

TMG Research gGmbH
EUREF-Campus 6-9
10829 Berlin

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Berlin, **13.02.2025**

INVITATION TO PARTICIPATE IN:

CALL FOR TENDERS FOR THE PROVISION OF PRESS SPECIALIST SERVICES FOR 7030 BMZ GSW

TENDER NO.: T.7030.25.003

Dear Sir/Madam,

TMG Research invites qualified individuals and/or organisations to submit tenders to provide services outlined below.

Please direct any questions regarding the Call for Tenders to the *Point of contact for Questions* listed below. All questions should be submitted in writing by email to the address stated in this Call.

TMG Research reserves the right to disqualify and reject proposals from suppliers who do not comply with the guidelines laid out in this letter and below. As part of this tender process, TMG Research makes no obligations in any way to:

- a) Pay any vendor for any Call for Tenders response; or
- b) Award the contract to the lowest or any specific bidder; or
- c) Accept any Tender information received from vendors; or
- d) Include vendors responding to this Call for Tender, in any future invitation; or
- e) Any other commitment to vendors whatsoever.

We look forward to receiving your response.

Yours sincerely,

TMG Research gGmbH

Email: info@tmg-thinktank.com

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Disclaimer: TMG Research reserves the right to determine the tendering process, number of short-listed participants, the right to withdraw from the process, the right to change the time schedule at any time, and the right to withdraw this tender at any time, without prior notice and without liability to compensate and/or reimburse any party whatsoever.

Synopsis:

Tender No. (To be quoted on all communication)	T.7030.25.003
Issuing office and address	TMG Research gGmbH EUREF Campus 6-9 10829 Berlin Germany
Point of contact for questions	Joanna.trimble@tmg-thinktank.com; axelina.gunnarsson@tmg-thinktank.com
Email address for submission	Joanna.trimble@tmg-thinktank.com; axelina.gunnarsson@tmg-thinktank.com
Date of call for tender	13 Feb. 25
Deadline for submission of bids	24 Feb. 25
Validity of Tender	Tenders will be deemed binding for 4 calendar weeks from the date of the deadline for submission of bids.
Award type	Consultant Contract (Freelance)
Duration of assignment including reporting	01 Mar. 25 – 31 Mar. 25
Available resources	Working time max. 20 days

Terms of Reference

1. Background

TMG Research is dedicated to driving just and sustainable transitions through action research and policy dialogue. Committed to a rights-based approach, our programmes focus on responsible land governance, food systems transformation in rural and urban settings, and adaptation to climate change.

We explore how local innovations and global policies intersect to drive systemic change, ensuring that international frameworks are both inspired by and responsive to community-led transformations. And we co-develop our research projects and advocacy with civil society, policymakers, scientists and the private sector to ensure international sustainability efforts are informed by emergent innovations and forge real-world solutions.

2. Objectives

The main objective of this call is to identify an individual or organisation that can devise a press strategy for TMG's Land Governance team, in particular, around the launch of four publications on land tenure and climate, and land rights in the context of the Rio Conventions. The ideal candidate will be able to synthesize core threads running through the land governance team's work, identify appropriate news outlets (global, EU, and German) and suggesting platforms for TMG to submit its work and commentary for greater visibility. The ideal consultant will have a strong track record in engaging media and can leverage their pre-existing relationships to successfully pitch and place stories.

3. Tasks

- a) Create a simple and manageable press strategy for the distribution of content around four key publications, synthesizing core themes and creating key messages.
- b) Create a targeted press list for the Land Governance team on themes such as tenure and climate, Rio Conventions and women's land rights for both international and EU media.
- c) Create a media package (e.g. fact sheets, press release, media kit, case studies/success stories, etc. to be determined with team under advice of consultant) and review/edit the final media package as required.
- d) Proactively pitch the report findings to target media, including the creation and distribution of a "primer" or embargoed release to pique media interest in the reports.
- e) Coordinate interview scheduling, including liaising with spokespeople on their availability, languages spoken, etc. and preparing an interview management / coordination spreadsheet and talking points for spokespeople.
- f) Support management with one news conferences as may be required.
- g) Gather and measure coverage.
- h) Provide a summary and analysis of media coverage, including key message uptake and spokespeople quoted.

4. Deliverables

The deliverables include:

- Press strategy and press list for the Land Governance team
- Media package, including (e.g. fact sheets, press release, media kit, case studies/success stories, etc.), and key messages

- Policy analysis “primer”, embargoed release, and press release(s)
- Talking points for spokespeople on identified and relevant topics
- Interview management/coordination spreadsheet
- Summary and analysis of media coverage

5. Supplier Requirements

- Bachelor’s degree in public relations, journalism, communications, political/social sciences, or related field
- Knowledge of environmental, policy, and outreach issues and activities relevant to land governance is an advantage
- Experience in working with top-tier global broadcast, print and online media.
- Experience creating quality content for media, including excellent writing and editing skills in English
- Experience working in an international and multicultural environment
- Knowledge of the UN issues related to sustainable development and sustainable use of natural resources
- Excellent writing and editing skills in English, fluency in French is desirable

6. Tender requirements

The tender requirements include:

- a) A technical proposal of max. 2 pages, detailing ability to deliver on requirements, previously established networks and regions, and portfolio of a minimum of 6 professional work samples related to the objectives and deliverables.
- b) CV(s) of the professional(s) who will work on the assignment.
- c) A detailed financial offer
- d) At least 2-3 professional references from previous clients and full contact details of the referees.

7. Submission of tender

The complete tender document should be sent by email in one pdf file to the email address(es) listed in the synopsis at the latest by the deadline stipulated in the synopsis and referencing the Tender Number.

8. Evaluation Criteria

Evaluation Criteria	Weight
Price	20%
Previous experience: media relations, quality of outputs	60%
Relevant network	10 %
References	10%
Total	100%