

Application Procedure for Organic World Congress and General Assembly Bids

NO: 15a - Board procedure
EFFECTIVE DATE: 2007_08_10

VERSION: 4
REVISED DATE: 15_03_2024

Purpose:

This procedure provides organizations intending to bid to become the host of the next IFOAM – Organics International Organic World Congress (OWC) and the IFOAM – Organics International General Assembly (GA) with information about the application process. It provides further criteria and requirements for the OWC bids as laid down in Policy 15.

Bidders: Requirements

- Commitment to organize and host, as part of the consortium, a successful IFOAM – Organics International branded OWC/GA, in line with Policy 15 and the consortium contract (see annex to this Policy). This includes the commitment to the strategic vision of IFOAM – Organics International and to membership-approved landmarks (e.g. Organic 3.0);
- Capacity to manage finances and risks in the context of the successful organization of an OWC/GA;
- Ability to assign the responsibility over procurement¹ to one (or more) organization(s) to ensure necessary cash flow;
- Capacity for the strategic and operational management of the international events for about 1.500 – 2.000 participants, including national and international mobilization, as well as program and message development;
- Readiness to set up, collaborate with and report to a Congress Steering Committee (CSC), in line with Policy 15 requirements, that has oversight, takes binding strategic decisions and offers guidance;
- Capacity and commitment to involve IFOAM – Organics International’s local membership and other local actors of the organic and sustainability sectors in the planning and implementation of the OWC. This entails an inclusive attitude to actors inside and outside the organic movement;
- Competency to plan and conduct event communication and outreach before, during and after the events (e.g. marketing and promotion, information flow management, sponsor acquisition, etc.);
- Capacity for logistical planning and implementation, including the provision of professional simultaneous interpretation of key events into at least three languages;
- Commitment to a green event;

¹ The local consortium partners must indicate in their bid which party/ organization is responsible for procurement and whether a (new) legal entity needs to be put in place to fulfill this role, in line with national legal requirements.

- Capacity to provide logistical assistance to participants (e.g. visa) and mobilize sponsored participation for the attendance of financially challenged participants;
- Time allocation for and support of the compulsory external audits, continuous monitoring and evaluation (External audits by an independent external auditor must be conducted throughout the duration of the contract to check all finances. The consortium submits complete and audited activity and financial reports at the latest three months after the event to IFOAM – Organics International.);
- Availability to contribute to post-event debriefs and lessons learnt exercise.

Bid Proposal

Bidders submit:

- Bidders submit the completed OWC Concept and Budget Templates, made available in the call;
- A 1-page summary – your sales pitch – in Word or high-resolution PDF format, that will be used for online promotion and will be printed in GA report;
- Bidders must submit, with their application, a signed statement accepting all conditions as outlined in Policy 15 and the contract template and pledge to implement all conditions upon approval by the GA;
- Bidders may submit up to a maximum of 10 pages of *additional* documents in one file (PDF or Word) to support the bid (e.g. supporting letters, links to websites or promotional videos, or touristic information).

The assessment is based on the submission based on the OWC Concept and Budget Templates only. As detailed in the OWC Concept Template (see check list), it must include:

- **The host country:** Background information on the organic movement in the country/region and reasons to invite the global organic movement to hold the OWC/GA;
- **Goals and objectives:** Objectives to be reached with the event;
- **Event:** Overall event framework, facts and figures;
- **Content:** Thematic focus and narrative of the event;
- **Institutions:** Partners and supporting institutions, locally, nationally and internationally;
- **Governance and management:** Organizational set-up, operations planning and working principles; monitoring, evaluation and audit plans;
- **Logistics:** Touristic information and hospitality.
- **Communication & promotion:** Interaction with (potential) delegates, advocacy and other relevant communications targets
- **Finances:** Budget and budget assumptions, expenditures and income opportunities.
- **Miscellaneous:** Opportunities, challenges and other information

Process of Bid Evaluation and Decision-Making

Members of IFOAM - Organics International have the right to submit a proposal to host an upcoming IFOAM - Organics International Organic World Congress and Global General Assembly based on a call published by IFOAM - Organics International. Proposals in line with the rules and regulations of Policy 15 and this Procedure 15a are subject to an assessment and, if approved, are proposed to the membership. The General Assembly votes for the bidding host of the upcoming OWC with a minimum of 50% of the votes cast.

