



# **MEDIA RELATIONS & SOCIAL MEDIA OUTREACH**

TERMS OF REFERENCE FOR CONSULTANCY

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Authored by Partnerships & Communications



+49 228 85427 122  
+49 228 85427 144

[www.croptrust.org](http://www.croptrust.org)  
[info@croptrust.org](mailto:info@croptrust.org)

Platz der Vereinten Nationen 7  
53113 Bonn, Germany



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## **1. BACKGROUND**

The Global Crop Diversity Trust (The Crop Trust) is a not-for-profit, independent international organization working to ensure the conservation and availability of crop diversity worldwide forever.

The Crop Trust is seeking to contract a suitably qualified and experienced PR / Communications firm to help bolster its global media relations and social media outreach. The purpose of this Terms of Reference (TOR) is to solicit competitive proposals for the consultancy advertised.

## **2. OBJECTIVE**

The consultant firm will design and implement a 16-month Media Relations and Social Media Outreach Strategy. This effort will support the overall goals of the organization, providing particular support to the fundraising efforts that are led by the Partnership and Communications (P&C) team of the Crop Trust.

## **3. SCOPE OF WORK**

The consultant will be contracted to:

- 3.1. Design and implement a Media Relations and Social Media Outreach Strategy that will –
  - (a) Increase awareness on the importance and urgency of safeguarding crop diversity;
  - (b) Highlight the role the Crop Trust plays globally in achieving this goal, in a forever perspective; and
  - (c) Spur the various audiences into supporting the Crop Trust's mission.
- 3.2. Implement the social media component of the Strategy: conceptualize, develop and publish on an on-going basis strategic social media messaging.
- 3.3. Upon request by the Crop Trust, implement the media relations component of the Strategy: research, write, pitch and place press releases and/or Op/Eds.

## **4. EXPECTED DELIVERABLES**

The consultant will submit the following as outputs and provide the costs associated:



#### 4.1 Inception Report and Communications Audit

This document will outline the work/activities to be undertaken, including implementation plan and timelines. It will also establish the baselines against which the achievement of the Strategy can be regularly evaluated.

#### 4.2 A comprehensive Media Relations and Social Media Outreach Strategy and Implementation Plan

- Incorporate the current goals and needs of the Crop Trust.
- Provide an audit of the communications work carried out by the Crop Trust. (See Our Work section below for more information.)
- Include market/media research for when and where to pitch and place releases and opinion pieces, manage media requests, etc.

#### 4.3 Ongoing Social Media Management

- Post regular messages in the Crop Trust's social media outlets: Twitter, Facebook, Instagram.
- The issues addressed and the tone used must align with the organization's mission, public voice and standing.

#### 4.4 Lead press outreach campaigns

Pitching and placing press releases and Op/Eds in key media, internationally and/or per key countries on request.

1. This includes drafting and editing, market research, necessary translations, distributing the release globally, targeting key markets/media outlets and arranging interviews with Crop Trust contacts.
2. Please provide costs associated with:
  - a. A typical press campaign via press release including research, writing, media contact database management, pitching, follow-up, and outcome report;
  - b. A typical press campaign via op/ed including research, writing, media contact database management, pitching, follow-up, and outcome report;
  - c. PR activities on hourly and daily basis.

#### 4.5 Final Report on Consultancy

This should show the activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons.



To complete the outputs mentioned above, the consultant will be required to meet with Crop Trust staff (virtually or in person) and close collaborators (internal / external) to collect additional information for the development of the comprehensive strategy, as well as communications materials.

Please see (a) Summary of Communications Activities and (b) Calendar of Activities in APPENDIX section.

## **5. MEASURING IMPACT**

For the above-mentioned items a series of quantifiers shall be tracked to better measure the progress and impact of the consultant's work.

