
World Economic Forum

REQUEST FOR PROPOSAL FOR CO- DEVELOPING THE GPAP 2020-2021 ANNUAL IMPACT REPORT

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1. Introduction and instructions

1.1. Purpose of this Request for Proposal

This request for proposal (RFP) is an invitation to submit proposals for the **development of an annual impact report for the Global Plastic Action Partnership, a platform hosted at the World Economic Forum.**

The purpose of this RFP is to solicit proposals from **suppliers with expertise in sustainability communications, creative design and multimedia storytelling**, with a view to meeting high-quality requirements and project objectives established by the Forum. This process will result in the selection of one supplier, who will be invited to enter a contracting phase for a specific and detailed scope of work subject to final fixed pricing.

Context

In September 2020, the Global Plastic Action Partnership (GPAP) published its first [Annual Impact Report](#), which provided an in-depth look into how GPAP and its national platforms are bringing government partners, businesses and social impact investors, civil society leaders and innovators together to forge a common approach to fighting plastic pollution.

Since then, GPAP has made major inroads, including securing the commitment of the Government of Nigeria to launch a fourth partnership; developing a financing roadmap for mobilizing billions in funding for Indonesia; supporting informal sector waste workers in partner countries through facilitating the procurement of personal protective equipment; creating resources to boost local innovators; and more.

Ahead of the World Economic Forum's Special Annual Meeting, which will take place in Singapore in late August 2021, **GPAP is preparing to deliver its second Annual Impact Report, which will present concrete, measurable results from its activities during the past year** to show how its platforms have moved the needle on combatting plastic waste and pollution.

1.2. About the World Economic Forum

The World Economic Forum is the International Organization for Public-Private Cooperation. The Forum engages the foremost political, business and other leaders of society to shape global, regional and industry agendas. It was established in 1971 as a not-for-profit foundation and is headquartered in Geneva, Switzerland. It is independent, impartial and not tied to any special interests.

The Forum strives in all its efforts to demonstrate entrepreneurship in the global public interest while upholding the highest standards of governance. Moral and intellectual integrity is at the heart of everything it does.

Our activities are shaped by a unique institutional culture founded on the stakeholder theory, which asserts that an organization is accountable to all parts of society. The institution carefully blends and

balances the best of many kinds of organizations, from both the public and private sectors, international organizations and academic institutions.

1.3. About the Global Plastic Action Partnership

The Global Plastic Action Partnership (GPAP) is a platform at the World Economic Forum that aims to shape a more sustainable and inclusive world through the eradication of plastic pollution. Co-founded by partners across all sectors, GPAP harnesses its unique convening power to bring together governments, businesses and civil society to translate commitments into meaningful action at both the global and national levels. GPAP has partnered with the Governments of Indonesia, Ghana and Viet Nam to launch three national-level platforms, and it will soon launch a fourth partnership with the Government of Nigeria. For more information, visit us online at globalplasticaction.org.

1.4. Procurement Key Activities and Dates

Suppliers are asked to provide the response by **Monday 12 April 2021** in electronic format to plasticaction@weforum.org.

Key dates:

- March 29 RFP distributed
- April 6 Open call with interested suppliers
- April 12 Deadline for proposals
- April 19 Final selection made; contract initiated with the World Economic Forum
- April 26 Formal kickoff with the GPAP team
- June 14 Finalization of an abbreviated impact reporting document (i.e., executive summary) for sharing with donors and key stakeholders
- August 9 Finalization and delivery of the full report, as well as companion assets

1.5. RFP Evaluation Criteria

The Forum is looking for the most suitable partner and therefore will not simply select the economical most attractive bid or quotation, but rather use objective criteria to evaluate the best match for its demand. All supplier information provided as part of the RFP will be treated as confidential. **The Forum's criteria include, but are not limited to the following key factors:**

- Experience in developing communications materials and campaigns in areas such as the environment, sustainability, circular economy, and/or plastic pollution
- Experience in creating annual reports for cause-driven organizations
- Proven capability in producing high-quality, creative graphic design, particularly in the areas of knowledge and impact communications
- Strong ability to manage projects and oversee timelines
- High level of cultural sensitivity and awareness of appropriate and respectful representation of traditionally marginalized/under-represented groups in developing communications materials, including in imagery and language

Additionally, GPAP welcomes the voluntary disclosure of any formal commitments that the consultancy has made towards promoting diversity, equity and inclusion in areas such as gender,

race/ethnicity, and geographic representation, as well as the reflection of such commitments in the makeup of the proposed project team.

