

## Request for Proposals

### Communications Consultant(s) to Support WRI as Secretariat of the Adaptation Action Coalition (AAC)

#### Summary of Procurement

WRI intends to award a cost-reimbursable contract for communications services for WRI's Climate Resilience Practice October 2021-February 2022, with the majority of the work to be conducted before December 2021. As the manager of the AAC Secretariat, CRP seeks (a) consultant(s) to support its internal and external communications for the AAC to achieve its primary aim of accelerating global action on adaptation to achieve a climate resilient world by 2030. The Communications Consultant(s) will play a key role in ensuring the AAC delivers increased impact by building awareness, understanding and engagement across the AAC's members and programmatic areas, supporting both internal and external communications. **Applications due to Mona Nabi ([mona.nabi@wri.org](mailto:mona.nabi@wri.org)) by September 17, 2021 at 5:00PM EDT.**

#### Background

WRI's Climate Resilience Practice (CRP), located within its Center for Equitable Development, seeks to incentivize and support actions that enhance resilience to the impacts of climate change – in a manner that promotes long-term sustainability along with gender and social equity. We help countries integrate, or mainstream, adaptation into their development and sector planning, budgeting and implementation. We promote locally led adaptation so that decisions over how, when and where to adapt are led by communities and local actors. We also help countries understand whether, when and where transformative approaches to adaptation may be needed to better manage systemic climate risks, and how to begin financing, planning for, and implementing them.

CRP has been asked by the British Foreign, Commonwealth and Development Office (FCDO) to manage the Secretariat for the [Adaptation Action Coalition](#) (AAC), a coalition of 38 countries committed to accelerating global action on adaptation to achieve a climate resilient world by 2030. Formed in January 2021 to build upon the 2019 UN Climate Action Summit (UNCAS) '[Call for Action on Adaptation and Resilience](#),' this high-level coalition is driving action on adaptation through targeted sectoral workstreams and events across the globe.

#### Overview

As the manager of the AAC Secretariat, CRP seeks (a) consultant(s) to support its internal and external communications for the AAC. We have two **primary goals**:

1. Raise the global profile of adaptation. We aim to highlight the urgent need to accelerate adaptation and create a climate resilient world.
2. Raise awareness of the Adaptation Action Coalition. We aim to highlight what the AAC is, its role in the adaptation landscape, and how members are delivering tangible action.

Our **audience** are international policymakers in the adaptation, finance, and international development communities, and other sector-specific stakeholders (aligned with the AAC's sectoral workstreams).

The Communications Consultant(s) will play a key role in ensuring the AAC delivers increased impact by building awareness, understanding and engagement across the AAC's members and programmatic areas, supporting both internal and external communications.

The Consultant(s) will report to and collaborate with staff in the Climate Resilience Practice, coordinate with WRI's Communications Department, and engage with Coalition partners, including national governments and multilateral and civil society organizations. The Consultant(s) must be available during core business hours in the UK and the US Eastern Time Zone.

The successful consultant/firm will be a self-starter with strong interpersonal skills and a track record in and passion for communications, excellent writing skills and turning big ideas into action.

### **Scope of Work:**

Main activities will include the following:

#### **Overall Communications**

- Work with WRI staff, the AAC Steering Committee and members to proactively identify high-priority communications opportunities to highlight the work of the AAC and its members.
- Work with WRI staff plan, organize, and execute a single virtual “big moment” to bring the AAC member countries together and collectively amplify their voices, such as an Adaptation Day – pending UK/FCDO approval.
- Support communications requests from UK FCDO team and AAC member countries.

#### **Writing – op-eds, articles, and other web content**

- Draft and place op-eds, to be authored by leaders from AAC members and WRI staff. *[Estimated number: 3 op-eds]*
- Draft blogs/articles for WRI's website and/or partner websites, highlighting AAC countries' adaptation efforts. *[Estimated number: 3 articles]*
- Draft content for an internal-AAC newsletter, keeping members updated on initiatives, events, actions, announcements, and various deliverables. (articles, videos, podcasts).
- Draft other web content and email invitations as needed.

