

Issue date: 16.07.2021

Closing date: 17.08.2021

Call for offers

Donau Soja is seeking an

Service provider for public relation services in Ukraine

The Donau Soja Organisation (hereafter: the commissioner or Donau Soja) hereby invites tenders (the service providers) from organisations and/or individuals (consultants/experts) (hereafter: the service provider) to work on the Public Relations (PR) to support promotion and communication of Donau Soja Protein Partnership Programme (DSPPP) in Ukraine. This service will be conducted under the framework of the Strategic Partnership between Donau Soja and the Austrian Development Agency (ADA).

1. Background

1.1. Donau Soja

Donau Soja is an independent, international, non-profit, multi-stakeholder organisation aiming to effectively meet protein market demand and to provide a baseline for the development of high-quality soya cultivation in the Danube region (www.donausoja.org). The organisation is seated in Vienna, Austria.

1.2. Strategic Partnership Programme

At the beginning of 2017, Donau Soja and Austrian Development Agency (ADA) started the Strategic Partnership Programme in Moldova, Ukraine, Serbia and Bosnia and Herzegovina planned to be implemented until August 2023. The overall objective of the programme is to build sustainable, inclusive and well-functioning value chains (local, regional and international) for non-GM soya and organic soya in Bosnia and Herzegovina, Moldova, Serbia and Ukraine.

The programme proposes measures in nine areas (components: Production and processing, Value chain development, Awareness raising and sensitization, Certification and labelling, Business environment and policy framework, international market development, Knowledge and technology management and transfer, Project development and technical assistance, General administration and programme management) planned to be implemented by Donau Soja through numerous measures and activities. All programme activities are to be implemented according to General Contract Conditions (Allgemeine Vertragsbedingungen), guidelines and requirements described in Guidelines for Visibility, considering DS and standards in international development, with special emphasis of DCED Standard (<http://www.enterprise-development.org/dced-guidance/>).

1.3. Donau Soja Protein Partnership Programme

The Donau Soja Protein Partnership Programme (DSPPP) supports small and medium-sized farms in disadvantaged regions, such as rural areas in Serbia, Bosnia and Herzegovina,

Moldova and Ukraine, in their entry into sustainable and GM-free soya production. In the long term, this will enable physical flows of goods to be established in Europe and certified sustainable soya from Europe to be made available for the European market. By participating in the partnership programme, local farmers receive training and advice regarding soybean production. Furthermore, farmers and agricultural collectors are supported with certification according to Donau Soja Standard and Europe Soya Standard. This is necessary as in the non-EU countries, where 2/3 of the European soya is produced, there is requirement to fulfil significantly higher EU standards and the Donau Soja / Europe Soya requirements (that even go beyond the EU standards), then usual practice in soya cultivation in these countries. This year the project is being implemented in Ukraine and therefore Donau Soja is looking for Service provider for public relation services in Ukraine.

2. The work of the service provider

Within a framework of DSPPP, the selected service provider will fulfil tasks related to raising public awareness on Donau Soja Organisation activities in Ukraine within the DSPPP implementation process in Ukraine, based on communication matrix for DSPPP in Ukraine.

The service provider's main objective is to raise awareness in order to get more soya producing farmers and companies from Ukraine involved into DSPPP for the next periods.

2.1. Expected outputs

Until the 25th of December 2021 the information about DSPPP is spread among relevant local media, implementation process of DSPPP highlighted in local media, benefits of participated in DSPPP clearly communicated to agricultural producers via various channels.

2.2. Tasks

The tasks are focused on raising awareness of farmers and soya producers in Ukraine about DSPPP and benefits of participation in the Programme including:

- PR/Communication activity plan proposal;
- Writing and sending out communication materials (press-release, PR text, fact sheets, interview with farmers, articles) in Ukrainian and secure media coverage in relevant local media;
- Final report with analyses and press clippings.

General tasks:

- work in cooperation with Donau Soja Communication Team and outsourced technical experts/service providers;
- close cooperation with Donau Soja partners and farmers in Ukraine.

3. Requirements

The service provider must have a proven track record of high-quality campaigns with multiple segment audiences by using traditional as well as digital media to reach campaign targets. The service provider is required to have the following qualifications:

- minimum three years of professional experience in communications, public relations or related field;
- capability and experience in creation of impacting content in various forms (press-realises, storytelling, ability to spot a newsworthy story etc.);

- ability to understand the brand, programme goals and deliver high-quality outputs within the agreed timeframes;
- exceptional copywriting skills;
- knowledge of agricultural sector of Ukraine.

In addition, the service provider is required to support high standards of social and environmental performance in the project and demonstrate gender and diversity competences.

The service provider is expected to use own office and technical equipment.

4. Time schedule and organization

The assignment should start in August 2021 and is expected to be completed at the latest by the 25th of December 2021.

5. Reporting

The service provider will report directly to the *Marketing, PR, Communications and Press in Ukraine*.

The service provider is expected to have regular correspondence with Donau Soja.

6. Remuneration

The service provider will work under a framework agreement.

Remuneration instalments will be based on offer and agreement between Donau Soja and the service provider. The detailed remuneration plan will be defined in the framework agreement.

Payments will be done based on issued invoices.

7. Selection criteria

The evaluation will be done based on following criteria:

1. Price.
2. Strategic approach proposal (understanding of task, plausibility, level of detail).
3. Professional experience of staff involved in the working activities.
4. Fulfilment of the formal requirements defined in the ToR.

8. Documents to be provided

Offers are to be sent by email to quality_ua@donausoja.org by 17.08.2021, indicating "Offer for public relation services in Ukraine" in the subject, with the following documents (in English):

1. Short interpretation of the assignment including timeline and overall number of hours under implementation.
2. Approach description and timeline.
3. References.
4. Financial offer including detailed budget overview and overall price indication.