



Terms of Reference (ToR)
For Provision of Event Management Services for
the Global Bioeconomy Summit 2024 in Nairobi, Kenya
22 - 24 October 2024

1. Background

The International Centre of Insect Physiology and Ecology (*icipe*) together with the East Africa Science and Technology Commission (EASTECO), and the Stockholm Environment Institute (SEI) are co-organising the Global Bioeconomy Summit 2024 from 22 – 24 October 2024 in Nairobi, Kenya. The Summit is organised together with the International Advisory Council on the Global Bioeconomy (IACGB) – www.iacgb.net.

The GBS will be held under the theme “*One Planet - Sustainable Bioeconomy Solutions for Global Challenges*”. The Summit brings together regional and international stakeholders such as government officials, scientists, innovators, entrepreneurs, investors, policy makers, civil society among others from academia, public and private sector to network and share experiences on global bioeconomy development. Of particular importance will be bioeconomy’s contribution to the Sustainable Development Goals (SDGs) 2030 and the international climate agenda. The Summit will build momentum for implementation of national and regional bioeconomy strategies around the world and create opportunities for regional and international collaboration in bioeconomy development. The Summit is expected to have 800 participants in person and up to 3,000 virtually.

Specifically, the Summit aims are:

- a. provide a platform to discuss global bioeconomy issues in an inclusive manner.
- b. foster communication and understanding of global bioeconomy.
- c. integrate bioeconomy issues in global discussions on innovation, climate, biodiversity and achieving the UN Sustainable Development Goals (SDGs).
- d. provide guidelines and recommendations for the way forward.

icipe intends to hire services of a firm to manage and coordinate the Summit. The firm is expected render a seamless, well-coordinated event, which includes activities before, during, and after the Summit.

2. Objectives of the assignment

The objectives of the assignment are to:

- a. set up a Summit website for registration and advertising and an online platform for use before, during and after the Summit.
- b. deliver the 2-day summit of up to 800 in person participants, and plenaries streamed to 3,000 participants virtually, and 5 interactive parallel workshops.
- c. manage events and other communication about the Summit to targeted audiences in consultation with the Secretariat.

3. Scope of the assignment

The firm will work closely with and report to the Secretariat of the GBS 2024, which is *icipe/BioInnovate Africa* to execute the assignment within the framework of the concept note and programme of the Summit. The firm is also expected to employ relevant innovative measures to ensure successful delivery of the Summit.

4. Description of the assignment

The assignment will be carried out in three parts as follows:

a. Preparation (before the Summit):

This will involve planning and logistical activities including but not limited to:

- i. Participating in regular planning meetings with the Secretariat and the IACGB.
- ii. Establish an integrated virtual solution that allows livestreaming to virtual participants. This should include a system to ask specific questions and survey participants reactions to sessions or overall, Summit.
- iii. Set up a dedicated Summit website for registration, advertising, and online interactive platform, while ensuring compliance with relevant personal data protection laws.
- iv. Coordinate invitations and online registration of participants, moderators, and speakers.
- v. Effectively coordinate the communication of the Summit to targeted audiences through the dedicated Summit website and other channels including social media.
- vi. Create and feature video stories of successful bioeconomy initiatives before and during designated Summit sessions (including highlights that may be used during health breaks).
- vii. Produce relevant pre-recorded or live videos for Summit sessions.
- viii. Plan, set up and organise a physical exhibition space.
- ix. Organise a ‘demo’ day to test the functionality of the virtual platform.

b. Execution (During the conference):

This will involve activities conducted during the two-day Summit including but not limited to:

- i. Set up the venue of the Summit, including maps, brandings, logos, etc., and guidance to plenaries, workshops, exhibitions, and sponsorships.
- ii. Coordinate the Summit program in liaison with the Secretariat including breakout/networking sessions.
- iii. Collaborate with the Secretariat for both physical and virtual participation.
- iv. Record attendance of participants at the Summit.
- v. Address any technicalities related to use of the virtual platform and featured videos including assisting speakers, participants, and Secretariat during presentations.
- vi. Organise physical and virtual interactive sessions.
- vii. Debriefing sessions with the Secretariat before, during and after the Summit.

c. Completion (after the Summit):

This will entail:

- i. Coordinate the ‘after-summit-communication’ to participants.
- ii. A meeting with the Secretariat to evaluate the Summit.
- iii. Transfer the management of the Summit website to the Secretariat.

- iv. Prepare a report on the services delivered, including database of registrants, Summit website and videos.

5. Responsibilities of the firm

- i. Prepare and submit a technical and financial proposal.
- ii. Comply with all relevant data protection laws when executing the assignment.
- iii. If successfully selected, prepare an inception report detailing the plan for preparation, execution, and completion of the Summit.
- iv. Coordinate and deliver a two-days’ Summit as described above.
- v. Prepare a report of activities delivered.

6. Qualifications and Experience

The firm should have at least 5 years demonstrable relevant experience of managing and implementing an event of a similar nature and magnitude. Preference will be given to firms with sufficient experience in managing hybrid events for international organisations involving local, regional, and international audiences. The firm should list at least 3 examples of similar events successfully implemented in the past three years.

7. Deliverables and Timelines

The assignment will be spread over a 10-month period as follows:

	Deliverable	Timelines
1	An inception report including: <ul style="list-style-type: none"> a. An activity workplan and timeline b. A plan for the Summit, including the virtual platform. c. A plan for social media 	29 February 2024
2	A Summit website and initiation of social media campaign	31 March 2024
3	Registration opens	30 April 2024
4	Prerecordings for the Summit sessions Communication materials (such as banners, etc..)	28 June 2024
5	A ‘demo’ of the virtual platform for livestreaming	19 August 2024
6	A summit ‘demo’ (involving virtual participation)	12 September 2024
7	Deliver a 2-days Summit	22-24 October 2024
8	A final report of deliverables	30 November 2024

8. Focal Point

icipe/BioInnovate Africa serving as the GBS 2024 Secretariat will be the focal point for the firm and will provide the relevant information and any support required for the assignment.

9. Budget

The firm shall be compensated subject to the provisions of the assignment based on deliverables as follows:

Deliverable	Compensation
Approved inception report A virtual platform A Summit website	30%
Prerecordings for the conference sessions Communication materials (such as banners, etc.)	15%
Approved 'demos and delivery of a 2-days' Summit	35%
A final report	20%