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Request for Expression of Interest (EOI) for developing Cross Media products to increase information outreach to smallholder farmers

Date: 25th March 2015

Reference: EOI: 15/30

The Secretariat of the Pacific Community (SPC) invites interested Project Managers, service providers or Multimedia Companies to submit their Expression of Interest (EOI) to complete tasks as outlined in the attached terms of reference for **Developing Cross Media products to increase information outreach to smallholder farmers**. The detailed portfolio will require the use of mixed media such as radio, print, social media, web media, television, magazines, SMS and ICT initiatives, webinars or podcasts, or other possible channels that the project manager, service providers and/or company recommends, based on evidence, to best reach the various target audiences.

The selected service providers will then be invited to submit a more detailed proposal through a restricted request for proposal process.

To guide you in the preparation of the EOI, please find enclosed:

- a. Annex I: Terms of reference
- b. Annex II: Instructions to bidders
- c. Annex III: EOI Proposal submission form

The EOI must comprise the following documents:

- a) EOI Submission Form
- b) Short covering letter detailing experience in **Developing a variety of cross Media products and services to increase information outreach to smallholder farmers (e.g., print, audio, video, online etc)**
- c) Portfolio of cross media products designed for multiple audiences such as smallholder farmers, farmer organisations, commercial farmers, government officers, private sector etc
- d) Detailed CV, references and consultancy fee based on a daily and or monthly rate
- e) Any official document certifying the legal registration of the entity.

This letter is not to be construed in any way as an offer to contract with you/your company.

Yours sincerely,

Akhilesh Prasad
Administration Manager

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Annex I

Terms of Reference

EOI 15/30

Developing a Cross Media products to increase information outreach to smallholder farmers

A. Background to the specific work covered under this consultancy

The Secretariat of the Pacific Community (SPC) through its Land Resources Division (LRD), is implementing the Pacific Agriculture Policy Project (PAPP) funded by the European Union (EU) with a total investment of EUR 8 million for over four years to 2017.

–The LRD Pacific Agriculture Policy Project (PAPP) is aimed at addressing the development needs of smallholder farmers and the commercial agricultural sector in the Pacific region by providing clear, evidence-based frameworks for promoting production, research and development, supporting stronger agricultural statistics and promoting stronger linkages to national and international markets through farmer associations and the commercial sector.

The objectives of the project are:

1. To create a policy environment capable of incentivizing smallholders and MSMEs to increase marketable surpluses, and market their produce more effectively, through the development of national and regional agricultural sector strategies.
2. To improve food and nutritional security at national and local level by increasing the production, productivity of small-holder farmers and rural communities, by assisting them to adopt new technologies and build upon existing traditional knowledge.
3. To improve the capacity of small-holder farmers, farmer associations and MSMEs to access new market opportunities.

The project will be implemented in 15 Pacific ACP countries (Cook Islands, Fiji, Kiribati, Marshall Islands, Federated States of Micronesia, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu, and Vanuatu) and including East Timor. The Land Resources Division of the Secretariat of the Pacific Community (SPC) has a mandate to assist the Pacific Community to improve food, nutritional and income security and sustainable management of land, agriculture and forestry resources. Under its strategic objective one, LRD will provide support and technical expertise to PICTS by supporting informed policy decisions, advocacy and knowledge sharing on sustainable land, agriculture and forestry development.

LRD's information and knowledge management project facilitates systematic sharing of information, lessons learnt, and experiences within and between countries to optimise benefits and widely disseminate best practices. LRD continues to provide solutions to market and deliver information to assist Pacific community to improve food security.

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This expression of interest (EOI) will contribute to LRD - PAPP project Results areas 1, 2 and 3 - strengthening regional agricultural development strategy through assessments and revision of current policies on Information, Communications and Knowledge Management and through improved market linkages, communication and management of information. Additionally it will also reinforce and communicate the significances of managing knowledge and information particularly in the agriculture and forestry sector. Over the next 2 years, LRD-PAPP has planned a number of major events and key activities to engage countries, stakeholders and partners. LRD PAPP is continuously trying to improve the accessibility of knowledge products to its stakeholders.

