

**Request for Proposal**  
**For a supplier to design an Event Kit to support activities for the 2016 International Year of Pulses**  
**By CICILS/IPTIC (to be called the Global Pulse Confederation)**



**22 December 2014**

**Overview:**

CICILS-IPTIC (to be called the Global Pulse Confederation) is soliciting proposals from qualified suppliers in with skills in graphic design and writing to develop an event kit in preparation for the 2016 International Year of Pulses (IYOP).

All proposals must be received by 5:00 pm Central European Time on 17 January 2015.

Proposals and all enquiries are to be submitted via email to [lsabelle@emergingag.com](mailto:lsabelle@emergingag.com)

CICILS- IPTIC reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage, as determined at the sole discretion of CICILS- IPTIC

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## **1- About CICILS-IPTIC (to be called the Global Pulse Confederation) and the International Year of Pulses**

The International Pulse Trade and Industries Confederation (CICILS-IPTIC) is head quartered in Dubai and licenced under the Dubai Government authority, Dubai Multi Commodity Centre (DMCC).

CICILS-IPTIC is the not-for-profit peak body for the whole global pulses industry value chain. As the sole international confederation for the industry it enjoys membership from 18 national associations (federations) and over 600 private sector members in an industry worth over \$100 Billion at the retail level and over 60 million tonnes in pulse production and distribution in over 55 countries.

The organisation represents the common good of all sectors of the global pulse industry value chain from growers and researchers, through input and logistics suppliers, traders, exporters and importers to government bodies, multilateral bodies, processors, canners and consumers.

CICILS-IPTIC is currently coordinating activities undertaken by the association in the context of the International Year of Pulses to be held in 2016. To help deliver many activities and commitments CICILS-IPTIC is contracting a number of suppliers. CICILS-IPTIC secretariat is based in Dubai.

## **2- About the project**

The IYOP ([www.iyop.net](http://www.iyop.net)) provides an opportunity to raise awareness and to celebrate the role of beans, chickpeas, lentils and other pulses in feeding the world. It can be a galvanizing moment to draw together key actors to further the contributions pulses make to health, nutrition, and sustainability

An International Year creates a unique opportunity to encourage connections throughout the food chain to better utilize pulse-based proteins, further global production of pulses, improve crop rotations, and address the challenges of trade of pulses.

The supplier will report to Robynne Anderson, President of EmergingAg, based in Canada, secretariat to IYOP activities of CICILS- IPTIC.

The supplier will be expected to produce the following:

- 1) A "Guide to hosting and organizing IYOP events", outlining:
  - A short introduction to IYOP
  - Guidelines for the use of logos and other brand items
  - A brief summary of tips on how to organize a successful event
  - A template timeline and checklist for event organizers
  - A section on resources available to IYOP event organizers to promote their event
  - A section dedicated to social media promotion (how to, best practices, photo or images to use on social media)
  - Template resources for social media promotion and a step-by-step walkthrough of how to set up a Facebook or Twitter page for your event.
  - Sample invitations for print invitations and e-invites
  - A template event flyer

- 2) Alternative flyers for varied audiences, in particular more detailed ones for scientific audiences
- 3) A template event poster
- 4) A template for a stand up banner
- 4) A template media release

The supplier is expected to make all graphic resources available for use in high-resolution format and all materials need to be available to use online as well as downloadable and printable files (including InDesign files and editable PDFs). The supplier will work with CICILS-IPTIC to ensure all materials are in line with the brand guidelines for IYOP.

The budget for this project is \$25,000. The proposal should include a detailed budget and timeline for delivery of the products, as well as example of similar products previously developed by the supplier.

All suppliers are expected to provide all working documents, including their response to the RFP, in English. In addition, suppliers and their staff must be able to use English as their working language in their interaction with CICILS-IPTIC and EmergingAg.

### 3- The proposal

The proposal should contain the following:

- 1) Past experience and examples: Please provide a portfolio of relevant examples that showcase your ability to deliver the specific services outlined in this RFP. Where available, links to online materials will be sufficient.
- 2) Suggestions and ideas: Suppliers are welcome to make suggestions beyond the key elements outlined in the RFP that could enhance the event kit in terms of its usefulness, usability and ease of distribution.
- 3) Proposed team: Tell us about your company (sole person as well as multi-person operations are welcome to bid):
  - Who is on your team?
  - What are their profiles?
  - How would it be structured for this project?
- 4) References: a minimum of 2 references for your work (please provide email and contact number for referees)
- 5) A breakdown of the fee structure for the project
- 6) Proposed timeline for delivering the different elements

### 4- Submission of Proposal

Proposals must conform to the below requirements:

- Proposals are to be submitted via email to [isabelle@emergingag.com](mailto:isabelle@emergingag.com)
- Proposals should be in English

- All quotes should be provided in US dollars. The prices quoted in the proposal must be firm and must be valid for acceptance by CICILS- IPTIC for sixty (60) days from the RFP submission closing date
- Proposal should be no longer than five pages in length.
- Appendices can be attached if necessary.
- Links to relevant work samples are appreciated.
- Deadline for submitting proposals is 5:00pm Central European time on 17 January 2015.
- Proposals received after closing deadline are unlikely to be considered. If the proposal is incomplete, conditional, obscure, ineligible or contains other irregularity it is unlikely to be considered.

### **5- Evaluation of responses**

Responses will be evaluated based on the following criteria:

- Bidder's understanding of the terms set out in Section 3 and ability to meet the specifications stated in this section
- Bidder's demonstrated skills, reputation, experience and financial stability
- Cost competitiveness
- CICILS-IPTIC reserves the right to interview potential resource(s) and reject or accept the Bidder's proposal based on the interview results.

### **6- Confidentiality & Non-Disclosure**

Bidders agree to standard business practice related to the confidential treatment of information provided by CICILS-IPTIC while this agreement is in effect, and at all times thereafter, the successful Bidder and any officers, employees or agents of the successful Bidder:

- will treat as confidential all information, data, documents, and materials acquired or to which access has been given in the course of, or incidental to, the performance of the agreement,
- will not disclose or permit to be disclosed, to any person, corporation or organization such information, data, documents, or materials without first obtaining written permission from CICILS-IPTIC; and
- will comply with any rules or directions made or given by CICILS-IPTIC with respect to safeguarding or ensuring the confidentiality of such information, data, documents or materials.

This document must not be copied in whole or in part for any reason other than in the course of providing the information requested, without the expressed written permission of CICILS-IPTIC.

### **7- Right to approve sub-contractors**

CICILS-IPTIC reserves the right to approve any subcontractors used by the Bidder and the Bidder must have the prior written approval of CICILS-IPTIC prior to contracting any subcontractor for goods or services related to this RFP or the subsequent agreement.