

# **REQUEST FOR PROPOSALS: Strategic Communications Support for the NDC Partnership**

## **SUMMARY OF PROCUREMENT**

The NDC Partnership Support Unit is searching for a strategic communications firm to help hone our messaging. We aim to communicate with our members and stakeholders in a clear and compelling manner and provide our members with visibility to accelerate climate action and the sustainable development agenda. For this project, the vendor would be contracted directly through the World Resources Institute (WRI).

The contract period will be Fixed Price and will extend to 1 June 2022. Proposals, along with all requirements, should be submitted by 2 August 2021.

### **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 WRI and the UN Climate Change Secretariat. Under the Support Unit's facilitation, the Partnership seeks to match developing countries' priority needs to implement their NDCs (Nationally Determined Contributions) with support from development partners and institutional members in a coordinated and efficient manner.

### **About the NDC Partnership's Communications**

The Partnership's communication is led by the Support Unit. The team is comprised of an event and brand manager, a project coordinator and supported by a range of consultants who provide discreet services including writing and copyediting, graphic design, video production, website management transcription and translation. The Partnership has recently updated the guiding principles of our communications work to reflect the country-led, member driven international cooperation model.

### **SCOPE OF WORK AND ACTIVITIES**

The consulting firm will support the Partnership in refining the language and products that convey our central narrative. The firm will work closely with the Head of Communications and select members of the Support Unit and engage with the Global Director, full management team and key stakeholders to ensure a comprehensive understanding of the breadth of our work and the most compelling means of communicating it through various products, to a range of stakeholders.

Activities	Deliverables	Deadline
1. Develop insights, language and tools to optimize the Partnership's strategic messaging.	A strategic positioning analysis, including select stakeholder consultations, that include recommendations on differentiation and messaging to enhance awareness and ownership across Partnership members,.	30 August (intermediate report)
		15 December (final)
	A refined narrative – both a robust central narrative and an elevator pitch - which draws on the strategic positioning analysis, a workshop with the Partnership's Management Team, key material such as the Partnership's M&E framework.	15 September
	An enhanced internal Comms Toolkit, including talking points, slide decks and video messaging.	30 August
2. Develop and implement a communications strategy in the lead up to COP26	A communications strategy with a concrete plan which includes targeted messaging that builds on the refined narrative and press around key milestones in the lead up to COP26.	15 October 2021
	Support for the implementation of the COP26 Communications Strategy	1 December 2021
3. Develop high-level communications strategy, and support initial implementation, to accompany the 2021-2025 Work Program	<p>Building on activity 1, an updated narrative and guidance on communication products and output to effectively deliver messaging.</p> <p>Monthly reports containing:</p> <ul style="list-style-type: none"> <li>a. press engagement activities supported</li> <li>b. data and indicators on media outreach and impact of the NDC Partnership</li> <li>c. Draft protocols, including workflow and division of labor, for those activities launched.</li> </ul>	1 June 2022

### Timeline

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

RFP issued	19 July 2021
Deadline for submission of proposals	2 August 2021
Selection of vendor and signing of contract	16 August 2021
Start of contract	30 August 2021
All activities finalized	1 June 2022

## PROPOSAL GUIDELINES

### Requirements

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

- Extensive work experience and proven record in strategic communications, advocacy, public relations management and marketing.
- Technical expertise in research methods and techniques to assess communications impact, enhance awareness and improve positioning.
- Demonstrated experience in developing strategic communications strategies, messaging and proposition testing, ideally in the non-profit and/or development contexts.
- Experience working with, and in depth understanding of, sustainable development and climate initiatives and organizations.

### Content

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

- A detailed proposal on the services available and recommended to address the full scope of work.
- Examples of and references to similar previous work as described in the requirements;
- Profiles of staff that will serve as the team supporting the Partnership.
- Statement of required daily rate.

## 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 **2 August by 11:59 pm EDT** to [supportunit@ndcpartnership.org](mailto:supportunit@ndcpartnership.org). Please use the following format for the email subject line: "Comms RFP Response." All proposals must be submitted in electronic format.