REQUEST FOR PROPOSALS (RFP):
Strategic Communications Support for the NDC Partnership

ABOUT THE NDC PARTNERSHIP

The NDC Partnership brings together more than 200 members, including more than 120 countries, developed and developing, and more than 85 institutions to create and deliver on ambitious climate action that helps achieve the Paris Agreement and the Sustainable Development Goals (SDGs). Governments identify their NDC implementation priorities and the type of support that is needed to translate them into actionable policies and programs. Based on these requests, the membership offers a tailored package of expertise, technical assistance, and funding. This collaborative response provides developing countries with efficient access to a wide range of resources to adapt to and mitigate climate change and foster more equitable and sustainable development.

The NDC Partnership is hosted by the United Nations Framework Convention on Climate Change (UNFCCC) Secretariat, the United Nations Office for Project Services (UNOPS) and the World Resources Institute (WRI). The Partnership has members in all regions of the world, with staff in Washington DC and Bonn, Germany. The NDC Partnership Support Unit is the Secretariat of the NDC Partnership and will be the primary point of contact for this vendor.

SUMMARY OF PROCUREMENT

The NDC Partnership (the Partnership) Support Unit is searching for a strategic communications firm to bolster effective storytelling on the impact of our collective action, our diverse Membership, and with targeted messaging for our numerous programs and thematic initiatives. Our aim is to communicate with our members, partners and other stakeholders in a clear and compelling manner to increase brand recognition and visibility as a leader in advancing global climate action in line with the goals of the Paris Agreement and the Sustainable Development Agenda.

This vendor will be responsible for crafting messaging for ongoing campaigns and specific deliverables, including developing multimedia content for the Partnership’s numerous channels: the website, email, social media, publications and print and digital materials.

For this project, the vendor will be contracted directly through the World Resources Institute (WRI). The contract period will be Cost Reimbursement and will extend to 31 March 2023. Proposals along with all requirements should be submitted by 26 August 2022. This vendor will work closely with the NDC Partnership Support Unit’s Outreach & Governance team, specifically: the Deputy Director of Outreach & Governance, Communications & Events Manager, Communications Coordinator and Visual Media Coordinator.
This vendor will provide strategic support across the following Scope of Work:

- **Core Communications Support**, including:
  - High-Level Messaging and Narrative Development
  - Press Outreach and Media Engagement
  - Staff Training
- Website Maintenance and Security

**SCOPE OF WORK**

**CORE COMMUNICATIONS SUPPORT**

The vendor will help to refine the Partnership’s branding and positioning, including enhancing our narrative and creating cohesive messaging about the Partnership, our membership and impact.

**High-Level Messaging and Narrative Development**

The vendor will help develop messaging for the Partnership’s programmatic work, thematic initiatives and events. The vendor will support the Partnership align messaging with the NDC Partnership narrative across all multi-media channels, external communications, publications and outreach and marketing materials. The Partnership’s messaging should focus on increasing the Partnership’s brand recognition and visibility, and be accessible to a general, climate-informed audience, as well as a specialized audience of practitioners, public officials, members, partners and funders. The vendor will also directly support media outreach and press engagement for the Partnership’s overall work to advance our brand recognition and narrative and communicate our impact to a wider audience.

Communications deliverables may include:

- Blog posts, by-lined articles, features and op-eds
- Social media posts, campaigns
- Key messaging and language around the Partnership’s unique value proposition
- Writing and distributing compelling press releases designed to enhance media pick-up
- Press and media analytics and tracking

**NDC Partnership Staff Training**

Should the time and budget allow, this vendor may provide strategic guidance and training to staff on developing best practices for communicating the Partnership’s work and impact. Communications training may include:

- Storytelling, including best practices and examples for creating compelling blog posts, articles, op-eds, and videos
- Email and social media best practices, focused on creating compelling campaigns
- Media training and coaching for conducting and participating in interviews and pitching stories to press
WEBSITE DEVELOPMENT & MANAGEMENT

This vendor will also support the Partnership in the development and maintenance of its website. The NDC Partnership website serves as a resource for current and prospective members, as well as a general climate-informed and technical audience. The site provides general information on the work and impact of the NDC Partnership, and hosts two unique learning platforms: the NDC Partnership Knowledge Portal and the Country Engagement Guide. For more information on the NDC Partnership website and its various components, please see the Annex below.

The current site is built in Drupal 9 (D9), and will require both routine maintenance and security updates, as well as potential design changes to refresh the look and feel of the site in line with the Partnership’s evolving branding and messaging. The scope of work on the website is based on the current and anticipated needs of the NDC Partnership Support Unit. These may change, and the NDC Partnership will rely on its vendor to make recommendations on any additional updates, deliverables, and timelines. Website deliverables will include:

- Ongoing D9 site and microsite maintenance, including security updates and design requests that staff cannot implement via the backend of the site(s)
- Routine communication, progress reports and deadline setting
- Implementation of clean views and displays
- Ensure CMS is admin-friendly and provide client training on new CMS for basic website maintenance
- Implementation of Google analytics for tracking web traffic and page metrics
- Conduct mobile compatibility assurance and quality assurance testing
- Support user-acceptance testing

The NDC Partnership will require the vendor to improve the design and user experience of the Knowledge Portal and we will look to build out dedicated microsites for specific initiatives, including the Partnership in Action report.

CONTRACT DURATION

Unless sooner terminated as provided below, this contract shall continue in force until 31 March 2023.

CONTRACT BUDGET

The maximum amount payable under this contract is USD $200,000.

