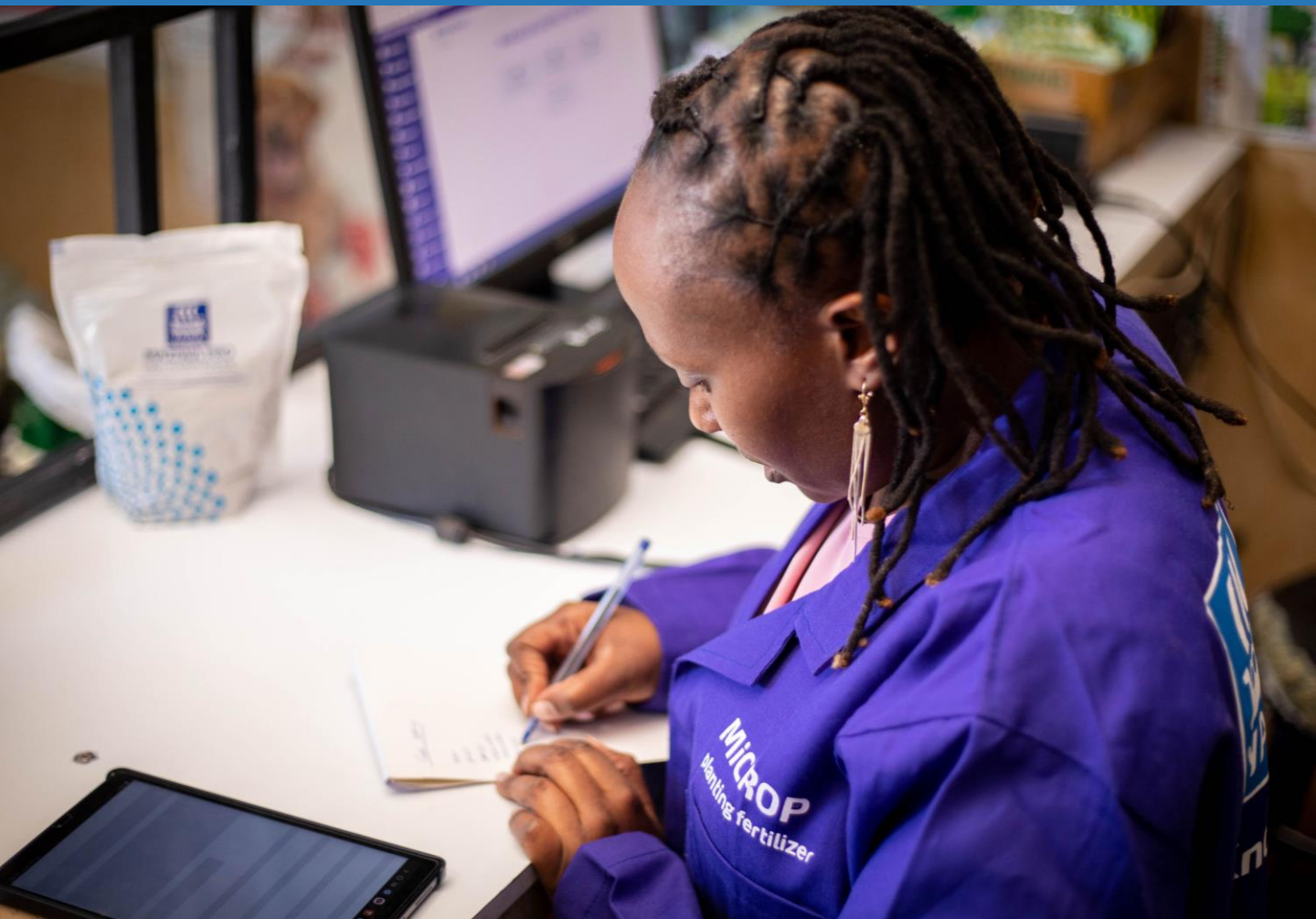




Knowledge grows

# Yara East Africa Marketing and Communication



## Request for Proposals Public Relations Partner

## Introduction

Yara East Africa, a leading provider of sustainable crop nutrition solutions, is seeking proposals from experienced and dynamic Public Relations (PR) firms to serve as our PR partner. The selected firm will assist in enhancing our public image, managing our communications strategies, and supporting our mission to responsibly feed the world and protect the planet. We invite proposals from qualified firms that can demonstrate expertise in agricultural, environmental, and corporate PR.

