



Amsterdam, 5 October 2022

**Subject: Request for Proposal (RFP-003) F4F-JustdiggIt**

Dear Sir/Madam,

Stichting JustdiggIt Foundation ('JustdiggIt') is requesting proposals from creative and production 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 organisation, 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.

Alongside the creative and production company that will be selected for the project, JustdiggIt aims to implement the following underlying communication approach to all the countries (Togo, Madagascar & Ethiopia):

National awareness campaigns on a nation-wide level to be implemented on:

- Tv (short ads)
- Radio and
- Billboards
- Social media

Rural communication:

- Radio programs
- producing local documentary to be shown in the project area surroundings

### **Services to be performed by the creative agency**

The role of the creative agency for the Forests for Future project is to develop and implement communication solutions to support and increase the awareness on the benefits of forest landscapes and the importance of nature-based solution. The creative agency should be able to support the below listed items.

#### ***Umbrella campaign***

The creative agency needs to develop both a national level campaign and grass root communication concepts that will fit the local communities. The deliverables include crafting an umbrella campaign for F4F as a whole including:

- Project communication concept
- General project tagline
- Project communication and content look and feel

#### ***TV***

- National TV ad concept (awareness raising)
- Screen writing and scripting

#### ***Radio***

- National Radio Ad (Awareness raising)
- regional radio weekly content creation for 8 months
- casting and production alongside the selected media house

#### ***Digital***

- social content for project funders (quarterly )
- weekly social content (TBD)
- Creative concepts for influencers

#### ***Documentary***

- Documentary intended to be shown on local villages for a movie roadshow. 20 mins in length shot in the respective countries (Togo, Madagascar & Ethiopia separately)
- screen writing and scripting

### **Services to be performed by the production agency**

The role of a production agency for the Forests for Future is to produce video content for television, social media, corporate promotions, commercial or other media-related fields including scripting, location scouting, and logistics. The networks in which the produced content will be distributed will be on TV, Radio, billboards, social media and so on.

The deliverables for the production agency is to

- Creating storyboards, shot lists and look and feel
- Budgeting
- Production schedules
- Hiring, recruiting crew
- Scouting locations & production design
- Shooting
- Editing
- Sound design
- Colour correction
- Visual effects
- Sound mixing
- Colour grading

The production of all visual materials will be conducted on one shooting session and will then be distributed amongst the communication tools at hand.

#### **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. Description of your services  
Describe your understanding of the work to be performed, and how your agency plans to deliver the services.  
Specifically indicate whether your agency is able to deliver *all* requested services including an understanding of the target location, and if not, please specify which items your organisation cannot deliver.
- B. Professional experience  
Describe specifics about what uniquely qualifies your firm to serve our organisation, what skills you bring, what services you can offer, and what relevant experience you have. Relevant experience in the geographical areas of the F4F program
- C. Price estimation  
Please, provide a firm estimated fixed price for the requested services. Note: in this fixed price, all taxes, unforeseen costs and additional fees should be included. Price must include operation costs.
- D. 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) Strong understanding of the key creative outputs
- 4) Land specific knowledge and contextual understanding
- 5) Proven country specific networks of creative partners at national and regional levels
- 6) Ability to deliver the requested creative services in the timeframe required
- 7) Good quality of media buying services

**Contact information**

Requests for additional information and questions are coordinated through our Finance Director, Cindy van der Top. You may reach her at [finance@justdiggit.org](mailto:finance@justdiggit.org).

Please submit your proposal no later than **20 October 2022** to [finance@justdiggit.org](mailto:finance@justdiggit.org) with reference to RFP-003. We would also appreciate a response if you decline to submit a proposal.

Yours sincerely,

Milga Liban  
*Program Manager F4F*  
Stichting Justdiggit Foundation

Cindy van der Top  
*Finance Director*  
Stichting Justdiggit Foundation