IFOAM - Organics International follows this process:

1. IFOAM - Organics International **calls for bids** 4 years before the OWC (one year before the upcoming OWC) with a submissions' deadline for bids of up to 6 months before the upcoming OWC.
2. Bidders **submit their proposals** at the latest by the published deadline. They confirm that, in case they win, they commit to enter a collaborative partnership with IFOAM - Organics International and to implement the event under the conditions described in Policy 15.
3. IFOAM - Organics International **confirms the receipt of the proposal** and informs bidders about the number of proposals received and the detailed process leading up to the vote by the GA (including opportunities to promote their bid e.g. in the exhibition of the OWC, during the Motion Bazaar or during the GA social evening).
4. IFOAM - Organics International makes a **basic technical (not political) assessment** (see *Acceptance of the application* chapter for assessment criteria), of the application within 6 weeks of the bidding deadline. It reserves the right to exclude proposals that are not technically sound and inform affected bidders accordingly. The evaluation focuses on five criteria, namely completeness of the bid, governance, finances, inclusiveness and content (more details in the section **Acceptance of Application**). The World Board confirms the selection.
5. IFOAM - Organics International **publishes the 1-page summary of the selected bids** online, includes it in the IFOAM - Organics International In Action GA Edition (the guiding document for members at the GA) and provides further promotion opportunities (e.g. link to own websites/videos or booths/presentations at the OWC/ Motion Bazaar²).
6. The bidders may actively **promote their bids** to the Members of IFOAM - Organics International before and during the OWC and the GA. They present the bid to the GA plenary as part of the GA agenda just before voting for the next host. Depending on the number of bids being presented to the GA, the time allocated for this presentation may be between 5 and 10 minutes.
7. The members of IFOAM - Organics International **vote in 2 rounds**.

² The Motion Bazaar is a forum hosted the night before to allow members of IFOAM – Organics International to prepare their positions on the different motions to be voted on during the GA. It is an opportunity for bidders to showcase their proposal and lobby for it to be voted on favorably by members. The Motion Bazaar typically lasts between 2 and 3 hours. Applicants can be creative in their presentation although coordination with the IFOAM – Organics International is required.

1. The winning bidder **signs a consortium contract** with IFOAM - Organics International.

Acceptance of the Application

The technical assessment checks if the proposal is complete and sound, and if it can be presented for vote to the General Assembly of IFOAM – Organics International. The minimum requirements are:

- The completeness of the documents submitted;
- The meeting of the submission deadline; and
- A minimum rating of 2 points in each of the five criteria and a minimum average overall rating of 3 points overall.

The result of the rating (approved by the World Board of IFOAM – Organics International) in the 5 criteria given below (there is no ranking) is communicated to the bid proposers only and not to Members. Members are only informed of bids that have qualified.

IFOAM - Organics International uses the following criteria for the assessment:

1. **Completeness:** Proposal (6-8 A4 pages) that covers the checklist in line with the template including Summary (1 A4 page), Budget, Cash flow calculation, timely submission (must criteria)
2. **Governance:** Goals/objectives, Governance/management, Logistics and Miscellaneous: Quality of the proposal and compliance with policy 15/Procedure 15a.
3. **Finances**
Finances: Content of budget and cash flow planning as well as robustness of assumptions.
4. **Inclusiveness**
Involvement of national organic movement, institutions/partners: Strength of consortium and stakeholder involvement.
5. **Content**
Event and Content: Coherence with the organic landmarks and the strategic plan of IFOAM - Organics International.

Evaluators rate the 5 criteria with marks from 1 to 5, while a 1 in 1 criterion means the proposal has failed in the assessment. (5=excellent, 4=good, 3=issues/risks existent, 2=high risks, 1=exclusion from the GA vote).

Reference

Reference is made to IFOAM - Organics International Policy 15 on the OWC/ GA, the OWC Concept and Budget Templates.