



CONSULTANCY TERMS OF REFERENCE

Main Facts Table	
RFQ reference	RFQ FY23 165 – Editorial Brand Consultancy
RFQ launch date	27 th April 2023
Contract Manager	Jacqueline Dragon
Deadline for submission of offers	7th May 2023

Submission of offers to procurement@plan-international.org

Please include the RFQ reference number above in all correspondence

1. Background Information on Plan International

Plan International is an independent development and humanitarian organisation that advances children's rights and equality for girls.

We believe in the power and potential of every child. But this is often suppressed by poverty, violence, exclusion and discrimination. And it's girls who are most affected. Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children.

We support children's rights from birth until they reach adulthood. And we enable children to prepare for – and respond to – crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge.

We have been building powerful partnerships for children for over 85 years, and are now active in more than 75 countries.

Read more about Plan International's Global Strategy: **Girls Standing Strong** at <https://plan-international.org/strategy>

2. Background/Context

Since 2021 Plan International has been developing a distinctive Global Brand Proposition that will help to differentiate the organisation in the INGO space. Our global brand proposition is based around the idea of equality and sets an ambitious goal for all our work – we won't stop until we are all equal.

Through the development of this work we have identified our key target audience – The Determined Optimists. This audience has been defined not by where they live or what newspapers they read, but by working to uncover the unwavering belief that binds them together - over geographies and generations. Our audiences are connected by a single belief – an unwavering optimism for themselves, for the future and for humanity. This optimism is not a rose-tinted perspective on the world and the many issues that girls, children and young people face, but an optimism tempered with realism and the determination to overcome barriers and face issues headfirst. It is a powerful and energising belief, and one that is shared by our internal audiences too – which is why we are all determined optimists.

Our Editorial brand will build stories and narratives that align with the values of this group, and by engaging with their core beliefs, our editorial brand will help us to engage and grow this group and through their support – financially and through advocacy - build our impact.

This work will also give Plan the opportunity to put girls, children and young people at the centre of our narratives and stories and will build understanding of our global brand proposition by creating a distinct narrative thread and an intentional focus on equality through all our communications.

What we need from you:

We need to work with someone who is collaborative and enjoys working in a complex environment. They should have strong experience in the world of editorial writing, marketing and management. As this work is being led by the global hub, we will need this work to encompass the needs and requirements of all our national and country offices in over 85 countries worldwide. We need this work to be ambitious in its scope and show real change in how we talk. We will be working primarily in English as we develop these guidelines, but consideration about language translation/transcreation and cultural sensitivities in a variety of contexts will need to be taken into account.

We have some offices who are early adopters and have already started working to create an editorial brand model in their markets, there will be a need for us to look at their strategies and guidelines and adapt and develop them to ensure that they will work for Plan International as a global organisation.

3. Purpose

To help craft guidelines around delivering and building an editorial brand for Plan International; explaining the concept and rationale and showing audiences what the changes should be in terms of focus of content and stories told and providing guidance to teams creating content.

4. Deliverables and Timeline

4.1. Deliverables

1. Design Brief

2. Outline Editorial Brand guide (suitable for use by brand and comms experts) by beginning of June 2023, including an explanation of what our editorial brand is, how we will show up in the world differently to the past, and development of a strong organisational tone of voice that can be adapted according to topic/need. Will need to be gender transformational, aligned with our antiracist approach and existing glossaries.

3. Develop an online active hands-on workshop/presentation that will help a key strategic audience who are not experts in this field to understand what our editorial brand is and how it can help Plan International build supporters and operate in new and exciting ways. This must include at least one example of a before/after to show how our editorial brand can transform our communications.

4. A full set of guidelines (with time allowed for translation into the remaining Plan languages – French and Spanish) This guide must be written for expert and non-expert audiences and include a 'lens' or set of criteria and a check list (for experts and non-experts) that will help writers judge whether their work is aligned with our editorial brand. We would expect the expert audience to have prescriptive and detailed guidelines with a thorough checklist to align work. Our non-expert audiences would need to be some core guidelines and a more basic checklist. These guides must also include examples of 'before and after' - potentially including but not limited to, how a press release, case study, annual review intro etc might look once an editorial brand guideline is applied to it.