### 5.1 Social Media

- The total number of social media posts
- The growth in followers and likes, mentions and people reached
- The number of “click-throughs”, meaning how many visitors follow a CTA (call to action)
- The number of people that sign up to Crop Topics, the Crop Trust Newsletter

### 5.2 Media Outreach

- The number of media outlets picking up a press release
- The number of journalists' requests for interviews

Qualifying the progress is trickier but also necessary. A short-list of the top-tier media that do pick up our press materials will be necessary, as will be a selection of social posts that perform above the norm (e.g. re-tweets; mentions).

## **6. WORKPLAN & TIMELINE, HUMAN RESOURCES**

### 6.2. Your Team

Name and Title



## 6.2 Workplan and Timeline

Task	Activities	Costs *	Output / Delivery	Date of Delivery
<b>STRATEGIC DELIVERABLES</b>				
Develop and present an Inception Report and Communications Audit				By end of 1 <sup>st</sup> month of work
Design and implement a Media Relations and Social Media Outreach Strategy				By end of 1 <sup>st</sup> trimester
Final Report on Consultancy				Dec. 2016
<b>SUBTOTAL</b>				
<b>MONTHLY / PERIODIC DELIVERABLES</b>				
Implement the social media component of the Strategy				
<b>SUBTOTAL</b>				
<b>ON-REQUEST DELIVERABLES</b>				
Implement the media relations component of the Strategy				
<b>SUBTOTAL</b>				
<b>TOTAL</b>				
* please provide hourly/daily rates				



## 7. EVALUATION CRITERIA

Proposals will be evaluated on the basis of:

Cost effectiveness / price

Experience of firm

What types of successes has the consultant had in implementing similar campaigns or strategies in the past

Implementation methodology

Qualifications

The applicant should have the following --

- Direct experience in the field of public relations, journalism or marketing, with a specific focus on international organizations.
- Capability and proven experience in developing and executing Media Relations and Social Media Outreach Strategies
- Capability and proven experience crafting messages in various formats (press releases, success stories, blog entries, tweets, etc.) targeting a variety of audiences
- Familiarity with branding compliance
- A minimum of five years of professional experience in development communications, public relations, or a related field
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure
- Excellent written, oral and interpersonal skills
- Excellent knowledge of social media platforms
- Direct experience with science and agricultural issues is preferred
- Direct experience with global fundraising campaigns and activities will be an asset.
- Excellent English language skills. The knowledge of Spanish, French and/or German will be an asset



## 8. SUBMISSION REQUIREMENTS

This tender will follow the **two-stages two-envelopes procedure**<sup>1</sup>. The bidder will send two different documents/emails, clearly defined, of which one ONLY includes the technical proposal with all the details listed under 8.1 – 8.7 and the second contains the associated costs, see point 8.8 (table 6.1).

The documents are to send via email to:

procurement@croptrust.org

Proposal submissions are to include the following:

8.1 Proposal with the proposed approach and activities to be taken for the implementation and management of the consultancy, including an operational work plan with timelines

- What types of services does the agency provide in-house?
- What types of services are typically contracted out?

8.2 Portfolio with examples of the consultant's work

8.3. Examples of firm's clients with similar size and needs of those of the Crop Trust

8.4 Recent examples of campaigns and/or activities that have been successfully carried out in media outlets for similar clients.

8.5 Examples of social posts, and stories that have been recently developed for different social media

8.6 History and mission of firm and Curriculum Vitae of consultant and for each member of the team (if a team approach is utilized)

8.7 References

8.8 Breakdown of costs of PR activities on hourly and daily basis (see table 6.1 above)

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<sup>1</sup> First stage: Bidders will submit their technical proposal in accordance with the specifications and requirements for two-stage bidding; the technical proposals will be opened on the date, time and place indicated in the bidding and subsequently evaluate them. The financial proposals remain sealed documents in the custody of the Procurement Office. To ensure that all technical proposals conform to the same acceptable technical standards and meet the required technical solution, possible amendments or changes to the technical proposals will be discussed with the bidders. Bidders who agree to make such adjustments will be given time to do so; Bidders who are unable or unwilling to bring their technical proposal to conform to the acceptable technical standard will be allowed to withdraw their bids without penalty; Individual discussions with bidders will be duly recorded, and will not be disclosed to other bidders;  
Second stage: After evaluating the technical proposals, the Procurement Office will invite the complying bidders to submit their revised technical proposals and supplementary financial proposal, if any, based on the agreed technical standard;





