



WATER and ENERGY for FOOD



WE4F Q&A TA-L30: Marketing and Branding

1. Are we required to submit 3 separate documents:

- Cover Letter
- Technical Proposal (noting that we will be including the qualifications/expertise/past experience of our team)
- Financial Proposal

Or we can merge them into 1 whole document?

All three documents can be merged into one document.

2. Does the budget ceiling include Social Media Page Management (posting) and Paid Ads Management?

The Scope of Work includes delivery of content that is ready to post, as well as a one-year calendar, and how-to trainings. Page Management (posting), and Paid Ads Management is not included in this scope.

3. In Scope of Work - Key Activities (page 10): Shall we use the 150 created pieces of content for the 12-months social media calendar (points 5 & 6)? Or are we expected to create additional content?

The 150 pieces of content are to be included in the 12-months social media calendar. No additional content is required above the 150. If there are more with the same quality, this could be a plus during selection.

4. In ESG Consideration (pages 10 – 11), please clarify the following paragraph, specifically what is marked in bold:

Finally, the service provider should consider developing virtual training to reduce dependency on in-person capacity building events, **in case a physical event will take place on site, he/she should consider scheduling field events and training to avoid extreme weather events such as heat waves and heavy rainy seasons.**

Moreover, the service provider must **ensure that their environmental consideration, conducted to produce their organic product will be included in their marketing material.**

For the first paragraph, it means that the service provider should make sure that no physical events are scheduled during extreme weather events.

The second paragraph, it highlights that the marketing materials should highlight the positive environmental impacts of Agrifresh production process (Reduced energy and water consumption, etc) are also included in the marketing materials so that the brand image of Agrifresh and conceived as products with lower environmental footprint.



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5. The financial proposal will consist of the costing sheet only? If we have additional fees to propose not related to personnel, do we include them as notes or additional lines?

It is preferred to have your costs related to your team in the provided costing sheet. Any additional fees can be mentioned in your proposal as additional notes or lines. Please make sure to have it clearly stated and highlight the total cost in order to avoid any confusion.

6. Budget Clarifications:

- a. Does the project budget of \$12,500 include VAT?

The budget ceiling of \$12,500 must be fully inclusive, including VAT.

- b. Can we confirm if the budget is expected to cover photoshoot fees and transportation of Photographer to the sites needed for photoshoot?

All costs related to this project should be within the \$12,500 budget ceiling, including any costs related to photography and transportation fees.

7. Article 4 of Annex 1: Fixed Price Subcontract:

- a. The subcontract mentions that the vendor will allocate \$1,000 for completing the work plan in case of misalignment during the initial requirements gathering phase. Could you clarify this allocation?

In case the Work Plan, which is the first phase of the project, is not approved by the beneficiary (Agrifresh), the vendor (Berytech) can settle up to \$1000 for efforts endured by the service provider.

8. Team Coordination:

- a. Does Agrifresh have the necessary team members to coordinate with the vendor during the project and to sustain the efforts post-implementation?

Agrifresh has personnel to coordinate with during the project. They do not have a dedicated marketing team. Activity 7 in the Scope of Work requires the service provider to develop material and deliver trainings to the Agrifresh team for them to use them for any future hires.

- b. Are there any specific expectations regarding Agrifresh's involvement in the implementation process (e.g., providing data, approving content, facilitating photoshoots)?

Agrifresh's team is ready to provide data and facilitate what is needed. Please indicate these needs in your proposal. The selected service provider will need to indicate the expected level of effort and what is needed from Agrifresh within the first deliverable which is the Work Plan.

9. Content Creation:

- a. Does Agrifresh have existing assets (e.g., brand guidelines, previous photos or videos, social media accounts) that can be leveraged during the content creation phase?

Agrifresh has had photoshoots and content done for them previously that can be used to develop the expected deliverables.

- b. Are there specific platforms or channels where the content will primarily be deployed?

The content should be ready to be shared on various media channels. Posts, Stories and Reels can be shared on Instagram, Facebook, LinkedIn, TikTok, and YouTube. The company does not have accounts on all these channels however the service provider can suggest that Agrifresh create accounts. The content calendar and budget allocation should include all the channels that are agreed between the service provider and Agrifresh.

10. Timeline and Deliverables:

- a. Are there any fixed deadlines we should be aware of, particularly regarding the 12-month social media calendar or other major milestones?

The 12-month social media calendar will start at the agreed upon date with Agrifresh. Regarding the delivery of the TA, it is expected to be fully completed by April 2025 with no possibility of extensions.

- b. Would adjustments to the timeline be acceptable if required by unforeseen circumstances during implementation?

This TA has a hard deadline of April 2025, no adjustments can be made.



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