

Terms of Reference (TOR): Strategic Content Creation for the NDC Partnership

February 2024

SUMMARY OF PROCUREMENT

For this project, the vendor will be contracted directly through the World Resources Institute (WRI). The contract will be set as an open contract, where individual work orders will be issued before work begins. Compensation will be based upon the work negotiated in each individual work order, which will detail separate scopes of work, deliverables and budgets. There will be a fixed price work order, as well as ad-hoc cost reimbursement work orders. The contract will extend to 31 December 2025. Proposals along with all requirements should be submitted by 18 March 2024.

This vendor will work closely with the NDC Partnership Support Unit's Outreach & Governance team, specifically: the Deputy Director of Outreach & Governance, Communications Manager, Communications Coordinator, Writer and Visual Media Specialist. In developing content, the vendor will engage will also engage directly with technical experts. This vendor will provide strategic support across the following scopes of work below.

ABOUT THE NDC PARTNERSHIP

The NDC Partnership is a global coalition, bringing together more than 200 members, including more than 120 countries, developed and developing, and nearly 100 institutions to deliver on ambitious climate action that helps achieve the Paris Agreement and drive sustainable development. Governments identify their NDC implementation priorities and the type of support that is needed to translate them into actionable policies and programs. Based on these requests, the membership offers a tailored package of expertise, technical assistance, and funding. This collaborative response provides developing countries with efficient access to a wide range of resources to adapt to and mitigate climate change and foster more equitable and sustainable development.

The Partnership's work is facilitated by a Support Unit hosted by the World Resources Institute (WRI) in Washington, DC and the UNFCCC Secretariat and UNOPS in Bonn, Germany. This work will be contracted through WRI and will engage primarily with Support Unit staff in the Washington, DC office, but will have some interaction with Support Unit staff in the Bonn, Germany office and may interact with other consultants/vendors located around the world.

OVERVIEW

The NDC Partnership Support Unit is searching for a strategic communications firm to support the generation of communications products, social media content, and multimedia materials in line with

the Partnership's evolving branding and messaging. Our aim is to communicate with our members, partners and other stakeholders to provide regular updates on the Partnership's Country Engagement and Knowledge and Learning work, as well as highlight the key stories and achievements of our diverse members.

SCOPE OF WORK AND ACTIVITIES

Scope 1: Visibility Mapping (Identifying and Generating Content Ideas)

The vendor will collaborate closely with the Support Unit to identify key stories and opportunities to develop communications products including: blog posts, press releases, op-eds, features, social media and multimedia content for the Partnership's website and other digital channels.

Activities Include:

- Engaging in onboarding meetings to become familiar with the Partnership's communications priorities and standards, branding and messaging
- Attending quarterly visibility mapping meetings with Country Engagement and Knowledge & Learning teams to identify ideas and opportunities for the development of communications products
- Providing strategic recommendations on the format, angle, publication and/or placement of communications products to amplify coverage and increase engagement to reach the Partnership's target audiences, as well as to connect the Partnership's work to key climate events
- Regularly communicating updates, challenges and opportunities to the Support Unit on the development of new ideas

Compensation under Scope of Work 1 will be based upon the work negotiated each week, noting the vendor should provide cost estimates in the form of hourly rates for 4-5 hours a week. Payment will be made on a cost reimbursement basis upon submission to and approval by the NDC Partnership team of invoices and work order deliverables. This may change, and the NDC Partnership will rely on its vendor to make recommendations on any additional updates, deliverables, and timelines, as needed.

Scope 2: Product Development (Content Creation)

The vendor will support the development and dissemination of communications materials to increase the visibility of the Partnership's diverse membership and regularly communicate updates and impact from the Partnership's programmatic work and thematic initiatives. The vendor will develop communications products for a diverse global audience, which includes, but is not limited to a specialized audience of practitioners, public and/or government officials, members, partners and funders of the Partnership's work.

Activities Include:

- Coordinating meetings with Country Engagement and Knowledge & Learning teams to plan content and map content collection needs, e.g., photos, B-roll, etc.
- Leading on the development of communications products, including writing and graphic design, in coordination with the Support Unit's Communications Manager, Visual Media Specialist and Communications Coordinator
- Supporting in the establishment of key deadlines for writing, editing and seeking necessary approvals from Support Unit staff and, when necessary
- Working with Support Unit staff, including the Country Engagement and Knowledge & Learning teams, to collect background information and visual assets, e.g., photos, videos, and supplemental materials
- Editing and reviewing content in line with Associated Press (AP) Style
- Coordinating with Country Engagement and Knowledge & Learning teams to engage external stakeholders, where needed, for quotes, testimonials and/or conducting interviews
- Regularly communicating updates, challenges and opportunities to the Support Unit and reporting on the success of communications products

Compensation under Scope of Work 2 will be based upon the work negotiated each week, noting the vendor should provide cost estimates in the form of hourly rates between 4-5 hours a week. Payment will be made on a cost reimbursement basis upon submission to and approval by the NDC Partnership team of invoices and work order deliverables. This may change, and the NDC Partnership will rely on its vendor to make recommendations on any additional updates, deliverables, and timelines, as needed.

