA
Responses to this call for proposals must be submitted to AFAP no later than:

Date: Wednesday, 8 April 2020
Time: 5pm SA time

The Proposal evaluation will consist of the following:

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Score</th>
<th>Evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMPANY EXPERIENCE</td>
<td>25</td>
<td>Company profile</td>
</tr>
<tr>
<td>Relevance of the company’s core business to the scope of the bid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proven track record (the number of years in business)</td>
<td></td>
<td>List of work done for customers</td>
</tr>
<tr>
<td>Quality of evidence (samples of previous work)</td>
<td></td>
<td>At least 3x samples of production work produced (e.g. publications, branding, websites)</td>
</tr>
<tr>
<td>Traceable references (names of companies previously/currently serviced, testimonial from client, names and contacts of people to contact)</td>
<td></td>
<td>List of three references with customer references</td>
</tr>
<tr>
<td>STAFF EXPERIENCE (Capability of staff to be placed on the project)</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Experience of staff to be placed on the Project (years of experience in the communications)</td>
<td></td>
<td>CVs of the project team and management/key account manager</td>
</tr>
<tr>
<td>Relevance of staff educational qualifications to their areas of work in the bid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRICING</td>
<td>25</td>
<td>Detailed Financial Proposal</td>
</tr>
<tr>
<td>METHODOLOGY</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Relevance of the proposed Integrated Marketing and Communication Strategy (level of understanding of deliverables, level of creativity and innovation)</td>
<td></td>
<td>Integrated Marketing and Communication Strategy</td>
</tr>
</tbody>
</table>

**DEADLINE**

Submissions should be submitted by email to rmnyabvudzi@afap-partnership.org

The deadline for submissions is Wednesday, 8 April 2020 at 5pm SA time
Sandra Pires  
**Director of Agribusiness Programs**  
spires@afap-partnership.org

South African Headquarters  
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Fax: +258 21499578

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**Head of the Business and Technical Services (BTS) Unit**  
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