

Call for Expressions of Interest: Retailer / Brand Engagement Consultancy

6 May 2022

1. Purpose

The Sustainable Rice Platform e.V. (SRP) is a global multi-stakeholder alliance of over 90 institutional members from public, private, research, civil society and the financial sector. The initiative was originally co-convened in 2011 by the International Rice Research Institute (IRRI), the United Nations Environment Programme (UNEP) and Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) and is now an independent not-for-profit member association.

SRP works with its partners to promote resource-use efficiency and climate change resilience in rice systems (both on-farm and throughout value chains) and pursues voluntary market transformation initiatives. SRP and its members and partners aim to transform the global rice sector by improving smallholder livelihoods, reducing the social, environmental and climate footprint of rice production; and by offering the global rice market an assured supply of sustainably produced rice.

The SRP-Verified Assurance Scheme was launched in 2020 to support sustainable procurement of rice among downstream actors including retailers, and to empower consumers to make a difference through their purchasing choices. SRP-Verified rice is today available in 7 countries in EU, UK and Scandinavia.

See more at www.sustainable-rice.org

2. Objectives of the Consultancy

SRP seeks a consultancy to support the enhancement of the value of SRP's trademarks and to broker relationships with downstream rice value chain actors to expand uptake of the SRP brand and enhance penetration in key markets. The consultancy will provide the following services:

- Engage with influential retailers/brands, focusing primarily on EU, UK and Scandinavian markets, to participate in the SRP Assurance Programme
- Develop and implement communication collaterals, campaigns and other activities to support onboarding.

The consultancy will rapidly achieve proficiency in the tools, systems and processes used by SRP to serve its members. SRP Secretariat staff will serve as counterpart to the consultancy to provide inputs, liaise with SRP bodies, and scale activities through its membership of almost 100 institutional members and via SRP's external stakeholder network.

The consultancy will work to achieve the following specific objectives:

Task	Deliverables	Deadline
Develop marketing toolkit(s) to align with needs of retailers/brands who procure SRP-Verified rice, to support their communication to downstream buyers, consumers and external stakeholders	<ul style="list-style-type: none"> • One (1) brochure for downstream actors/retailers • One (1) FAQ document for retailers • One (1) brochure for consumers • For retailers' communication about SRP/SRP-Verified rice: <ul style="list-style-type: none"> - One (1) template for social media messaging - One (1) template set of 3-5 social media cards - One (1) template for website article/feature • One (1) SRP press kit 	30 Jul 2022
Conduct 2022 annual survey of retailers on sustainable rice procurement and compare to 2021 results	<ul style="list-style-type: none"> • Survey design based on 2021 survey • Conduct survey with at least 100 EU retailers • Analyze survey responses and present results 	31 Aug 2022
Develop and implement a campaign to increase uptake of SRP-Verified rice in key markets; including supporting SRP to secure "champion" retailers with whom to partner to design, fund, and implement campaigns	<ul style="list-style-type: none"> • Conceptualize, plan and implement a comprehensive campaign, ideally partnering with at least 3 retailers in the region, focused on EU, UK and Scandinavian markets 	Concept: 31 Sep 2022 Implementation: End of 2022
Link buyers to potential public-private partnership projects in key sourcing countries.	<ul style="list-style-type: none"> • 2 project proposals designed to support upscaling of SRP rice production in supporting countries, submitted to potential donors 	30 November 2022
Build upon existing engagement with retailers/brands and onboard new partners to become SRP members and buyers	<ul style="list-style-type: none"> • Target of 2 additional retailers / brands joining SRP • Facilitate linkages between retailers/brands and SRP members to advance procurement of SRP-Verified rice 	By end of assignment
Develop and maintain a database of industry media contacts (press release distribution list)	<ul style="list-style-type: none"> • Database of at least 150 relevant media contacts within the industry, in key consuming countries 	By end of assignment
Support SRP in developing content and distributing relevant news to the industry through mainstream and social media channels, and via publications and events	<ul style="list-style-type: none"> • 2 articles in international industry publications • 4 written press releases 	By end of assignment

	<ul style="list-style-type: none"> • 10 written blog articles/interviews • 10 social media posts 	
Conceptualize, organize and implement free webinars to build interest among retailers and brands	<ul style="list-style-type: none"> • 2 webinars conducted 	By end of assignment
Develop updated retailer engagement / branding strategy for SRP, including a plan with concrete activities, outputs, timeline and resource needs for SRP to implement	<ul style="list-style-type: none"> • 2-year retailer / brand engagement strategy and implementation plan for 2023-2024 	By end of assignment
Monthly coordination meetings, and update reports	<ul style="list-style-type: none"> • 6 meetings and update reports 	By end of assignment

3. Expected Outputs

The consultancy will be responsible for delivering agreed outputs based on above mentioned objectives. The consultancy may propose adjustments to indicative deadlines based on assessment of tasks and/or further prioritization with the contracting party.

4. Period of Assignment

The duration of the assignment will be a maximum of 75 days within the period of 01 June 2022 to 31 December 2022, with possibility of extension thereafter.

5. Travel

Travel may be required for meetings / events in UK, EU and Scandinavia, to be pre- approved on a case-by-case basis.

6. Qualifications

- Individuals or qualified firms are eligible to bid.
- For individuals, a Master's degree (or equivalent) in a field related to the topic of the assignment: business administration, communications, economics, management, marketing, sustainability, or other relevant domain.
- Fluent business English is mandatory, preferably with good working knowledge in other European languages.
- At least 5 years of professional experience and an excellent background in the food sourcing and/or retail sector in EU countries.
- A strong understanding of major agrifood certification schemes and consumer labelling practices to drive behavioural change, and experience in branding / communications to support their

adoption. Experience in multi stakeholder sustainability initiatives will be an advantage.

- At least 5 years of project experience; relations with key bilateral and EU funding modalities (particularly public-private-partnerships) in Europe and potential sourcing countries would be an advantage.
- At least 5 years of experience developing and managing sustainability-focused branding and marketing campaigns in food crops and agriculture, with a proven track record of on-time, on-budget and impactful delivery.
- Demonstrated relationship-building skills and a service-oriented attitude in a multi-cultural environment are required.

7. Reporting

The consultancy will report to, and work closely in consultation with, the SRP Executive Director and Secretariat staff.

8. Requirements on the format of the bid

Interested individuals or firms are invited to submit a bidding document in English **by 15 May 2022 before 16.30 (Bangkok local time) via email to info@sustainablerice.org**. Bids should be structured to correspond with the ToRs, and must include:

- a. CV/team profile in English**
- b. Quotation in Euro** (itemized according to the **tasks/deliverables** shown in Section 2, and including an indicative estimate of number of days needed for each deliverable. Quotations should be addressed as follows::

Sustainable Rice Platform e.V.
BONN, HQ Bornheimer Strasse, 1st floor
Bornheimer Str. 127
53119 Bonn, Germany

Submissions received after the specified deadline will not be considered. SRP is an equal opportunity employer.