

## **REQUEST FOR PROPOSALS: NDC Partnership Communications and Design Vendor**

### Summary of Procurement

World Resources Institute (WRI) intends to award a time and materials type contract for a Communications and Design Vendor (Vendor) to support the NDC Partnership with the creation of communications and design products.

This contract expects to provide the awarded consultant with a range of monthly and ongoing deliverables.

Because of the nature of the NDC Partnership's work, it is important that prospective vendor have experience with and/or an understanding of climate change, sustainable development, and international policy. Experience working with diverse clients and topics is preferred.

Deliverables will be assigned on a monthly and as-needed basis. Work is expected to begin in March 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 the 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 Support Unit staff in Washington DC and Bonn, Germany, as well as based regionally.

### About the World Resources Institute

Founded in 1982, WRI is a global environmental think tank that goes beyond research to put ideas into action. WRI works 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.

For this project, the consultant will engage primarily with the Washington DC based Support Unit staff, with some interaction with other Support Unit staff and Partnership members.

## Scope of Work and Outputs/Deliverables

The vendor will be expected to provide a range of deliverables related to general communications materials and designed products.

Examples include, but are not limited to:

- Blogs
- Op-eds
- Reports
- Infographics
- Brochures
- Social media content and graphics
- Social media videos
- PowerPoint presentation

## Timing

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

The contract will be awarded from March 2020 to December 2020 with the possibility of extension on a yearly basis.

## 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:

- 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 similar previous work or link to a portfolio
- References
- A proposed pricelist for services

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

All expressions of interest and questions about this RFP must be received via email to the contact below by **5:00pm EST on Wednesday 26 February 2020**.

Taylor Robb-McCord  
Communications and Marketing Specialist  
[Taylor.Robb-McCord@ndcpartnership.org](mailto:Taylor.Robb-McCord@ndcpartnership.org)

All completed proposals must be received by **5:00pm EST Wednesday 4 March 2020**.

## Evaluation and Selection

### Evaluation Criteria

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

- Completion of all required elements
- Experience with similar projects
- Overall cost of the consultant or 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.