The SPC wishes to invite **Expression of Interests (EOI)** from interested Project Managers, service providers or Multimedia Companies that will assist Land Resources Division to **design a Cross Media products to increase information outreach to smallholder farmers in rural communities** (such as radio, print, social media, web media, television, magazines, SMS and ICT initiatives, webinars or podcasts, and other mixed media that, based on evidence, is best to engage the various target audiences in various locations)

The EOI must comprise the following documents:

- a) EOI Submission Form
- b) Short covering letter detailing experience in **Developing a variety of cross Media products and services to increase information outreach to smallholder farmers (e.g., print, audio, video, online etc)**
- c) Portfolio of multiple and cross media products designed for multiple audience
- d) Detailed CV, references and consultancy fee based on a daily and or monthly rate
- e) Any official document certifying the legal registration of the entity.

Suitably qualified consultants or service providers for specific activities will be contacted by SPC and required to submit their proposed approach, work plan (including deliverables and indicative timing) prior to contracting. This will be specified with the service provider as and when required for each event.

B. Scope and specific activities

The scope of activities typically includes the following:

1. Design of cross media products (products and services - print, audio, video, online (examples such as radio content, print, social media, web media, Mobile app, television, magazines etc) to target multiple audiences
2. Targeted campaigns to generate coverage in print, broadcast and online media to raise awareness across specific target audience like farmer organisations, policy extension officers, government, private sector etc
3. Develop Marketing and media strategies and plans to raise the profile of LRD – Pacific Agricultural Policy Project and streamlining links to European Union and SPC visibility plans
4. Promote and support PAPP Key result areas in ensuring the dissemination of accurate and timely information to specific target audience

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5. Provide an evaluation of designed media products and services
6. Provide training and capacity building exchanges to key target audience when the product is designed

C. Outputs

The outputs of this consultancy typically include:

1. Budget and workplan for appropriate multiple and cross media platforms for key target audience. Importantly, this should include specific budgets for each proposed mixed media given that costs may vary considerably, for example television production is more costly than coordinating social media campaigns.
2. Plan for multiple and cross media, publications and marketing, branding strategy presented and approved by the PAPP team
3. Delivery of multiple and cross media products to target audience
4. Successful roll out of media products to smallholder farmers
5. Training provided to key stakeholders on the various platforms

Bidders may indicate whether they are able to design and provide parts of the products and services as and when required, or be able to provide the full range of service.

D. Specification of service providers

Essential

1. Experience in designing and delivery of multiple and cross media marketing products across all media: print, graphics, audio, video, online etc
2. Creative designers who can communicate a strategic message to the target audience
3. Technical understanding of media channels and production processes to manage multiple media products, as part of the campaign
4. Understanding of key audiences and researching and presenting on their evidence-based priorities and most effective communication channels to reach these audiences
5. A good communicator, both verbally and in writing.
6. Demonstrated design ability through an online and or print portfolio
7. Proven ability to cater for ad-hoc requests
8. Ability to work independently and provide deliverables on schedule.
9. Ability to coordinate multiple competing tasks and stakeholders, often to urgent deadlines.
10. Computer literacy and demonstrated knowledge of a range of software packages
11. Awareness of cultural sensitivities of Pacific islands and other participants

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Desirable

1. Demonstrated skills in project design, budgets, implementation and monitoring and evaluation.
2. Proven experience in dealing with regional organisations
3. All insurance and appropriate cover for third parties and equipment, with SPC LRD having no liability for any stage of production
4. Familiarity with web markup languages: HTML, CSS, Dreamweaver.
5. Experience working in the Pacific and accessing available technical advice and equipment, and outsourcing as required, and as part of the pre-agreed contract

E. Delivery

Successful service providers will be included in a panel of preferred supplier of this service.

The panel will be reviewed annually. A panel of service providers will be established within 2 weeks of bids received. Successful service providers will be notified accordingly.

The service providers will be contracted specifically to deliver specific tasks (products and services).

SPC has a number of units working in the area of information and communications that publish materials in various outlets. The selected service provider(s) may be called upon to complement the work of these units, and during major events and activities, as and when necessary.

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Annex II

Instruction to Bidders

EOI 15/30

Developing Cross Media products to increase information outreach to smallholder farmers.