Requirements

Knowledge and Expertise

- Strong grasp of the Partnership's strategic positioning and unique value proposition
- Up-to-date knowledge of sustainable development, climate, and climate finance initiatives, organizations, and media trends to inform the prioritization and framing of all branded content
- Understanding of the fundamentals of identifying, cultivating, and creating engaging, informative, and attention-grabbing branded content
- Strong grasp of storytelling and narrative structures and effective formats for transmitting them
- Deep understanding of the Partnership's target audiences, including evidence-based insight into which messaging strategies and formats are most effective for each segment
- Familiarity with SEO best practices
- Demonstrated expertise in identifying politically sensitive issues and framing messages to account for the interests of affected stakeholders
- Familiarity with SEO best practices
- Familiarity or proficiency with the Associated Press (AP) Style Handbook

Skills and Abilities

- Ability to consistently apply the Partnership's brand guidelines and convey our unique value proposition through written and visual products

- Proficiency in creating clear and compelling written and multimedia content and in designing and producing eye-catching, informative, and culturally appropriate graphics, images, and videos
- Demonstrable ability to turn complex material or jargon into plain language or to maintain terms of art when appropriate for the target audience
- Strong written communication skills with a demonstrated ability to write clear content that grabs and holds viewers' attention
- Proficiency in producing video content from concept to final cut, including recording and editing
- Strategic mindset with the ability to align individual pieces of content with broader organizational messaging
- Strong problem-solving skills and an ability to rapidly identify and deploy alternative approaches and formats when faced with unexpected barriers
- Ability to think creatively and develop and test inventive ways of packaging content
- Excellence in planning, organizing, and executing content creation projects from start to finish, in collaboration with subject matter experts and reviewers
- Ability to work with subject matter experts to identify stories, map them to target audiences, recommend messaging angles and formats, and capture compelling moments and story details
- Excellent communication and collaboration skills, with the ability to articulate design and messaging concepts to stakeholders and receive feedback
- Strong conceptual and visual design skills, with an eye for typography, color, and composition
- Strong data and information visualization skills, with a particular ability to translate complex topics into digestible and "glanceable" formats
- Ability to design, manage, or follow standardized review processes to ensure the quality of all branded content
- Ability to work with people from different cultural backgrounds, accepting different approaches and styles of communication
- Strong written and spoken English required, Spanish, and French language skills, including translation of technical language and terms of art in various linguistic and cultural context, preferred but not required

Other Characteristics and Attributes

- Persistence and flexibility to establish and maintain direct communications with Support Unit staff
- Integrity and attention to detail to ensure all Partnership communications are grounded in verified facts and up-to-date information
- Collaborative orientation in working with CE and K&L specialists to incorporate their expertise into content and advise them on effective approaches for promoting their work
- Attention to detail to ensure accuracy and quality of all written and visual content
- Flexibility to adjust content based on new information and feedback
- Strong interpersonal communication skills to facilitate rapid requests, feedback, and problem-solving in fast-paced environments

Evaluation & Selection

Proposal Content

A detailed proposal on the services available, tailored to address the full scope of work as outlined in this proposal:

- Cost proposals for scopes of work, as outlined above; these may be provided as daily or weekly rates based on the time estimates provided in Scope 1 and Scope 2 above. See table below.
- Examples of and references to similar, previous work as described in the requirements; and
- Brief CV of staff or individual that will serve as the primary point(s) of contact in supporting the NDC Partnership Support Unit.

Cost Proposal

Scope of Work 1	Hourly Rate	Weekly Total (Estimated 4-5hrs/Week)
Scope of Work 2	Hourly Rate	Weekly Total (Estimated 4-5hrs/Week)

Evaluation Criteria

The following elements will be the primary considerations in evaluating all proposals submitted in response to this TOR:

- Completeness of all required elements;
- Experience with similar projects and clients;
- Vendor's technical expertise relevant to the stated requirements of the TOR;
- Overall cost of the vendor's proposal.

Selection Process

No proposal development costs shall be charged to WRI; all related expenses are to be borne by the bidders. WRI may award to the bidder offering best value without discussions. However, WRI reserves the right to seek bidder clarifications and to negotiate with those bidders deemed to be within a competitive range. WRI may, at its discretion and without explanation to the prospective vendors, choose to discontinue this TOR without obligation to such prospective vendors, or make multiple awards under this TOR.

TOR Submission

All proposals must be submitted on 18 March 2024 to Caitlin.Pinkard@ndcpartnership.org. Please use the following format for the email subject line: "Strategic Communications Support: TOR Response." All proposals must be submitted in electronic format in one document **not exceeding five pages**.