## **9. EXCLUSION CRITERIA**

Applicants or support providers shall be excluded from a contract 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 the 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 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 contracting authority 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 country of the contracting authority or those of the country where the contract is to be performed;
- (e) they have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization or any other illegal activity detrimental to the Crop Trust financial interests.

Support providers must self-declare that they are not in one of the situations referred to above (Annex 1 – Supplier Self Assessment).

## **10. ETHICS CLAUSE**

Any attempt by a support provider to obtain confidential information, enter into unlawful agreements with competitors or influence any Crop Trust staff member during the process of examining, clarifying, evaluating and comparing tenders and applications will lead to the rejection of its submission or tender.

When putting forward a tender, the support provider shall declare that it is affected by no potential conflict of interest and has no equivalent relation in that respect with other support providers or parties involved in the project. Should such a situation arise during execution of the contract, the contractor must immediately inform the contracting authority.

Support providers and any subcontractors shall respect core labour standards as defined in the relevant International Labour Organization (ILO) conventions (such as the Conventions on freedom of association and collective bargaining, abolition of forced and compulsory labour, abolition of discrimination in the workplace, and abolition of child labour).

The support providers shall refrain from any relationship likely to compromise its independence or that of its staff. If the contractor ceases to be independent, the Crop Trust



may, regardless of injury, terminate the contract without further notice and without the contractor having any claim to compensation.

The Crop Trust reserves the right to suspend or cancel the RFP or the contract awarded if corrupt practices of any kind are discovered at any stage of the award process.

## **11. DURATION AND LOCATION**

The duration of the Consultancy is scheduled to last sixteen (16) months. The scope of work can be conducted remotely with contact with Communications Manager via electronic communication. However, face-to-face meetings may be required to discuss the requirements, implementation process and other pertinent details for the execution of the Scope of Work.

No equipment or material will be purchased or provided by the Crop Trust to conduct the Scope of Work. Any travel, equipment or materials needed to accomplish this TOR should be reviewed and approved by the Crop Trust before implementation.

## **12. APPLICATION**

Interested applicants are requested to submit their Proposals based on the TOR outlined above to contact below no later than 24:00 CEST on 7<sup>th</sup> August 2016. The technical Proposals will be opened at the Crop Trust premises on the 8<sup>th</sup> August 2016 at 10:00 CEST with one representative of the Procurement Office, the P&C Team and the Finance Director participation.

## **13. ADDITIONAL INFORMATION**

### WHO WE ARE

Established in 2004, the Crop Trust has evolved from a start-up entity to an established international organization with a central role in promoting and sustaining a global system of ex situ crop conservation. We invite you to watch two of our organizational videos:

- [Securing Our Food, Forever](#)
- [Feeding a Growing World](#)

To fulfill its mission the Crop Trust must be able to effectively communicate with an international and diverse audience, highlighting the following:

- (a) The importance of crop diversity, and the issues that revolve around it
- (b) The role the Crop Trust plays in safeguarding this global common good;
- (c) The strategic partners it collaborates with; and



- (d) What and how people around the globe can do to also help assure this diversity is safe and available for years to come.

