



Amsterdam, 5 October 2022

**Subject: Request for Proposal F4F (RFP 002) -JustdiggIt**

Dear Sir/Madam,

Stichting JustdiggIt Foundation ('JustdiggIt') is requesting proposals from media buying agencies that have extensive experience in providing media buying services in Togo, Ethiopia and Madagascar. We invite your firm to submit a proposal to us latest 20 October 2022 for our consideration. Please, **only** contact us by sending an email to [finance@justdiggIt.org](mailto:finance@justdiggIt.org). As we safeguard a fair tendering process, no other direct contact with JustdiggIt concerning this request for proposal is permitted. A description of our organization, the services needed, and other pertinent information follows.

**Background of JustdiggIt**

JustdiggIt is an INGO with the goal to restore degraded ecosystems by developing, initiating and co-funding restoration programs in sub-Saharan Africa. We restore the water balance in the ground and bring back vegetation. Additionally, we contribute to a positive local climate effect by reducing extreme weather events like floods and droughts, capturing large quantities of carbon and cooling down regional temperature. Local communities directly benefit from our programs as we restore the ecosystem, bring back water into the ground, create a better living environment and drive economic development.

**The Forests for Future (F4F) Program**

After evaluating the success of JustdiggIt's implementation sites and due to the high impact of communication driven awareness raising campaigns, the 'Deutsche Gesellschaft für Internationale Zusammenarbeit' (GIZ) has invited JustdiggIt to join the Forests For Future (F4F) program as a communication partner and support the implementing team on ground in Ethiopia, Togo and Madagascar.

The project combines landscape and forest approaches, thus highlighting the special role of forests in rural development in the context of food security. Reconstruction of forests and tree-rich, productive landscapes in Ethiopia, Madagascar, and Togo will allow to upscale the greening in the three countries, create income generating activities for the local communities and mitigate the excessive deforestation and soil erosion.

In order to position FLR/re-greening activities as an element of a green recovery and also as a tool to strengthen prevention of future pandemics, a campaign will be created in order to reach out to local and urban populations as well as decision makers on regional/national level with targeted messages. With the new communication partnership agreement between JustdiggIt and GIZ (Forests For Future), JustdiggIt aims to develop a campaign across three countries (Ethiopia, Togo, Madagascar) to position FLR/re-greening as coping strategy for the adverse impacts of the current pandemic with the overall aim to increase resilience of local population by ensuring provision of ecosystem services and reducing dependence from international markets/supply chains.

**Services to be rendered: Media Buying Agency**

The role of media buying agency is to work with, and on behalf of, the client in planning and executing a valuable media plan for Togo, Ethiopia & Madagascar.

The scope of work of the media buying agency is listed below:

- Media buying strategy;
- Media placement planning;
- Media buying negotiation;
- National TV ad placement in 3 national stations;
- National Radio placement in 5 national radio stations;
- Rural Radio program placement in 2 regional radio stations;
- OOH media buying, flighting and production;
- Data collection and impact report.

**Contract period for the service to be rendered**

The services should be rendered during the term of Justdiggitt's program, from November 2022 until September 2023.

**Proposal content**

Please, ensure that your proposal provides the following:

- A. Executive summary  
Describe your understanding of the work to be performed, the estimates fees, and your firm's ability to perform the work within the time frame provided.
- B. Professional experience  
Describe specifics about what uniquely qualifies your firm to serve your organization, what skills you bring, what services you can offer, and what relevant experience you have.
- C. Team qualifications  
Identify the specific partners and managers who will be assigned to this engagement if you are successful in your bid.
- D. Price estimation  
Please, provide a firm estimated fixed price for the requested services. Note: in this fixed price, all unforeseen costs and additional fees should be included. Operation costs should be included here
- E. Additional information  
Please, provide any additional information, not specifically requested, but which you believe would be useful in evaluating your proposal.

**Agencies will be scored on the following evaluation criteria:**

- 1) Total amount of the budget
- 2) Completeness of provided budget
- 3) Land-specific knowledge & contextual understanding
- 4) Proven country-specific networks of media partners at national and regional levels
- 5) Strong track record of professionalism of media-buying services, and the ability to arrange/place optimal media platforms and time
- 6) Quality of proposal. Agency shows to have and understanding of the RFP and responds to project objectives

**Contact information**

Requests for additional information and questions are coordinated through our Finance Director, Cindy van der Top by sending an e-mail to [finance@justdigg.it.org](mailto:finance@justdigg.it.org).

Please submit your proposal no later than **20 October 2022** to [finance@justdigg.it.org](mailto:finance@justdigg.it.org) with reference to RFP-002. We would also appreciate a response if you decline to submit a proposal.

Yours sincerely,

Milga Liban  
*Program Manager F4F*  
Stichting Justdigg.it Foundation

Cindy van der Top  
*Finance Director*  
Stichting Justdigg.it Foundation