The Forum will not disclose the detailed results of the selection and scoring process and reserves the sole right to decide whether a proposal complies with the requirements of the RFP and to accept, reject or negotiate modifications of supplier's proposals.

1.6. Queries about the Procurement

GPAP will host an open Q&A call via Zoom with any and all interested suppliers on **Tuesday 6 April at 3:00pm CET** to answer questions in a transparent manner. To request the call-in information, please contact plasticaction@weforum.org.

Any questions about the procurement must be submitted by e-mail to plasticaction@weforum.org by **Friday 9 April 2021**. No other forms of communication or contact will be accepted.

1.7. Proposal Submission Checklist

Proposals must include:

- *Names and titles of proposed project team members*
- *Two or more sample pieces of work demonstrating creative design and communications materials developed for cause-driven organizations, preferably in the areas of environment, sustainability, circular economy and/or plastic pollution*
- *Brief, succinct responses to the Capability Questions in Section 2.2 below*
- *A pricing table providing a detailed breakdown of costs, following the model laid out in Section 2.3*

1.8. Points of contact

Suppliers are not allowed to contact any World Economic Forum personnel, such as management or other local contacts, regarding this RFP. Any such communication may lead to the proposal received being rejected.

It is expected that the supplier also provides the World Economic Forum with a single point of contact capable of answering questions related to this RFP on a global scale.

World Economic Forum Contacts

GPAP Team plasticaction@weforum.org Lai Sanders Lai.Sanders@weforum.org Nour Chaabane Nour.Chaabane@weforum.org
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1.9. Provided Information

This RFP contains information believed to be reliable at the date obtained but may not provide all the necessary or desirable information. Neither the World Economic Forum nor its employees or involved advisors, contractors or other representatives guarantee the completeness of these information. The document is intended solely for the information of the party to whom it is issued. All proposals will become the property of the Forum which reserves the right to use without limitations or liability for any ideas from the proposals.

The World Economic Forum reserves the absolute right to:

- Accept or reject any or all proposals
- Negotiate with any, all or no bidders
- Modify or cancel this RFP

It is the Bidder's responsibility to:

- Properly understand and examine the RFP;
- Examine all other information available on reasonable inquiry relevant to the risks, contingencies and circumstances affecting its response
- Satisfy itself as to the completeness, correctness and sufficiency of its response;

1.10. Confidentiality

The Invitation document is confidential. The Forum may update or revise the document or any part of it. The recipient acknowledges that any such revised or amended document shall be received subject to the same confidentiality undertaking. The Recipient will not disclose or discuss the contents of the document with any officer, employee, consultant, director, agent, or other person associated or affiliated in anyway with the World Economic Forum or any of its customers or suppliers without the prior written consent of the World Economic Forum.

1.11. Cost of Responding

All costs and expenses incurred by bidders in any way associated with the development, preparation, and submission of their responses to this RFP, including but not limited to attendance at meetings, discussions, presentations, demonstrations, etc. and providing any additional information required by the Forum will be borne exclusively by the bidder.

1.12. RFP Errors

Each recipient should notify the World Economic Forum of any error or discrepancy found in this document. Notification should be made to the contact found in proposal related details.

1.13. Liability

This invitation is not an offer by the World Economic Forum, but an invitation for responses. No contractual obligation on behalf of the Forum whatsoever exists from this process unless and until a formal contract is signed and executed by authorized people of the Forum and the select bidder.

