

# REQUEST FOR PROPOSALS – Climate Action Enhancement Package: Development of micro-site

17 December 2021

## SUMMARY OF PROCUREMENT

The NDC Partnership Support Unit is searching for a vendor to provide professional services as part of the NDC Partnership's Climate Action Enhancement Package (CAEP). A wealth of information and analysis has been generated through CAEP implementation. A visually attractive, engaging, and simple interface is required to effectively highlight its impact and successfully convey the story behind overall CAEP impact on NDC enhancement. This will include development of content for and buildout of a microsite on NDC enhancement and the linkages to CAEP.

These activities must be delivered by 15 March 2022. Proposals, along with all requirements, should be submitted by 31 December 2021. The contract will be fixed price with a maximum budget of USD50,000.

### About the NDC Partnership

The NDC Partnership is a global coalition of countries and institutions collaborating to drive transformational climate action through 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. The NDC Partnership Support Unit is jointly hosted by the World Resources Institute (WRI) and the UN Climate Change Convention Secretariat. For this project, the vendor would be contracted directly through WRI.

### About the Climate Action Enhancement Package

The Climate Action Enhancement Package (CAEP) is an offering of the NDC Partnership in its concluding phase for the round of updating 2020 NDCs. It was designed as a targeted, demand-driven and fast-track initiative to deliver support for the development and implementation of enhanced and more ambitious NDCs. It allowed countries to address the challenges of the first generation of NDCs by providing support for the development and implementation of evidence based, high-quality NDCs with broad ownership from society and government. The CAEP was designed to catalyze transformational change towards resilient, sustainable and low emission development, supporting the objectives of the Paris Agreement. It achieved this through two main objectives:

- **Objective 1:** Enhance NDCs, including by raising ambition, as part of the Paris Agreement's NDC update process;

- **Objective 2:** Fast-track implementation of NDCs, including by providing in-country technical expertise and capacity building.

Through CAEP, developing country members of the NDC Partnership requested support for specific activities under either objective. A total of 67 countries received support through CAEP. As of December 2021, 56 of those have submitted enhanced NDCs to the UNFCCC.

In January 2022, the NDC Partnership will publish an analysis of the NDC enhancement support provided through CAEP. This work is underway under a separate scope of work. The analysis summarizes how countries enhanced their 2020 NDCs in comparison to their 2015 NDCs. The analysis is based on a framework developed for the NDC Partnership, which looks at ambition through the pillars of ambition, quality, and process. In addition, the report summarizes ways in which this enhancement was supported through CAEP. The report will be published in PDF form, including a mix of infographics and text.

Other assets reflecting CAEP's impact include:

- Partner reporting on the implementation of CAEP activities, including country level descriptions of support provided, and notable examples of impact.
- Communication material such as video interviews and blogs summarizing country level results.

A separate RFP has been issued to develop summaries for all 67 CAEP countries based on the assets available. And a series of communications materials such as video interviews and blogs also exist.

## SCOPE OF WORK AND ACTIVITIES

Through this RFP, the NDC Support Unit is looking to draw together, into a microsite, the various assets available on CAEP and NDC enhancement.

The vendor will:

1. Review all assets available and develop the concept for a microsite to showcase CAEP NDC enhancement results. Assets include the above-mentioned report to be published in January 2022, CAEP videos, CAEP blogs, and final narrative reports produced and submitted to the Support Unit by implementing partners.
2. Develop the designs and wireframes for the microsite.
3. Develop a dynamic and graphic navigational interface, making use of illustration and animation to the extent possible (see examples here: <http://www.species-in-pieces.com/> and <http://future-living.tv/en/home>). Micro-site pages to be built include;
  - a. Landing page
  - b. Ambition page
  - c. Quality page
  - d. Process page
  - e. Country map page and filter options (see example here: <https://www.unfcsurvey.org/world-map>)
  - f. Country pages/pop-ups (to be accessed through the map and filters), including a summary of each country's CAEP support, the country's NDC, and key tags to describe

the support received (sectors, activity type, key topics). All text content to be provided by the NDC Partnership.

4. Produce promotional content to distribute and share the work developed across social media, relevant boards, listservs, etc. to encourage traffic to the site and to be shared through other mediums such as slide decks and reports.

The elaborated work activities and deliverables expected are further described in the table below. All work contributing must be completed by 15 March 2022, to comply with funder deadlines. The maximum available budget is indicated below.

Activities	Deliverable	Deadline
1. Microsite design and build out <ol style="list-style-type: none"> <li>a) Gather information and available assets and build concept for the microsite</li> <li>b) Design microsite in collaboration with the NDC Partnership Support Unit, create wireframes in close coordination with the Support Unit Communications team.</li> <li>c) Design interactive map allowing visitors to easily access country specific summaries..</li> <li>d) Build the microsite incorporating all available assets in a format that is interactive and engaging.</li> </ol>	- Wireframe and design for CAEP microsite - CAEP microsite	Wireframes and interactive map to be elaborated by end January Early February  Final Website due 15 March 2022
1. Promotional materials <ol style="list-style-type: none"> <li>e) Produce a 'promotional toolkit' for the NDC Partnership Support Unit to utilize in outreach and dissemination of the report and microsite to encourage traffic and readership. Including assets for social media, slide decks, and reports.</li> </ol>	- "Promotion Toolkit" of the microsite for Support Unit outreach	Final Draft due 15 March 2022
<b>TOTAL BUDGET</b>	<b>\$50,000</b>	

## Timeline

The vendor procurement for this RFP will follow the below timeline (all dates are considered by 11:59 pm EST):

RFP issued	17 December 2021
Deadline for submission of proposals	31 December 2021
Selection of vendor and signing of contract	7 January 2022
Start of contract	10 January 2022
All activities finalized	15 March 2022

## Proposal Guidelines

### Requirements

The selected vendor must demonstrate capacity in similar work, particularly:

- Experience in building visually attractive websites within Drupal.
- Experience in working with developing country audiences.
- Experience in creating communication campaigns targeted at global climate policy audiences.
- Understanding of NDCs and the work of the NDC Partnership is an asset.
- Applying gender principles to approach the assignment, and wherever possible, produce sex-disaggregated data and gender-responsive actions;
- A consortium of vendors will be considered if it contributes to the technical requirements and delivery of activities. Sub-contracting will also be permitted.

### Content

Prospective vendors should submit the below. Note the entire package should not exceed 10 pages.

- A statement of interest describing the proposed team and how it meets the above requirements;
- CVs of team members;
- Examples of and references to similar previous work as described in the requirements;
- An outline of the proposed methodology and workplan to deliver on the above-mentioned activities;
- An account of how the work and/or vendor is environmentally sustainable;
- A Gantt chart of work activities to deliverable dates;
- A detailed budget.
- Please provide a brief description of the accounting system currently used by your organization.

## Evaluation and Selection

### 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;
- Vendor's technical expertise relevant to the stated requirements of the RFP;
- Vendor's ability to complete the activities within the set timelines;
- Overall cost of the vendor's proposal and best value for money.

### 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.

## **Proposal Submission**

All proposals must be submitted by 31 December 2021, 17:00EST to [Jamie.bindon@ndcpartnership.org](mailto:Jamie.bindon@ndcpartnership.org). Please use the following format for the email subject line: CAEP\_ANALYSIS PROMOTION.RFP\_ORGANIZATION NAME. All proposals must be submitted in electronic format.