1. General Conditions

- 1.1 SPC invites EOIs for **Developing Cross Media products to increase information outreach to smallholder farmers.**
- 1.2 The Bidder shall bear all costs associated with the preparation and submission of the EOI, and the SPC entity will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

2. Preparation of EOI

The EOI must comprise the following documents:

- a) Submission Form
- b) Short covering letter detailing experience in **Developing a variety of cross Media products and services to increase information outreach to smallholder farmers (e.g., print, audio, video, online etc)**
- c) Portfolio of cross media products designed for multiple audiences such as smallholder farmers, farmer organisations, commercial farmers, government officers, private sector etc
- d) Detailed CV, references and consultancy fee based on a daily and or monthly rate
- e) Any official document certifying the legal registration of the entity.

3. Submission of EOI

- 3.1 The Bidder shall submit one copy of the EOI. The EOI shall be typed and shall be signed by the Bidder or a person or persons, duly authorized by the bidder to submit the bid..

3.2 The Bidder shall submit their EOI in one of the following formats:

By email to procurement@spc.int clearly stated "**EOI 15/30 Developing Cross Media products to increase information outreach to smallholder farmers in rural communities**"

Or:

By sealed envelopes duly marked as "**EOI 15/30 "Developing Cross Media products to increase information outreach to smallholder farmers in rural communities"**" to be mailed or hand delivered to:

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Secretariat of the Pacific Community
Private Mail Bag
Suva
Fiji

3.3 All EOI submissions must reach SPC office on or before 25th April, 2015 4.00pm (Fiji local time).

3.4 SPC may, at its discretion, extend this deadline for the submission of the EOI, in which case all rights and obligations of SPC and Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

3.5 Any EOI received by the SPC after the deadline for submission of EOI will be rejected and returned unopened to the Bidder.

3.6 The Bidder may withdraw its EOI after submission, provided that written notice of the withdrawal is received by the SPC prior to the deadline for submission. No EOI may be modified after passing of the deadline for submission of EOI.

4. Evaluation of EOI

4.1 To assist in the examination, evaluation and comparison of EOIs, SPC may at its discretion ask the Bidder for clarification of its EOI. The request for clarification and the response shall be in writing via email and no change in substance of the EOI shall be sought, offered or permitted.

4.2 SPC will examine the EOI to determine whether it is complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the EOI is generally in order.

4.3 Prior to the detailed evaluation, SPC will determine the substantial responsiveness of each EOI through preliminary examination of documents submitted. A substantially responsive offer is one which conforms to all the terms and conditions of the EOI. SPC reserves the right to waive minor deviations, if they do not affect the capability of an applicant to perform the work.

4.4 An EOI determined as not substantially responsive will be rejected by SPC.

4.5 This EOI does not entail any commitment on the part of SPC, either financial or otherwise. SPC reserves the right to accept or reject any EOI without incurring any obligation to inform the affected applicant/s of the grounds.

4.6 For additional information, clarification or any communication relating to this EOI, bidders may write to procurement@spc.int.

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Annex III**EOI Submission Form**

15/30

Developing Cross Media products to increase information outreach to smallholder farmers in rural communities**1. Background****1.1 Contact**

Name	
Physical address	
Mailing address	
Telephone	
Fax	
e-mail	
Website	

1.2 Legal Registration (if any)

Place of registration & registration No.	Date of incorporation	Directors' names

2. Previous experience**2.1 Geographical coverage and experience working with international organisations**

Criteria	Response
Geographical list showing where work has been conducted in the past three years	
Previous experience in working with SPC	
Previous experience working with other international organizations.	

2.2 Outline of five assignments relevant to this present EOI that were completed by the Bidder within the last three years.

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Name of client and contact details	Consultancy description (Include title of consultancy and a brief statement describing the nature of the assignment)	Consultancy value FJ\$	Completion Date

2.3 Details of current consultancies in progress

Name of client and contact details	Project description (Include title of consultancy and a brief statement describing the nature of the assignment)	Contract value FJS\$	Completion due Date

a. Personnel

List the qualifications and experience of key personnel proposed for administration and execution of the consultancy. (Curriculum vitae for personnel proposed for this consultancy should be submitted with the EOI).

Position	Name	Qualifications	Years of experience in current position

2. Certification

I, the undersigned, warrant that the information provided in this form is correct and, in the event of changes, details will be provided as soon as possible:

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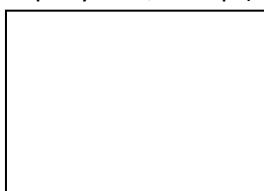
Name _____

Functional Title _____

Signature _____

Date _____

Company Seal/Stamp (if any)

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