## Company Background

Yara East Africa is part of Yara International, a global agricultural company that has been a pioneer in the field of crop nutrition for over a century. Our mission is to responsibly feed the world and protect the planet by providing sustainable and innovative solutions to farmers. We operate across multiple countries in East Africa, offering products and services that improve agricultural productivity, foster environmental sustainability, and promote economic growth.

## Primary Goals

The primary goals for this partnership include:

- Enhancing Yara East Africa's public image and brand reputation.
- Effectively communicating our corporate values and initiatives to stakeholders.
- Increasing media coverage and visibility in the region.
- Managing crisis communications and mitigating reputational risks.
- Supporting internal communication strategies.
- Engaging with key stakeholders, including government agencies, NGOs, farmers, and the general public.

## Scope of Work

The selected PR firm will be expected to provide the following services:

- **Strategic Planning:** Develop a comprehensive PR strategy aligned with Yara East Africa's goals and values.
- **Media Relations:** Build and maintain relationships with key media outlets, pitch stories, secure coverage, and manage press releases.
- **Content Creation:** Produce high-quality content, including press releases, articles, blogs, social media posts, and newsletters.
- **Crisis Management:** Develop and implement crisis communication plans to protect and manage Yara's reputation during adverse events.

- **Event Support:** Assist in planning and promoting Yara's events, such as product launches, community engagements, and industry conferences.
- **Stakeholder Engagement:** Foster relationships with stakeholders, including government bodies, industry associations, and community groups.
- **Measurement and Reporting:** Provide regular reports on PR activities, media coverage, and campaign effectiveness.

## Proposal Requirements

Interested firms should submit a proposal that includes the following elements:

- **Executive Summary:** A brief overview of the firm and its capabilities.
- **Value Proposition:** A clear explanation of the value your firm will bring to Yara East Africa.
- **Experience:** Detailed information on the firm's experience in PR, particularly within the agricultural or environmental sectors.
- **Previous Clients:** A list of previous clients, especially those in similar industries, with case studies or examples of successful PR campaigns.
- **Team Composition:** Introduce the team that will be working with Yara East Africa, including their qualifications and experience.
- **Approach and Methodology:** Outline your approach to strategic planning, media relations, content creation, crisis management, and stakeholder engagement.
- **Measurement:** Describe how you will measure the success of PR activities and campaigns.
- **Budget:** Provide a detailed budget proposal, including a breakdown of costs for various services.
- **References:** Contact information for at least three references from past or current clients.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevance and depth of experience in the agricultural and environmental sectors.
- Demonstrated success in managing PR for similar organizations.
- Quality and creativity of the proposed PR strategy and approach.
- Qualifications and expertise of the proposed team.
- Value for money and cost-effectiveness of the budget proposal.
- Feedback from references and past clients.

## Submission Guidelines

Please submit your proposal electronically to [ezra.ombaba@yara.com](mailto:ezra.ombaba@yara.com) by **08 July 2024** under the subject '**Request for Proposals – PR Partner**'. Proposals should be in PDF format and include all the required elements outlined above.

## Timelines

- RFP Issuance: 27 June 2024
- Proposal Submission Deadline: 08 July 2024
- Evaluation Period: 1 week
- Selection of PR Partner: 15 July 2024
- Commencement of Services: Immediately upon selection

We look forward to receiving your proposals and partnering with a firm that shares our commitment to making a positive impact in East Africa.

## Confidentiality

All information provided in response to this RFP will be treated as confidential and used solely for the purpose of evaluating proposals.