

# **Request for Proposal: Communications and Media/Press Vendor**

11 May 2020

## **SUMMARY OF PROCUREMENT**

The NDC Partnership, through the World Resources Institute (WRI) intends to award a time and materials type contract for communications and press/media services.

Deliverables will be completed on an as needed basis with some projects on going. Work is expected to begin in June 2020 through December 2020.

### **About the NDC Partnership**

The NDC Partnership is a global coalition of countries and institutions working to mobilize support and achieve ambitious climate goals while enhancing sustainable development. Through our Partnership, members leverage their resources and expertise to provide countries with the tools they need to implement their NDCs and combat climate change to build a better future. Hosted by WRI and the UNFCCC Secretariat, the NDC Partnership has members in all regions of the world, with staff in Washington DC and Bonn, Germany.

For this project translators will engage primarily with the Washington DC based Communications Team.

### **Scope of Work and Outputs/Deliverables**

The vendor will be expected to provide a range of deliverables related to general communications materials as well specific materials related to the UNFCCC Conference of Parties (COP26). This strategy will play a key role in amplifying the expansive outcomes of the NDC Partnership's work and increasing Partnership brand awareness ahead of COP26.

Examples include, but are not limited to:

- Press, Media and Social Media outreach strategy
- Writing press releases and Op-eds
- Reports
- Blogs
- Social media content
- Social media videos

This contract will be awarded for June – December 2020 with the opportunity to extend.

### **Deliverable Deadlines**

Deadlines will be determined on a monthly and case by case basis. Some projects will require shorter time frames. Each project's deadline will be well noted and communicated.

## Budget

Deliverables will be billed and paid based on an agreed upon hourly rate. For larger projects, a flat fee will be paid. While the consultant's rate is an important aspect of evaluating the Request for Proposals (RFP), it will be weighed equally with quality of services, familiarity with the subject matter, provided examples, and references.

## Guidelines for Proposal Submission

### Requirements

The selected vendor will be able to demonstrate the ability to:

- Experience with press and media outreach;
- Key media and journalist contacts in environment and climate change;
- Collaborating on a comprehensive press and media outreach strategies with the Partnership's Communications Team;
- Conceptualizing and writing press releases, op-eds, media pitches, etc.;
- Understanding of climate change and international development issues and solutions;
- Ability to speak on behalf of a client and their brand;
- Social media engagement;
- Ability to meet set deadlines and pivot on projects as needed;
- Create and write original content, with minimal revisions;
- Create written, print and digital products within set branding and editorial guidelines;
- Develop engaging written content and stories on topic such as climate change, sustainable development, and international development;
- Meet deadlines and not exceed set budget per project.

### Proposal Content

Prospective consultants/vendors should submit:

- A statement of interest, with emphasis on experience relevant to the NDC Partnership
- Brief biographies of proposed team members
- Examples of related and relevant work;
- Brief outline of proposed strategy;
- Detailed budget with a breakdown of costs and any hourly rates related to the work.

### Expression of Interest, Questions and Deadline for Proposal

All expressions of interest and questions about this RFP must be sent via email to the contact below

Tyrone Hall  
Head of Communications for the NDC Partnership Support Unit  
Tyrone.hall.5@ndcpartnership.org

Deadline for proposal submissions is **5:00pm EST on Friday 5 June 2020** and should also be sent to the email above.

## Evaluation and Selection

### Evaluation Criteria

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

- Completion of all required proposal elements
- Experience with similar projects and quality of work samples
- Overall cost of the vendor's proposal

### Selection Process

No proposal development costs shall be charged to the NDC Partnership or WRI, all expenses are to be borne by the bidders. The Partnership may award to the bidder offering best value without discussions. However, we reserve the right to seek bidder clarifications and to negotiate with those bidders deemed to be within a competitive range.

The NDC Partnership may, at its discretion and without explanation to the prospective vendors/organizations/consultants, etc., choose to discontinue this RFP without obligation to such prospective vendors/organizations/consultants, etc. or make multiple awards under this RFP.