

REQUEST FOR PROPOSALS: COP26 Press and Media Outreach Strategy

Summary of Procurement

The World Resources Institute (WRI) intends to award a time and materials contract for media strategy and outreach focused around COP26. Services will include press and media strategy development, writing op-eds and press releases, press and media outreach and coordination, social media strategy, and other tasks as needed.

Work is expected to begin in April 2020 and run through January 2021.

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 the vendor will engage primarily with the Washington DC based Communications Team.

About the World Resources Institute

Founded in 1982, WRI is a global environmental think tank that goes beyond research to put ideas into action. We work with governments, companies, and civil society to build solutions to urgent environmental challenges. WRI's transformative ideas protect the earth and promote development because sustainability is essential to meeting human needs and fulfilling human aspirations in the future.

Scope of Work and Outputs/Deliverables

The NDC Partnership is seeking a vendor to develop and implement a Press and Media Outreach Strategy in the lead up to the UNFCCC Conference of Parties (COP26) taking place in Glasgow, Scotland from 9 – 20 November. 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.

Specific deliverables will include but are not limited to:

- Press and media outreach strategy
- Writing press releases, op-eds
- Crafting and executing media pitches
- Social media outreach

Deliverable Deadlines

The first deliverable will be the Press and Media Outreach Strategy and is expected to be completed by 3 April 2020. Based on the Press and Media Outreach Strategy, deadlines will be determined in collaboration with the vendor. All other deadlines and deliverables will be well noted in advance for the vendor.

Guidelines for Proposal Submission

Requirements

The selected vendor will be able to demonstrate abilities in similar work, particularly:

- Experience with press and media outreach;
- Key media and journalist contacts in environment and climate change;
- Developing comprehensive press and media outreach strategies;
- 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.

Proposal content

All proposals must include the following content. Proposals that are missing the below information will not be considered.

- A statement of interest describing the proposed team and how it meets the above requirements;
- CVs of 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, Deadline for Questions, and Proposal

The completed proposal, as well as all expressions of interest and questions about this RFP, must be received via email to the contact below by **5:00pm EST on Friday 28 February 2020**.

Christa Lanning
Events Manager
events@ndcpartnership.org

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 WRI / all 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/organizations/consultants, etc., choose to discontinue this RFP without obligation to such prospective vendors/organizations/consultants, etc. or make multiple awards under this RFP.