

Procurement Management



CIP
CENTRO
INTERNACIONAL
DE LA PAPA



WWW.
CIPOTATO.ORG

REQUEST FOR PROPOSAL

I. INTRODUCTION

The International Potato Center, known by its Spanish acronym CIP, was founded in 1971 as a root and tuber research-for-development institution delivering sustainable solutions to the pressing world problems of hunger, poverty, and the degradation of natural resources. CIP is truly a global center, with headquarters in Lima, Peru and offices in 20 developing countries across Asia, Africa, and Latin America. Working closely with our partners, CIP seeks to achieve food security, increased well-being, and gender equity for poor people in the developing world. CIP furthers its mission through rigorous research, innovation in science and technology, and capacity strengthening regarding root and tuber farming and food systems.

CIP is part of the CGIAR Consortium, a global partnership that unites organizations engaged in research for a food secure future. CGIAR research is dedicated to reducing rural poverty, increasing food security, improving human health and nutrition, and ensuring more sustainable management of natural resources. Donors include individual countries, major foundations, and international entities.

II. PURPOSE

The purpose of this Request for Proposal (RFP) is to identify a media agency, which can provide specialized support in the form of the development of regular op-eds. The company must have experience working in the international agricultural development sphere.

III. SCOPE OF WORK

The company will conceptualize op-ed story angles and authors to cause impact in top tier media outlets, particularly in the US and UK markets. Also, the company will pitch and place the op-ed with the media and handle all the logistics between author and media outlet. Prior the pitching, all the material will be revised by CIP's communication area. CIP will retain the copyright to all the products.

IV. REQUIREMENTS

Proposals must address each item listed, giving specific in achieving these requirements. Proposals may be rejected if minimum requirements are not met. All proposers wishing clarification of this RFP must submit questions by email to CIP no later than February 18th, 2021. to the attention of Ximena Ganoza, Logistics Senior Manager email address: x.ganoza@cgiar.org cc: Valeria Osorio v.osorio@cgiar.org. Costs for developing proposals are entirely the responsibility of the proposer and shall not be reimbursed by CIP.

1. **Notice of Intent to Bid and Bidder Identification, Attachment 1:** Must be received by February 18, 2021. The notice shall be emailed to Ximena Ganoza, CC CIP-LogisticsImport@cgiar.org
2. **Table of Contents:** Every RFP submitted must contain the following information:
 - a. **Services and Activities:** Provide description of the nature of the organization's services and activities. Note when the business was established, brief history and location. List the

- location(s) of the office(s) from which the primary work on this contract would be performed.
- b. **Filled Out the Bidder Identification Form (Attached).**
 - c. **No Conflict of Interest:** Client relationships that could potentially be considered a conflict of interest must be listed.
 - d. **This contract offers** the winning bidder the possibility of becoming the media agency for CIP for a period for 12 months up to a maximum.
 - e. **Detailed proposal requirements:** Attachment 2:

V. TIMETABLE

- | | |
|--------------------------------------|---------------------------|
| 1. Invitation to bidding companies | February 12, 2021 |
| 2. Questions from bidders | February 18, 2021 |
| 3. Answers from CIP | February 22, 2021 |
| 4. Submission of Proposals | February 25, 2021 |
| 5. Evaluation of proposals | January 26, March 1, 2021 |
| 6. Identification of selected vendor | March 2, 2021 |
| 7. Communication to bidders | March 3, 2021 |

Bidders shall submit their complete Proforma including technical specifications by email to Ximena Ganoza (x.ganoza@cgiar.org) and cc: CIP-LogisticsImport@cgiar.org no later than February 25, 2021.

VI. LOCATION OF IMPLEMENTATION

International Potato Center (CIP)
 Av. La Molina No. 1895
 La Molina
 Lima Peru

VII. EVALUATION PROCESS

Evaluation Matrix

	<i>Relevance %</i>	<i>Score (1-5)</i>	<i>Total (Relevance x score)</i>
Years of Experience	10		
Clients Portfolio (ONGS, CGIAR Centers)	30		
Cost	20		
Financial Capacity	10		
Demonstrated track record of success in gaining media placements in top tier outlets	30		
Total	100		

VIII. CIP RIGHTS

CIP maintains the right to accept or reject in whole or in part, proposals and cancel the process as long as CIP has not signed the relevant contract.

ATTACHMENT 1 –

NOTICE OF INTENT TO BID

Place, Date

Messrs.
International Potato Center
Peru. -

Ref. Invitation – Media Agency

Our company duly represented by its Legal Representative.....
with legal powers registered at. (copy attached), requests to participate in the selection
process of Graphic Design Services quotation for International Potato Center.

Along with the BIDDER IDENTIFICATION we are attaching the requires documentation and accept the
conditions of the invitation.

Sincerely

NAME AND SIGNATURE OF THE LEGAL REPRESENTATIVE

BIDDER IDENTIFICATION

BIDDER IDENTIFICATION	
Company name	
Years in the market	
Main customers. Please attach letters of recommendation	
Tax ID	
Address	
Contact information	
Name	Position:
Phones	E-mail:
Sales Volume	
2018	
2019	
2020	
Name and signature Legal Representative	

PROPOSAL REQUIREMENTS

Proposals must cover the following basic requirements, with detailed description of technical specifications and price:

The proposal should include:

1. Quotation for six opinion pieces developed and published in top tier media outlets throughout a year including reports on the media outlets pitched and results from the work.
Activities involved:
 - Conceptualizing op-ed story angles and authors, with the goal of representing different themes and regional issues for CIP.
 - A kick-off call with each author to discuss approach and structure of op-ed.
 - Drafting an outline for approval.
 - Drafting full text based on approved outline (up to 800 words and up to two rounds of revisions).
 - Pitching and placing the op-ed with the media.
 - Handling all logistics between author and media outlet.
2. Advice on the possibility of success of each pitch before it is translated into an opinion piece.
3. Agreement to ensure that CIP receives the copyright of all the work contracted.
4. References (names, titles and contact details) of three former clients for whom the company or its employees have undertaken similar work in the last five years.

Requirements

1. The company should demonstrate track record of success in gaining media placements in top tier outlets.
2. Have excellent interpersonal skills and able to work in situations of stress.
3. Experience of delivering innovative op-ed in a large organization.
4. Able to speak and communicate in a professional context in English.
5. Experience working with agricultural research organization, desired.