

Request for proposals

Marketing and communications contractor for the World Cooperative Congress

Context and purpose

Who we are

The International Cooperative Alliance (ICA) **unites, represents and serves** cooperatives worldwide. Founded in 1895, it is one of the oldest non-governmental organisations and one of the largest ones measured by the number of people represented: **1.2 billion cooperative memberships on the planet**. The International Cooperative Alliance works with government bodies and multilateral organisations to create the legislative environments that allow cooperatives to form and grow.

Cooperatives are **people-centred enterprises** owned, controlled and run by and for their members to realise their common economic, social, and cultural needs and aspirations. Cooperatives bring people together in a democratic and equal way. As businesses driven by values, not just profit, cooperatives share internationally agreed principles and act together to build a better world through cooperation.

What we need

The ICA seeks to contract a Communication Agency/consortium to assist us in organising and delivering communications outputs for the World Cooperative Congress, including, designing with the ICA the communications strategy, producing the necessary promotional channels and materials, drafting a dynamic narrative, share regular messages, designing the necessary support visuals, etc.

Scope of the work

Objectives and theme

The World Cooperative Congresses are historical moments for the movement and are convened only on very special occasions. The forthcoming congress will be the second to be held outside Europe. This Congress is particularly special, because the ICA is celebrating its 125th anniversary and the 25th anniversary of the Statement on the Cooperative Identity.

With the main theme of 'Deepening our cooperative identity', the Congress will provide an opportunity to celebrate and deepen the understanding of the cooperative identity. It can thus constitute both a point of arrival, by taking stock of 25 years of development of the cooperative identity, and a point of departure, by launching a debate ushering in a deeper and more multi-faceted understanding of the role which the cooperative identity plays in setting the cooperative model.

Location and timeline

The event will be held in Seoul (Republic of Korea) from 11-17 December 2020.

Audience

The target audience groups are 1) cooperators in general across the world, 2) participants in the event and 3) the general public, including national public authorities and international institutions during the whole contract period.

We expect up to 2,000 participants, primarily cooperators from all around the globe and partners in other international organisations. It is expected that half the participants will be Koreans.

Organisation

The World Cooperative Congress is organised by the ICA, the Seoul Metropolitan Government and the Korean ICA members in partnership with the Korean Government and civil society organisations.

There will be a Korean agency that will work on Korean-language communication in Korea in collaboration with the external provider selected through this call.

Required services of contractor

Below are actions we have planned initially but the applicant can propose other ideas and adjustments to the proposals:

- Communications strategy
 - Elaborate a plan for the promotion of the event prior to, during and after the event together with ICA Communications Director including traditional and online media promotion
 - Draft a narrative & a pitch targeting the intended audience
 - Set a calendar
- Congress marketing
 - Develop original content to advertise the event to the target audience (e.g., email blasts to ICA's contacts, flyers, etc.)
 - Distribute online communications to registrants via email (in collaboration with ICA communications team)
 - Produce a communications kit to be distributed among partners for the promotion of the conference
- Website
 - Design, animate and manage a dynamic & responsive tool in line with the visual identity of the Congress
 - Contractor should build it in 4 languages (English, Spanish, French and Korean), incorporating the translations for the first 3 languages (the costs for such translations will be covered by the ICA). The Korean translations will be provided by the ICA's Korean partner.
 - Elaborate static content for the website and regularly animate dynamic sections.
- Social media promotion
 - Produce and distribute regular messaging and dynamic content in the ICA social media channels before, during and after the Congress
- Congress Programme
 - Design the printing and online version of the programme
 - Coordinate with local partner for making the necessary copies available
- Videos:
 - Elaborate a 1 min promotional video to call for the conference in the 4 languages. It may be produced in collaboration with the Korean communications agency.

- Interviews with key actors and speakers to be done and disseminated prior to the conference to promote it
- Produce a video with cooperative movement leaders' views (interviews already registered and available) to help build momentum for the conference.
- International press coverage
 - Frame a press coverage strategy to ensure the event is promoted/covered through the main international media in cooperation with different countries cooperative organizations, in order to have media impact.
 - Elaborate regular press releases for international media.
 - Organise press conference/s during the Congress.
 - Put together a list of international press contacts.
 - Report on the results and produce a clippings report.
- Branding opportunities
 - Design branding opportunities for the Congress venue, signage and backdrops & related supports for sessions.
 - Prepare and print conference collateral (in collaboration with ICA communications team), including printed agendas, abstract booklet, and other materials.
- Daily newsletter during the congress and update ICA video and pictures platforms
 - Design, animate and distribute a daily newsletter during the Congress in English, Spanish, French and Korean (the latter in collaboration with Korean agency)
 - Update ICA video and pictures platforms daily with the materials taken during the congress.
- Post-event communications actions:
 - Produce the necessary materials to promote the event after the fact.
 - Produce a video recap with best moments in the 4 languages.

Notes:

- The logo and general visual identity of the Congress are to be produced by another contractor. The communications agency selected through this call should work in close collaboration with the designer of the logo to ensure coherence and consistency of all Congress communication materials.
- The videos and pictures taken during the Congress will be done by a local enterprise selected by our Korean partners in collaboration with the ICA communications team.
- The Congress App is being produced and updated by DotCoop. The contractor should work in collaboration to secure the content of the website is on the App too.
- A meeting is expected to be held with the contractor and the Korean partner in Seoul (expected in April). The cost of this travel will be covered by the ICA.
- All translation costs will be covered by the ICA.

Proposal Requirements

Organisation Background

Provide information about the history of your organisation and the key personnel who will be providing the contracted services. Describe why your organization is uniquely qualified to work on this project. Provide examples of work associated with specific conferences are preferred.

Detailed Scope of Work

Based on the scope described above, provide a detailed plan for how you would assist the ICA in assuring a strong marketing and communications strategy for the World Cooperative Congress, including a description

of any third-party tools to be used. The actions mentioned under “Required services of contractor” have been planned initially but the applicant can propose other ideas and adjustments.

The successful contractor will also provide scenario calendar planning for implementing the communications strategy before, during and after the event.

Detailed Budget

Prepare a budget for your services. Please include estimates for each concept.

Timeline

- 1) Submission of proposals: deadline 12th February 2020
- 2) Notification to the selected agency: 24th February 2020
- 3) Contract to be signed and launch of the work: week of 26th February 2020

Your proposals can be written in English, Spanish or French. At the ICA's discretion, online presentation sessions may be arranged for the final candidates.

Fees

The project fee for the agency chosen as our partner may not exceed €100,000. The proposed fee of applicants will be considered as one of selection criteria.

Submission

Please, send your proposal to Leire Luengo, ICA Director of Communications at luengo@ica.coop by **12 February**.