

# **Terms of Reference (TOR): Strategic Media Support for the NDC Partnership**

November 2024

## **SUMMARY OF PROCUREMENT**

The NDC Partnership, through World Resources Institute (WRI), intends to award an open contract for a vendor to provide strategic support as outlined in these terms of reference. The performance period of the contract will extend through 31 December 2026. Interested firms should submit their proposals by 29 November 2024. The successful firm will work closely with the NDC Partnership Support Unit Communications Team.

## **ABOUT THE NDC PARTNERSHIP**

The NDC Partnership is a global coalition, bringing together more than 200 members, including more than 130 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 work of the Partnership is facilitated by a Support Unit hosted by 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 located around the world.

## **OVERVIEW**

The NDC Partnership Support Unit seeks a strategic public relations firm to support the development and execution of the NDC Partnership media strategy, including leading press outreach, designing and executing strategic campaigns and conceptualizing and generating discrete communications products.

The successful firm will play a key role in shaping and executing the NDC Partnership media strategy, designed to position The Partnership as an impactful, mobilizing force within the global climate landscape and to strategically inform, engage and highlight our Members and Partners.

## **SCOPE OF WORK AND ACTIVITIES**

### **Scope 1: Press Outreach & Media Engagement**

The vendor will work closely with the Support Unit Communications Team to develop the Partnership's media strategy and conduct press outreach on behalf of the NDC Partnership Support Unit and the Partnership's diverse membership.

#### **Activities:**

- Leading on monthly press outreach and providing preparatory support for interviews, podcasts and other media engagements;
- Leading on quarterly media mapping and providing in-depth analysis of trends, topics, and insights to inform the Partnership's media strategy;
- Supporting the development and placement of two bespoke op-eds; and
- Leading bi-weekly calls to coordinate media engagement.

### **Scope 2: COP30 and COP31 Media Campaigns**

The vendor will support the development and execution of a clear and compelling Media Campaign for COP30 and COP31, 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.

#### **Activities:**

- Delivery of the NDC Partnership's COP30 and COP31 media strategy including outlining objectives, audiences, timeline, content recommendations, targets and desired outcomes.
- Weekly media mapping for two weeks before COP30 and COP31, and one month following COP, providing in-depth analysis of trends, topics, and insights to inform the Partnership's media strategy.
- Press relations throughout COP30 and COP31, including targeted daily media pitches to select media, support with media relations including: scheduling calls, handling reporters, staffing interviews, following up with reporters, pre-briefing meetings to prepare NDC Partnership spokespeople and providing briefing packs with talking points drawn from messaging books and other relevant materials, as well as reporter biographies, reporter insights, and 'Do's and Don'ts.'
- Ongoing reporting to the NDC Partnership throughout COP30 and COP31 on progress and updates to the media strategy, including weekend reporting and with regards to time zones.

- Developing and securing thought leadership opportunities following COP30 and COP31, such as podcasts, interviews and/or op-eds.
- Drafting and distributing up to four reactionary media statements per COP, including concluding statements on COP30 and COP31 outcomes with executive quotes; and
- Final reporting of campaign media outcomes and impact, and social media performance across COP.

## EVALUATION AND SELECTION

### Requirements

- Strong grasp of the strategic positioning and unique value proposition of the Partnership
- Up-to-date knowledge of sustainable development, climate and climate finance initiatives, organizations and 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 our target audiences, including evidence-based insight into which messaging strategies and formats are most effective for each segment
- Demonstrated expertise in identifying politically sensitive issues and framing messages to account for the interests of affected stakeholders
- Proficiency with the AP Style Handbook
- Demonstrable ability to turn complex material or jargon into plain language or to maintain terms of art when appropriate for the target audience
- 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
- Strong data and information visualization skills, with a particular ability to translate complex topics into digestible and “glanceable” formats
- Strong interpersonal communication skills to facilitate rapid requests, feedback and problem-solving in fast-paced environments

### Proposal Content

Prospective vendors must submit a detailed proposal on the services available, tailored to address the full scope of work as outlined:

- Cost proposals for each scope of work, as outlined above, provided as daily rates based on Scopes 1 and 2
- Examples of and references to similar, previous work as described in the requirements
- Brief staff bios, including the name and bio of the individual who will serve as the primary point of contact for this work

## 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
- Technical expertise relevant to the stated requirements of the TOR
- Cost

## Selection Process

No proposal development costs shall be charged to WRI. All related expenses are to be borne by the bidders. The bidder offering the best overall value will be selected. For this procurement, price and non-price aspects are of equal importance. 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.

## Submissions

All proposals must be submitted by 29 November 2024 to [caitlin.pinkard@ndcpartnership.org](mailto:caitlin.pinkard@ndcpartnership.org). Please use the following format for the email subject line: "Strategic Media Support for the NDC Partnership: [organization/agency] Response." All proposals must be submitted in electronic format in one document **not exceeding five pages, excluding staff bios**. Please clearly indicate the name of the organization or agency in the file name.

**Please note: Due to high response volumes, we are unable to accept call or meeting requests for open positions or to answer questions about this TOR.**