The specific goals of the Crop Trust are to:

- Promote an efficient, goal-oriented, economically efficient and sustainable global system of ex situ conservation, in accordance with the International Treaty on Plant Genetic Resources for Food and Agriculture (2001) and the Global Plan of Action for the Conservation and Sustainable Utilization of Plant Genetic Resources for Food and Agriculture (1996);
- Safeguard collections of unique and valuable plant genetic resources for food and agriculture held ex situ, with priority being given to those that are plant genetic resources included in Annex 1 to the International Treaty or included in Article 15 of the International Treaty;
- Promote the regeneration, characterization, documentation and evaluation of plant genetic resources for food and agriculture and the exchange of related information;
- Promote the availability of plant genetic resources for food and agriculture; and
- Promote national and regional capacity building, including the training of key personnel, with respect to the above.

## OUR AUDIENCE

Broadly speaking, the Crop Trust has three main audiences --

- (a) Donors and potential donors, including governments, private sector, foundations
- (b) The plant genetic resource community and those scientists and researchers whose work relates directly or indirectly with PGR.
- (c) The general public, composed of people interested in conserving the environment; participating in making this world a better place; helping assure food security; leading a healthier life; etc.

## OUR MESSAGE

By 2024, the end of the ten-year period covered by our strategic work plan (See Appendix), the world's population is expected to reach 8 billion – almost one billion more people than in 2014. By 2050, it may pass 9 billion. During this period, the world's climate will continue to change, bringing unprecedented challenges to farmers. Nobody can predict with precision the problems that will most impact global food production, though there is no shortage of candidates: rising temperatures, drought, floods, extreme weather, pests, diseases, or the mass failure of widely adopted monocultures.



What we do know is this:

Conserving the vast diversity within and between crops is the only way to guarantee that farmers and plant breeders will have the raw materials needed to adapt to whatever the future brings.

This will require more work beyond the global system of ex situ conservation – continuing advances in breeding and crop science, solutions to difficult resource problems, efficient markets and access to them, an end to waste of food, not to mention a lot of hard work by farmers – but none of this can happen if the genetic base of our food supply is lost.

The importance of crop diversity, and the work carried out by the Crop Trust, has recently been acknowledged by the United Nations in its Sustainable Development Goals. By 2020, according to target 2.5, we must:

“Maintain the genetic diversity of seeds, cultivated plants and farmed and domesticated animals and their related wild species, including through soundly managed and diversified seed and plant banks at the national, regional and international levels, and promote access to and fair and equitable sharing of benefits arising from the utilization of genetic resources and associated traditional knowledge, as internationally agreed...”

## OUR COMMUNICATIONS

In the communications front, the Crop Trust’s internal efforts focus on: the organizations website, particularly its news section (blog, in the media, etc.); its monthly newsletter; social media, events’ support; Svalbard media requests; and the development and design of on- and offline materials (including videos and photos, brochures and banners, among others). For this, the Crop Trust count on a Communications Manager, and a Partnerships and Communications Assistance. This two-person team receives support from colleagues in the Partnership team, and the Science team.

## MEDIA OUTREACH AND RELATIONS

Background: During the year 2014 the Crop Trust published 3 press releases. In 2015, that number increased to 11. This year, as of now (June), the Crop Trust has published a total of 7 releases. Additionally, during this 2014 – 2016 period, we have successfully placed ten OpEds in the media.

A selection of the recent opinion pieces:

- [Kyodo News \(Japan\)](#)
- [Huffington Post](#)



- [Chosun Daily \(Korea\)](#)
- [New Indian Express](#)
- [Europolitics](#)

The Svalbard Global Seed Vault has become the icon for ex situ conservation. This has led to constant and sometimes impressive coverage of the two annual deposits the “Doomsday Vault” receives. Every year, journalists from across the world request visits to the Vault and publish stories that highlight the need to conserve diversity.

A selection of the Svalbard Vault in the media:

- [Washington Post](#)
- [Le Monde](#)
- [The Guardian](#)
- [ABC Australia](#)

The Vault plays a small role in the overall ex situ system of conservation. And even though some journalists have written stories about the genebanks, more needs to be done.