#### **Social media and graphics**

- Create one (1) comprehensive, evergreen social media packet with content and visually compelling graphics and GIFs for Twitter, Facebook, LinkedIn, and Instagram. This should include at least 10 posts and at least 6-8 graphics. This will be shared with AAC member countries; the posts will also be used on WRI's social media accounts.
- Create smaller social media packets to promote specific events, articles, reports, and launches, also to be shared with AAC members. These packets should each include several social media posts and 1-3 graphics. *[Estimated number: Five (5) or fewer packets]*

#### **Events**

- Promote high-level public virtual AAC events, including through creating social media content and graphics, web content, and email invitations.
- Provide support in crafting presentations and talking points as needed, using our existing messaging documents as a foundation.

## **Media Relations**

- Proactively pitch stories to international and regional news outlets, as well as podcasts, on the AAC, showcasing the coalition's efforts and individual countries' adaptation solutions and progress.
- Develop press releases or media statements as needed. *[Estimated number: Two or three (2-3)]*
- Build relationships with journalists and media outlets to highlight WRI and the AAC as a trusted source for adaptation perspectives and solutions.

## **Internal communications**

- Support regular internal communications to AAC members by drafting email updates and messages to share our communications materials. Join calls as needed with AAC members.
- Liaise with WRI Global Communications, including through weekly calls and email updates on progress and impact.
- Track key metrics on social media and communications outreach, and report these back to WRI on an agreed-upon basis.

## **BUDGET**

This is a cost-reimbursable contract, with a maximum of \$50,000.

Please note that WRI is an IRS-registered 501(c)3, tax-exempt organization. WRI is not VAT exempt. All prices or quotes should include VAT and tax, as applicable.

## **Guidelines for Proposal Submission**

The selected consultant(s) will be able to demonstrate capacity in similar work, particularly:

- Excellent written and oral communications skills, with a demonstrated record of writing professional communications materials (messaging documents, fact sheets, invitations, press pitches, social media materials).
- Executing proactive communications initiatives (report launches, webinars).
- Demonstrated experience creating effective communications materials aimed at policymakers, financiers, multilaterals, and organized civil society audiences, based on complex technical subject matter.
- Knowledge of climate change adaptation, environmental, and international development issues. Knowledge of UNFCCC politics is a plus.
- Experience working with complex coalitions of partners and diverse teams in different countries/regions; proven ability to balance the needs of different stakeholders and partners.
- Experience with media relations and successfully placing stories.
- Experience creating materials for social media promotion (especially Twitter). Background on managing social media channels and content creation, a plus.
- Well-organized and attentive to detail; apt at managing projects independently.

- A team-worker and collaborator; outstanding ability to constructively collaborate with different teams under pressure.

### **Timing**

- Proposals due: September 17, 2021
- Consultant Selection: September 21, 2021
- Key Milestones:
  - AAC General Membership meeting, week of Oct. 6
  - Cairo Water Week events, week of Oct. 26
  - COP26: November 1-12, 2022
- End of Assignment: February 28, 2022

### **Proposal Content**

Prospective consultants should submit:

- A statement of interest (not more than 1 page)
- CVs of key personnel (only those who will directly work on this project)
- Summary of recent relevant past projects and engagements the consultant(s) has been involved with (1 page maximum)
- 2 writing samples — at least one successfully placed op-ed, and a press release or media pitch
- Examples of social media graphics and content
- 2 references. Please include short description of assignment completed for reference
- A proposed budget including daily rate(s) of (all) consultant(s) and payment schedule. Please note graphic design costs, webinar hosting costs to be paid directly by WRI

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

All questions about this RFP must be received via email to the contact below by September 14, 2021 5PM EDT (Washington, DC). Answers to the questions will be shared with all parties who have asked questions or otherwise expressed interest. Expressions of interest not required to submit proposals but recommended so all candidates can review the questions and answers.

Mona Nabi (mona.nabi@wri.org)

All proposals must be sent by September 17, 5PM EDT (Washington, DC) in electronic format to the same contact listed above.

### **Evaluation Criteria**

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

- Completion of all required elements;
- The extent to which the consultant's proposal fulfills WRI's stated qualifications as set out in the RFP;

- Experience with similar projects, particularly working with global coalitions in the environment, international development, or humanitarian fields that reach international policymakers;
- Work samples demonstrating excellent written skills and creative capabilities;
- Input from references;
- Overall cost competitiveness and approach to pricing.

The bidder offering the best overall value will be selected. For this procurement, non-price aspects such as level of experience and strength of writing samples are more important than price.

### **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 consultant, choose to discontinue this RFP without obligation to such prospective consultants, or make multiple awards under this RFP.