2. Specifications

2.1. Requirements

Responsibilities and deliverables include:

Stage 0. Planning

- Collaborate with the GPAP team to formulate the structure and narrative behind the Annual Impact Report.
- Brainstorm with the team on creative and effective ways to showcase metrics and success stories, a strong possibility being the creation of short videos to support storytelling.

- **Develop a master structure and pagination for the report, which will contain approximately 28 pages.**
 - Allow for two rounds of feedback and revisions.

Stage 1. Design

- **Develop creative concepts and templates** that will be an evolution of the creative concept in the [2020 report](#).
 - The 2021 report should appear to be “in the same family” as the 2020 report, but does not necessarily need to follow the same design and structure.
 - Allow for two rounds of feedback and revisions.
- Search for and select photography and video footage for the report.
 - Review stock photo libraries with which the World Economic Forum holds active subscriptions (Getty Switzerland and iStock) and make recommendations for photo and video procurement. (The Forum will be responsible for purchasing and downloading the assets.)
 - Review GPAP’s internal photo and video library and make recommendations and selections.

Stage 2. Editing and proofreading

- The development of written content will be carried out in-house. The proposal should include an allowance for up to **two rounds of proofreading**.

Stage 3. Production and delivery

- **Deliver a short, compelling one- or two-page document for internal sharing with donors by June.**
 - This includes concept, simple design and initial typesetting.
- **Creating a beautiful and accessible design for the full report by August**, including typesetting a PDF version (anticipated to contain approximately 28 pages) that can be easily adapted to the web environment.
 - This will include final design development, initial typesetting and copy edits. Allow for multiple rounds of copy edits.
 - Please recommend editing software solutions to ensure a streamlined process and avoid version control issues.
 - There is currently no plan to print the report.
- **Draft and design a social media package** (customized for LinkedIn, Twitter and Instagram) to share with partners and community members for cross-promotion.

The products/services proposed by the prospective supplier must be aligned with the values, principles and criteria set out in the Forum’s [Sustainable Procurement Policy](#).

2.2. Capability questions

Activity	Capability Question
Account management	Please describe the structure of the account management team and how you propose to ensure a close working relationship is maintained.

Contract	Please describe how you propose to monitor and manage your hours and total cost for your proposal and what your approach would be in case an overrun does occur.
Coverage	Please demonstrate your service coverage relevant to this RFP.
Quality & standards	If you plan to use sub-contractors, please list the firms that you would be working with:
References	Reference supports view that Bidder would provide high quality and timely deliverables
Team	Please present your proposed team.
Team	Which other clients have been serviced / are currently serviced by this team?

2.3. Commercial Model

Please provide the pricing of the proposal in this model:

<i>Deliverable</i>	<i>Estimated number of days of consultants</i>	<i>Daily rates of consultants</i>	<i>Total cost for deliverable</i>
<i>Master structure and pagination for an approximately 28-page report</i>			
<i>Creative concepts and templates, with two rounds of revisions</i>			
<i>Two rounds of proofreading</i>			
<i>Short internal summary for donors, including design, typesetting, and revisions</i>			
<i>Full 28-page report for public use, including design, typesetting and revisions</i>			
<i>Social media package creation</i>			
<i>Other deliverables proposed by the Supplier (e.g., videos)</i>			

3. Supplier Instructions

For ease of response and evaluation, Suppliers are required to provide a general proposal document which does not exceed 15 pages describing their approach.

- Requested reference materials may be attached as Appendices. The World Economic Forum retains the right not to review any un-requested material
- Questions must be answered in English
- Suppliers are asked to provide one electronic copy of the response in PDF format. It is the supplier's responsibility to ensure that the proposal and all other required documents are received at the e-mail address named in this document by the closing date specified.
- Participants need to address all information specified by this RFP. All questions must be answered completely. The World Economic Forum reserves the right to verify any information contained in the participants RFP response, and to request additional information after the RFP response has been received.