



INTERNATIONAL FEDERATION OF ORGANIC AGRICULTURE MOVEMENTS

IFOAM Head Office • Charles-de-Gaulle-Str. 5 • D - 53113 Bonn

11 May, 2008

## **Request for Tenders/Proposals: IFOAM Annual Report 2008**

### **Background**

IFOAM is reformulating its Annual Report. A public version of the report, a full-color printed publication, will focus on the impact of IFOAM and its activities in 2008 on sustainable development and it will also present the general financial results of IFOAM operations in 2008. Its primary aim will be to position IFOAM as an organization that is very relevant to the major global challenges and debates on sustainability, and equipped with resources and other capacity to address them. Target audiences for this publication are current and potential IFOAM members and cooperating partners, including civil society institutions, intergovernmental organizations, development agencies, and businesses. The Report will be published in August, 2009.

An internal addendum in electronic format, publicly available on the IFOAM website, will include information on the 2008 operations of IFOAM, and membership and financial statistics. This document will be prepared in-house by the IFOAM Head Office.

### **Role of Consultant**

IFOAM will contract a marketing communications professional to write and design its Annual Report for 2008, focusing on the printed version, according to the Terms of Reference Annexed to this Invitation

Tenders/proposals should be sent to the attention of Diane Bowen, [d.bowen@ifoam.org](mailto:d.bowen@ifoam.org) by the deadline of 8 June, and will include samples (or links to such) of comparable products prepared by the consultant.

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## **Terms of Reference: Preparation of IFOAM 2008 Annual Report**

### **Description of the Document**

The 2008 Annual Report will focus on the impact of IFOAM and its activities in 2008 on sustainable development and also on the general financial results of IFOAM operations in 2008. The report 28 – 32 full color pages, will present examples of how IFOAM's work in 2008 has empowered its members and others to address challenges of sustainability in their regions and positively impact the lives of people, especially rural communities and smallholders in developing countries. The report will be organized on themes consistent with the IFOAM Principles of Organic Agriculture. IFOAM's resources and their allocation in 2008 will be summarized in a visually interesting way. An indicator of the type of publication we envision is found at <http://www.rainforest-alliance.org/about.cfm?id=report> .

### **Role and Activities of Consultant**

The Consultant will:

- prepare up to three initial concepts for the Annual Report and discuss them with IFOAM.
- implement the chosen concept by
  - writing copy based on raw material and sources provided by IFOAM;
  - preparing the final design;
  - procuring photographs from IFOAM and its networks.
  - ensuring quality of the final product

The final product delivered to IFOAM will be a PDF file formatted to IFOAM's printing specifications.

The Consultant will adhere to the following schedule, based on a starting date of 15 June for the project:

- 30 June, 2009: Initial concepts
- 31 July: Final concept and first draft copy
- 24 August: Final version for printing

### **Consultant's qualifications**

The consultant will have a proven track record of preparing marketing communications including annual reports or similar brand-oriented publications. The consultant will have both professional writing and design experience. The consultant will provide IFOAM with samples of comparable work when submitting the tender (proposal)

### **Fees and Costs**

The consultant's proposal will include a budget for the project. Total IFOAM costs for the final result delivered by the consultant shall not exceed €12,000 (or US \$16,000).