

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 COMMUNICATIONS AND OUTREACH SPECIALIST SERVICES FOR 7030 BMZ GSW

TENDER NO.: T.7030.25.002

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.7030.25.002
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 organization that can devise a communications plan for TMG's Land Governance team, in particular around the launch of four publications. The ideal candidate will be able to synthesize core threads running through the land governance team's work, identify appropriate audiences global, regional, national and local audiences relevant to their work, and suggest appropriate outreach platforms for TMG to reach those audiences for greater visibility, in alignment with TMG's current operating channels. The ideal consultant will have a strong track record in audience development, crafting communications strategies with measurable impact, and excellent writing skills. This is a 100% remote position.

3. Tasks

- a. Carry out an audience analysis and create audience segments, identifying relevant audience groups based on demographics, interests, and engagement patterns and conducting research to understand audience preferences, media consumption habits, and communication needs.
- b. Based on the audience segments defined together with the Communications team, develop a communications plan for the distribution of content derived from four key publications. This plan should include:
 - synthesizing core themes and creating a set of key messages (1-2 pages max)
 - defining KPIs and suggesting monitoring tactics to ensure message uptake
 - recommend the most effective communication channels (social media, newsletters, etc.) for reaching target audiences, based on TMG's current operating channels and in-team capacity.
- c. Develop content strategies for different audience segments, ensuring messaging aligns with organizational goals and resonates with specific stakeholders.

4. Deliverables

The deliverables include:

- d. Audience Personas: Based on understanding and research of sector, development of 6-8 comprehensive audience personas, detailing key attributes such as age, profession, pain points, preferred communication channels, and content consumption preferences. (Content of personas can be tailored to recommendations by consultant. TMG does not have comprehensive audience data.)

- e. Communications Plan: A detailed plan for the distribution of content around four key publications, including specific KPIs, targeted audience segments, and key messaging strategies.
- f. Content Strategy Recommendations: Tailored suggestions for content development, ensuring alignment with identified audience segments and preferred channels, while taking into account TMG's resources and team capacity.

An approximate timeline is as follows:

- W1 March: Briefing session with TMG's Communications team.
- W1 March: Audience analysis and development of 6-8 comprehensive audience personas needs to be finalized **by 10 March**.
- W2 March: The Communications Plan needs to be finalized **by 17 March**.
- W3 March: Content Strategy Recommendations need to be finalized **by 24 March**.
- W4 March: Final review session for any additional feedback. All deliverables should be finalized **by 31 March**.

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
- Proven expertise in audience development and communications strategies ideation and execution, demonstrated in CV and portfolio with examples of measurable impact.
- Excellent writing and editing skills in English
- Knowledge of the UN issues related to sustainable development and sustainable use of natural resources is an asset
- Experience working in an international and multicultural environment

6. Tender requirements

The tender requirements include:

- a) A technical proposal of max. 2 pages, detailing ability to deliver on requirements.
- b) CV(s) of the professional(s) who will work on the assignment.
- c) A portfolio or overview demonstrating the measurable impact of prior strategies. Can be included in CV if impact is appropriately elaborated.
- d) A detailed financial offer
- e) 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
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Price	20%
Technical proposal	30%
Previous experience: quality of outputs and measured impact	40%
References	10%
Total	100%