A selection of articles on ex situ conservation and genebanks in the media:

- [SciDev.Net](#)
- [Wired](#)
- [Ensia](#)

Since 2014, most of the media outreach on behalf of the Crop Trust has been carried out by a London-based PR company. The biggest story to date has been the first-ever retrieval of seeds from the Vault: [Sowing the Seeds for Tomorrow](#).

## SOCIAL MEDIA

Background: Social media is about building ROE (Return on Engagement). The Crop Trust looks to engage with present collaborators and supporters as well as with new people who have never heard of the organizations. The Crop Trust seeks to build awareness (for both the cause and the brand), and attract additional supporters and collaborators.

During the last two years, the Crop Trust has made a commitment to enhance its social media channels. At present most of the work has been done in-house and most of the time and effort has been dedicated to Twitter ([@CropTrust](#)) and [Facebook](#). Additionally, the Crop Trust has presence in [Flickr](#) and [Vimeo](#). Very recently, the Crop Trust launched an Instagram account, and currently it is working on updating its YouTube channel.



## In Numbers

Twitter: Current followers: 4,325; Following: 1,319 (+ 635 new likes since January)

- March top tweet: [#Seeds](#) from 435 vegetable varieties were deposited to [#Svalbard](#) today from Seed Savers Exchange [@Seedsaversx](#) in USA [pic.twitter.com/fRzrKedml8](https://pic.twitter.com/fRzrKedml8) (35 RT and 47 likes)

Facebook: Current page likes: 5,848 (+862 since February)

- March - “Maize is more than just your average yellow corn cob. Celebrate [#maize#diversity](#). View the [#CropsInColor](#) maize slideshow released this morning! Photography by Reportage by Getty Images photographer Juan Arredondo. <https://goo.gl/kKhGde>” (Over 25,000 people reached, post clicks: 760, reactions: 930. Perhaps this is evidence that the Crop Trust needs to develop more visually stimulating material that relates to its work. Shorter posts with pictures and/or videos also tend to make the audience engage more.)

Vimeo: 40 videos. In the last year we’ve had [15.9K plays](#), [53 likes](#), and [6 comments](#)

## WHAT WE DO

The work of the Crop Trust is focused on the construction and support of a global system for the conservation of crop diversity.

## CONSERVING CROP DIVERSITY FOREVER

The Crop Trust is raising an endowment to fund the conservation of crop diversity in genebanks throughout the world. Over the next four years, by the end-2020, the mid-term objective of the Crop Trust will be to raise its endowment to USD 500 million. The Endowment currently stands at 170 million.

Drawing on investment income from the endowment in its current state, the Crop Trust provides long-term grants of USD 2.4 million annually to support 20 international collections of 17 major food crops in 9 CGIAR genebanks and two other institutions. This long-term funding is complemented by up to USD 18 million of annual funding from the CGIAR Consortium Office via the CGIAR Research Program for Managing and Sustaining Crop Collections (Genebank CRP), to finance the core costs of operating international collections in all of the 11 CGIAR genebanks. Additionally, the Crop Trust draws on investment income from the endowment to contribute around USD 150,000 annually for the operation of the Svalbard Global Seed Vault, complemented by funding from the Royal Norwegian Ministry of Agriculture and Food and the Nordic Genebank. Moreover, investment income from the endowment is expected to support USD 2-3 million of annual operating expenses of the new Crop Trust Secretariat in Bonn.



Donor funding for the endowment is the primary objective of the Crop Trust's fundraising activities. Donors provide funding for the endowment in an unrestricted manner, meaning that these resources are not earmarked for specific regions, countries, genebanks, collections or projects.

## SVALBARD GLOBAL SEED VAULT

The Svalbard Global Seed Vault is a key component of the global system. Located deep inside a mountain on a remote island in the Svalbard archipelago, halfway between mainland Norway and the North Pole, the Vault is a fail-safe, state-of-the-art seed storage facility, built to stand the test of time – and of natural or manmade disasters.

