



# World Cocoa Foundation

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[www.worldcocoafoundation.org](http://www.worldcocoafoundation.org)

April 11, 2019

## **Request for Proposal—Consultant based in Côte d’Ivoire or Ghana to generate field stories for WCF’s CocoaAction**

### **1. About WCF**

The mission of the [World Cocoa Foundation](http://www.worldcocoafoundation.org) (WCF) is to catalyze public-private action to accelerate cocoa sustainability. WCF champions multi-stakeholder partnerships, aligned public and private investment, policy dialogue, and joint learning and knowledge sharing to achieve transformative change in the cocoa supply chain. WCF’s [members](#) include cocoa and chocolate manufacturers, processors, supply chain managers, and other companies worldwide, representing more than 80 percent of the global chocolate and cocoa sector.

Headquartered in Washington, D.C., WCF also has offices in Abidjan, Côte d’Ivoire, and Accra, Ghana. WCF’s primary initiatives are [CocoaAction](#) and the [Cocoa & Forests Initiative](#). CocoaAction is a voluntary industry-wide strategy that brings together leading chocolate and cocoa companies, governments in cocoa regions, and other stakeholders to address priority issues around cocoa sustainability in West Africa and Brazil. The Cocoa & Forests Initiative, launched in March 2017, is a collective intent committing the world’s leading cocoa and chocolate companies to work together in partnership with others to end deforestation and forest degradation in the global cocoa supply chain, with an initial focus on Côte d’Ivoire and Ghana, as well as Colombia.

WCF’s 100+ members include well-known companies and organizations such as: Cargill, Mars Wrigley Confectionery, Nestlé, Barry Callebaut, The Hershey Company, Mondelēz International, and Olam.

## 2. About CocoaAction field stories

WCF is commissioning a series of field stories, told from the point of view of farmers (see some examples from ICI [here](#)), to understand if/how company-led sustainability work in Côte d'Ivoire and Ghana can have an impact on individual farmers, the different challenges, and the path that different farmers might take to get there. The WCF consultant will:

- Draft 12 story lines (based on themes provided) with accompanying interview questions
- Organize field trips to meet a diversity of farmers involved in sustainability activities by nine CocoaAction companies<sup>1</sup>,
- Conduct and record approx. 10/12 farmer interviews following the pre-approved story lines in various locations, using questions created by WCF,
- Take pictures and/or short videos during field trips,
- Transcribe all the interviews,
- Organize translation of content collected in French and Twi in English,
- Write field stories (multiple rounds of revisions for each story)

The field stories will be published on the WCF [website](#) and shared on social media. Individual CocoaAction companies will not be identified in the stories to allow flexibility of usage. WCF will accompany the consultant on at least one field trip to ensure alignment and quality control on the week of May 20, 2019.

Final deliverables will be:

- A full transcript of all the interviews in English
- A set of photos/videos to illustrate the interview
- A 500-word blog post, told from the point of view of a named and identified interviewee, with quotes

## 3. Contractor General Requirements

- Outstanding writing skills in English (writing samples required)
- Based in Côte d'Ivoire or Ghana
- Experience working with rural communities
- Experience listening to and interviewing farmers
- Experience independently organizing and undertaking field trips to cocoa communities, and connection to good local vendors such as drivers, translators/guides, photographers, etc.
- Experience working with international companies
- Journalism experience
- Good computer skills and ownership of appropriate IT equipment (computer, smartphone,...)

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<sup>1</sup> Barry Callebaut, Blommer, Cargill, Ferrero, Hershey, Mars, Incorporated, Mondelēz International, Nestlé, and Olam

- Ability to connect easily through internet with WCF headquarters in Washington DC

Desirable skills:

- Cocoa sector experience
- Knowledge of French, Twi and/or other West African languages
- Basic photography and/or video skills

#### 4. Submission Requirements

For consideration, applicants must submit proposals in English by Friday, April 19, 2019. Proposals must be consolidated in one single document (word, PDF or PPT) and contain:

1. Biography of consultant, outlining relevant experience
2. Writing samples authored by consultant
3. Photos or videos portfolio (optional)
4. At least two professional references from previous clients
5. Your recommendations/approach for the WCF field stories
6. Required budget for conducting 12 interviews (in various locations and both countries). **The total budget should be inclusive of all expenses**, including but not limited to: flights between Côte d'Ivoire and Ghana, vehicle rental, contracting of driver and translator/guide, hotel nights, meals and incidentals while travelling to cocoa-growing communities. If you think you will need to be assisted by a professional photographer, this should be included in the budget as well.

Please submit all proposal correspondence including questions and completed proposal submission to Zoe Genova at [zoe.genova@worldcocoa.org](mailto:zoe.genova@worldcocoa.org) and Charlotte Grant at [charlotte.grant@worldcocoa.org](mailto:charlotte.grant@worldcocoa.org).

#### 5. Proposal Evaluation Criteria

The proposals will be evaluated by a team of reviewers at WCF and scored based on the following criteria:

- 10 points — Consultant biography, experience and references
- 5 points — recommendations/approach for the WCF field stories
- 5 points — Value proposition/price point

#### 6. RFP Timeline

Proposal submissions are due by Friday, April 22, 2019. Shortlisted contractors will be contacted and interviewed remotely. A final decision shall be expected by Tuesday, April 30, 2019.

## 7. Disclaimer

Issuance of this request for expressions of interest does not constitute a funding commitment on the part of WCF. WCF will not pay for any expenses incurred in the preparation and submission of the proposals. The successful applicant will, in order to receive funding, agree to WCF's terms and conditions in its service agreement. WCF offers no commitment to respondents other than keeping all responses confidential in their entirety.

Thank you for your interest! We look forward to hearing from you.