

Terms of Reference (TOR): Strategic Media Support 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 2024. Proposals along with all requirements should be submitted by 29 February 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 addition, this position will work closely with the Knowledge & Learning and Country Engagement teams, as needed. 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 development and dissemination of the Partnership's media strategy in line with its evolving branding and messaging. Our aim is to communicate with our members, partners and other stakeholders to

increase brand recognition and visibility as a leader in advancing global climate action in line with the goals of the Paris Agreement, as well as amplify the Partnership's impact, programmatic work and thematic initiatives.

For this project, the vendor will be contracted directly through the World Resources Institute (WRI). The contract period will be Cost Reimbursement and will extend to 31 December 2024. Proposals along with all requirements should be submitted by 29 February 2024. This vendor will work closely with the NDC Partnership Support Unit's Outreach & Governance team, specifically: the Deputy Director of Outreach & Governance and Communications Manager, liaising with the Communications Coordinator, Writer and Visual Media Specialist, as needed.

SCOPE OF WORK AND ACTIVITIES

Scope 1: Strategic Media Support

The vendor will support the development and dissemination of the Partnership's media strategy with the aim to increase the visibility of the Partnership's diverse membership and clearly communicate updates and impact from the Partnership's programmatic work and thematic initiatives. The vendor will develop and review communications products and campaigns, as well as provide informed recommendations for media outreach and placement for a general, climate-informed audience and a specialized audience of practitioners, public and/or government officials, members, partners and funders of the Partnership's work.

Media Support Activities Include:

- Leading on monthly media mapping and providing in-depth analysis of trends, topics, and insights to inform the Partnership's media strategy and providing strategic recommendations for increasing brand recognition and media pick-up;
- Supporting in the development of a dedicated media list for the NDC Partnership;
- Supporting the development of messaging documents and language around the Partnership's unique value proposition;
- Supporting the development of communications products and/or dedicated campaigns for specific programs and/or initiatives of the Partnership;
- Writing and distributing compelling press releases, op-eds, features and articles designed to enhance media pick-up;
- Leading on routine media outreach on behalf of the NDC Partnership to media outlets and organizations;
- Providing preparatory support and training for media interviews and podcasts and preparing media briefings, media pitch notes, talking points and other materials, as needed; and
- Supporting the Partnership in setting Key Performance Indicators and providing biweekly updates on progress, challenges and opportunities to the Support Unit on the success of the communications and media outreach strategy broadly, as well as that of individual products and campaigns.

Compensation under Scope of Work 1 will be based upon the work negotiated in each individual work order. 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: COP29 Media Support

The vendor will support the development and execution of a clear, compelling Media Program for COP29, including promoting the Partnership's onsite pavilion and events schedule and creating a dedicated media campaign to highlight the work and impact of the NDC Partnership to media outlets and organizations for both general and technical audiences. The vendor will provide staffing and communications support in the lead up to COP29, throughout the two weeks of COP29 (including weekend support and with regard to time zones), as well as post-COP29 communications and reporting.

COP29 Media Support Activities Include:

- Leading on weekly media mapping and providing in-depth analysis of trends, topics, and insights to inform the Partnership's media strategy ahead of, at, and after COP29, as well as identifying key events or moments to link to the Partnership's work;
- Leading on media outreach on behalf of the NDC Partnership, including pitching reporters and news outlets and organizations, securing placement for op-eds, articles, and features, and distributing press releases;
- Developing and proposing a media strategy for the Support Unit to review and inform with the aim to enhance media pick-up for the Partnership during the busy COP29 media ecosystem;
- Developing and reviewing key messaging documents, talking points, media briefings, media pitch notes, press releases, op-eds, bylines and features designed to secure media placement and interest in coordination with the Support Unit;

- Providing preparatory support and training for media interviews and podcasts; and
- Regularly communicating updates, challenges, opportunities to the Support Unit and reporting on the success of the COP29 Media Program and adjusting the strategy, where needed.

Work under this Scope of Work will be compensated on a fixed price basis per month and should not exceed \$40,000 over the duration of the contract. 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 timing, framing, and delivery of press material
- Deep understanding of the current media landscape, including credible global, regional, and specialized outlets, journalists, and platforms that connect the Partnership with target audience segments
- Demonstrated expertise in handling politically sensitive issues and in crisis communications best practices, including proactive and reactive situation management
- Familiarity or proficiency with the Associated Press (AP) Style Handbook

Skills and Abilities

- Strong written communication skills with a demonstrated ability to write clear, crisp pitches and press releases that grab journalists’ attention
- Excellent research skills to ensure all press material contains factual, relevant, and compelling information and context
- Demonstrated ability to turn complex material into plain language or to maintain terms of art when appropriate for the target audience
- Advanced skills in media analytics and in selecting, monitoring, and reporting on relevant Key Performance Indicators against Partnership targets and industry benchmarks
- Ability to position the Partnership in relevant global, regional, and specialized media markets by leveraging a strong network of media contacts—and a proven track record of media placements
- Strong strategic and tactical thinking, with an ability to execute and reprioritize tasks while maintaining a clear focus on the overall strategy
- Excellent time management, planning, and organizational skills paired with a keen sense of how and what to prioritize
- Ability to work with people from different cultural backgrounds, accepting different approaches and styles of communication

Other Characteristics and Attributes

- Persistence and flexibility to establish and maintain direct communications with journalists who manage competing priorities and tight deadlines

- Integrity and attention to detail to ensure all Partnership communications are grounded in verified facts and up-to-date information
- Strong interpersonal communication skills to facilitate rapid requests, feedback, and problem-solving in fast-paced environments where journalists, Partnership spokespersons, and Support Unit staff are managing multiple priorities
- Proactivity in building and maintaining a network of contacts
- Willingness to advise the Partnership on when to ramp up, scale down, or redirect media and press efforts
- Experience with graphic design, visual media production and storytelling and video-production and editing
- Strong written and spoken English, Spanish, and French language skills, including translation of technical language and terms of art in various linguistic and cultural context, preferred but not required

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
- Examples of and references to similar, previous work as described in the requirements; and
- Profiles of staff that will serve as the primary points of contact in supporting the Partnership Support Unit.

Evaluation Criteria

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

- Completeness of all required elements;
- Experience with similar projects and clients;
- Vendor’s technical expertise relevant to the stated requirements of the TOR;
- Vendor’s ability to complete the activities within the set timelines; and
- 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 RFP without obligation to such prospective vendors, or make multiple awards under this RFP.

TOR Submission

All proposals must be submitted on 29 February 2024 to Caitlin.Pinkard@ndcpartnership.org. Please use the following format for the email subject line: “Strategic Media Support Response.” All proposals must be submitted in electronic format in one document **not exceeding five pages**.