The purpose of the Vault is to store duplicates ('back ups') of all seed samples from the world's crop collections. Permafrost and thick rock ensure that, even in the case of a power outage, the seed samples will remain frozen. The Vault can therefore be considered the ultimate insurance policy for the world's food supply. It will secure, for centuries, millions of seeds representing every important crop variety available in the world today.

The Seed Vault functions like a safety deposit box in a bank. The bank owns the building and the depositor owns the contents of his or her box. In the case of the Seed Vault, Norway owns the facility, and the depositing genebanks own the seeds they send to the Seed Vault; there is no transfer of ownership.

The Vault is managed in partnership between the Crop Trust, the Nordic Genetic Resource Center (NordGen) and the Government of Norway. The management system for the Vault was designed with the goal of ensuring the longevity of the seeds, minimizing risk, and minimizing cost. There is no permanent staff on-site, though staff from NordGen travel regularly to Svalbard to monitor the facility and process new shipments when they arrive. Local officials also monitor the facility using electronic surveillance.

Projects directed at overcoming impediments to the global system<sup>2</sup>.

## COLLECTING, CONSERVING AND USING CROP WILD RELATIVES

The wild relatives of our crops represent a vital source of untapped genetic diversity, which is now at risk of disappearing, just when it is most needed. As they have traits allowing them to be successful at the current extremes of a crop's range and beyond, filling in gaps of ex-situ (genebank) collections of wild relatives can be extremely important in adapting crops to climate change. They typically display characteristics -- such as heat and drought tolerance, pest and disease resistance and the ability to thrive in saline soils -- which would allow crops to cope with a wider range of environments and stresses.

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<sup>2</sup> The Crop Trust may implement short-term projects, but they are always efforts to strengthen this global system, which is supported in the long term by the endowment.



With the generous support of the Government of Norway, the Crop Trust has launched a ten-year USD 50 million project in partnership with the Millennium Seed Bank of the Royal Botanic Gardens, Kew, which will safeguard and use the wild relatives of 29 crops of major importance to food security. The project team has identified those crop wild relatives that are missing from existing collections, that are most likely to contain diversity of value to adapting agriculture to climate change, and are most endangered. A total of 21 national project partners are now collecting these materials from the wild and conserving them in genebanks, with additional key support from CGIAR centres. This material will then be evaluated for important traits and prepared for use in adapting crops for new climates through pre-breeding. The third and last phase is expected to be complete by 2020.

### INFORMATION SYSTEMS

The Crop Trust works to also make genebank/seed data available for breeders and farmers so that they can find the plant genetic material they need. The Crop Trust has collaborated with organizations and government all over the world on two major information systems for genetic resources: Genesys and GRIN-Global. Genesys is a gateway through which users can find material in genebanks across the world and GRIN-Global is a information management system for genebanks.

### RESCUING THREATENED COLLECTIONS OF CROP DIVERSITY

A five-year project funded (2009 - 2013) by the Bill and Melinda Gates Foundation and GRDC supported the largest rescue operation of biodiversity ever. This project involved 86 institutes in 77 countries regenerating at-risk accessions in 246 collections of 22 crops. It included the regeneration of threatened collections and their duplication in international genebanks to ensure their security and availability for the future. In the end over 80,000 accessions of crop diversity were rescued, regenerated in international collections and sent to the Svalbard Global Seed Vault for safety back up.

## 14. APPENDIX

See attached:

- (1) 2016-2017 PARTNERSHIPS WORK PROGRAM
- (2) 2016-2017 COMMUNICATIONS WORK PROGRAM
- (3) STRATEGIC WORKPLAN, UPDATE 2015
- (4) FUNDRAISING STRATEGY
- (5) 2016 – 2017 CALENDAR OF ACTIVITIES
- (6) SUPPLIER SELF ASSESSMENT