Award of a contract with this advertised Scope of Work is contingent upon WRI receipt of funding from the funder for this project. 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.
### TIMELINE FOR DELIVERABLES

<table>
<thead>
<tr>
<th>Activity</th>
<th>Deadline</th>
<th>Budget</th>
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<tbody>
<tr>
<td>(3) Blog posts, by-lined articles, op-eds (outside of COP27)</td>
<td>31 March 2023</td>
<td></td>
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<tr>
<td>(2) Social media campaigns</td>
<td>31 March 2023</td>
<td></td>
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<tr>
<td>(2) Key messaging development sessions (outside of COP27)</td>
<td>31 March 2023</td>
<td></td>
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<tr>
<td>Development &amp; implementation of a communications strategy in the lead up to COP27</td>
<td>31 December 2022</td>
<td></td>
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<tr>
<td>(2) Press releases (outside of COP27)</td>
<td>31 March 2023</td>
<td></td>
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<tr>
<td>Media monitoring and analytics</td>
<td>31 March 2023</td>
<td></td>
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<tr>
<td>D9 Website design upgrade</td>
<td>31 December 2022</td>
<td></td>
</tr>
<tr>
<td>D9 Website maintenance and analytics</td>
<td>31 March 2023</td>
<td></td>
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<tr>
<td>2022 Partnership in Action Report (PiA) Microsite</td>
<td>1 November 2022</td>
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### PROPOSAL GUIDELINES

**Requirements**

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

- Extensive work experience and a demonstrated track record in strategic communications, advocacy, media and press outreach, 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, NGO, and/or development contexts.

Success working with international agencies and organizations and countries around the world.

Experience working with, and in depth understanding of, sustainable development, climate and climate finance initiatives and organizations.

Experience working with news outlets and media organizations, as well as a proven track record of media placement, media contacts, and dedicated press lists.

Experience with graphic design, visual media production and storytelling and video-production and editing, including experience with video-production tools and platforms.

The selected vendor must also be able to demonstrate experience and capacity in UX design and website development and management, as well as familiarity and experience working with custom learning tools and databases, and proficiency in Drupal and WordPress.

Content

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

- A detailed proposal on the services available, tailored to address the full scope of work as outlined in this proposal,
- A detailed budget proposal using the above ‘TIMELINE FOR DELIVERABLES’ table
- Examples of and references to similar, previous work as described in the requirements; and
- Profiles of staff that will serve as the primary points of contact in supporting the Partnership Support Unit.

EVALUATION AND SELECTION PROCESS

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 and clients,
- Vendor’s technical expertise relevant to the stated requirements of the RFP,
- Vendor’s ability to complete the activities within the set timelines, and
- 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 on 26 August 2022 by 11:59 pm EDT to Madeleine.Walshak@ndcpartnership.org. Please use the following format for the email subject line: “Communications Support RFP Response.” All proposals must be submitted in electronic format.

Annex

Background on the NDC Partnership Website

NDC Partnership Knowledge Portal

The NDC Partnership’s Knowledge Portal helps countries to accelerate climate action by providing quick and easy access to data, tools, guidance, good practices, and funding opportunities. It draws together the most relevant resources from partners and other leading institutions. The Knowledge Portal includes a number of curation tools including:

Good Practice Database: This database provides a searchable repository of good practices and lessons learned from countries that have overcome obstacles and where climate action is being effectively designed and implemented. The database is managed jointly with the IKI Support Cluster, the UNDP NDC Support Programme, the Transparency Partnership and LEDS GP. The database content is hosted on an independent third-party database (Knack). The content is pulled in through an API on to the NDC Partnership website, as well as the other database partners’ websites. In addition to managing the Knowledge Portal, the web developer will manage the Knack interface as well.

Climate Toolbox: The Climate Toolbox draws together tools, guidance, platforms, and advisory support from leading institutions in a searchable database to help countries plan and implement their NDCs.

Climate Funds Explorer: The Climate Fund Explorer is a searchable database of open climate funds and related support for your mitigation and adaptation activities.

Climate Finance Bulletin: This is a new tool, recently built in Drupal 9. It will be launched as part of the NDC Partnership’s Drupal 9 website. The Bulletin will be a space for funders to post open or upcoming short-term calls for proposals requesting applications from countries, organizations, and other eligible entities to receive funding for specific projects and initiatives.

NDC Content Explorer data module

NDC Partnership Country Pages

The NDC Partnership website hosts country pages for every country in the world. There are three types of country pages:

- Actively engaged country pages, which reflect information about NDC Partnership member countries and how they are engaged with the Partnership in real time
- Member country pages
- Non-member country pages

All country pages reflect NDC data and information that is pulled into the website through an iFrame which is built and hosted on the ClimateWatch website. Country pages can be accessed here.

Country Engagement Guide
The Country Engagement Guide, formerly called the Country Engagement Online Tool, is built in Word Press and can be accessed here. The Online Tool is an accessible resource to develop user knowledge on the Country Engagement processes of the NDC Partnership. It is meant to be easily accessible to a range of users from different backgrounds. The Country Engagement Online Tool was rebuilt and integrated into the NDC Partnership Drupal 9 website, and renamed as the Country Engagement Guide (CEG).

Climate Action Enhancement Package (CAEP) Microsite and Partnership in Action (PiA) 2021 Microsite
This microsite has been built in WordPress and is currently integrated into both the D7 and D9 websites. The Partnership does not anticipate any further text or design changes needed to the microsite beyond routine maintenance and security support.

Note: the PiA 2022 Microsite will be built for the D9 website and modeled after the 2021 site. The Partnership does not anticipate any further text or design changes needed to the microsite beyond routine maintenance and security support once established.