5. A workshop that can be adapted for different audiences (expert and non-expert) to introduce the concept and practice of the editorial brand across all Plan International offices. This workshop would be based around the content in the expert/non-expert guidelines documents.

6. Boiler plate rewritten in line with the new editorial brand.

4.2 Timeline

As mentioned we have two key milestones for this project:

- **1a – 9th June 2023**

Deliverables 1 & 3

This is the moment we will need to start engaging with our brand and comms experts across the organisation to start embedding the idea of an editorial brand across the organisation.

Our Members Assembly meeting is also held June 16-18th, and we will need materials (workshop, outline documents) ready for this moment to help show how adopting this model will change the organisation and the positive impacts it will bring.

- **1b – 3rd July 2023**

Deliverable 2

This will be the moment where we release our outline guide to the wider comms and brand teams at Plan International/. We will need to educate, inform and inspire this group by showing them the changes that will need to happen in order to our editorial brand to life.

- **2 – Beginning of August 2023**

Deliverables 4,5 & 6

This is the moment when we will need final materials (full editorial guidelines and workshop plans) ready for dissemination across the entire global Plan organisation. Delivery is timed to ensure that there is adequate time for translation before the September launch (date tbc)

Estimated time period for this work – April – September 2023

5. Budget

Due to Plan's internal procurement policies, we are unable to share budgetary information at this stage. Please provide a detailed financial proposal including a breakdown of fees (daily. Hourly) per activity and deliverable.

7. Contact

For any queries in relation to this Consultancy please contact procurement@plan-international.org

8. List of documents to be submitted with the RFQ

- Consultant's CV highlighting relevant experience and projects (pdf)
- Detailed budget (fees per day or hours) and project timeline.

All consultants/applicant are required to agree and adhere to Plan International's Non-Staff Code of Conduct

9. Submission of offers

Please send your proposal to procurement@plan-international.org by **7th May 2023**

10. Evaluation of offers

Shortlisted suppliers may be invited to discuss their proposals in more detail at Plan's discretion.

Plan International, at its sole discretion, will select the successful RFQ.

Plan international shall be free to:

- Accept the whole, or part only, of any submission
- Accept none of the proposals
- Republish this Request for Quotations

Plan International reserves the right to keep confidential the circumstances that have been considered for the selection of the offers.

Part of the evaluation process may include a presentation from the supplier.

Women-owned businesses and companies actively engaged or advancing gender equality and women empowerment in the workplace are especially encouraged to apply

Value for money is very important to Plan International, as every additional £ saved is money that we can use on our humanitarian and development work throughout the world.

Plan International may award multiple contracts and all contracts will be non-exclusive.

11. Contract & Payment terms

Please note that, if successful, Plan International's standard terms of payment are **30 days** after the end of the month of receipt of invoice, or after acceptance of the Goods/Services/Works, if later.

12. IR35 Requirements – Only applicable for UK based or connections to the UK Consultants

As of April 2021, all Global Hub UK-based contractors (Consultant/personal service company/agency/intermediary) employing "people" in their chain to deliver serves to Plan International must follow a strict process of IR35 determination.

Plan Limited will conduct a CES tool on all relevant shortlisted proposers as outlined above to determine whether they fall inside or outside IR35.

13. Plan International's Ethical & Environmental Statement

The supplier should establish environmental standards and good practices that follow the principles of ISO 14001 Environmental Management Systems, and in particular to ensure compliance with environmental legislation

14. Clarifications

The onus is on the invited individual/companies to ensure that its offer is complete and meets Plan International's requirements. Failure to comply may lead to the offer being rejected. Please therefore ensure that you read this document carefully and answer fully all questions asked.

If you have any queries in relation to your submission, or to any requirements of this RFQ, please email: procurement@plan-international.org

Thank you for your proposal