



## **Terms of Reference/Request for Proposal Public Relations Consulting Services**

### **Selection Documentation for Goods, Works & Services For ICLEI – Local Governments for Sustainability Duration: September 1 – November 30, 2022**

#### 1. ToR/RFP Contact

Requested By: Alyssa Chenault, Head of Global Communications, ICLEI World Secretariat

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Date: 25 July 2022

Location: Bonn, Germany (CEST)

- #### 2. ICLEI Background ICLEI – Local Governments for Sustainability is a global network of more than 2500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development. Our Members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability.

This Term of Reference/Request for Proposal supports public relations for the following areas for ICLEI:

- Daring Cities 2022 - Daring Cities is a global, action-oriented virtual forum, designed by ICLEI and the City of Bonn, to empower urban leaders to tackle the climate crisis, especially in the context of the COVID-19 pandemic. The forum takes place 3-7 October 2022. Outcomes from the event will be disseminated to the media throughout Urban October and COP27 (first half of November).
- COP 27 – 2022 United Nations Climate Change Conference, more commonly referred to as COP27, will be the 27th United Nations Climate Change

**ICLEI – Local Governments for Sustainability e. V.**

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conference, held in Sharm el-Sheikh, Egypt 6-18 November 2022. At the Earth Summit in 1992, nine stakeholder groups, including local authorities, were designated as essential partners in society for the implementation of the global sustainability agenda. The Local Governments and Municipal Authorities (LGMA) Constituency has represented networks of local and regional governments at the processes under the United Nations Framework Convention on Climate Change (UNFCCC) since the first Conference of Parties (COP) in 1995. The LGMA works on on behalf of the Global Taskforce of Local and Regional Governments, a joint global policy advocacy initiative of the major international networks of local governments, in the area of climate. ICLEI serves as the LGMA Focal Point.

- ICLEI Circulars - From raising awareness and political momentum on the urgency of shifting away from unsustainable consumption and production patterns to designing policy approaches that address concrete challenges, ICLEI Circulars supports the ICLEI network in transitions to sustainable cities through circular economy practices.
- Malmö Commitment - The Malmö Commitment is a new initiative in partnership with the City of Malmö and ICLEI World Secretariat, to approach all sustainable development work through the lens of equity and inclusion. 10 cities have joined as early adopters to elevate the work they're already doing to put people at the center of their sustainable development work. More cities are invited to support and participate in peer learning exchanges from the early adopter cities.
- Sustainable Mobility - The Sustainable Mobility team has two projects that will be primed to elevate in Q4 2022.
  - The EcoLogistics Community is a network of local governments working together to advance sustainable urban freight issues in their jurisdictions. The media work will primarily focus on developments with the lead network city of Taoyuan.



- TUMI 2 is a mentorship program for cities in emerging and developing economies to improve their awareness, political buy-in, and capacity towards the accelerated deployment of electric buses.

### 3. Objectives and Scope of Work

Under the supervision of the Head of Communications, the Public Relations Consultant will be responsible for fulfilling the following duties:

- Create a PR strategy focusing on the following:
  - Positioning Daring Cities 2022 as an innovative and informative event for potential attendees and speakers to gain registrations and attendance.
  - Positioning cities that are speaking at Daring Cities as authoritative, ambitious “movers” in the space of urban sustainability and climate action.
  - Positioning and pitching the outcomes of Daring Cities 2022 in connection to Urban October and COP27.
  - Positioning local/regional government related outcomes from COP27.
  - Positioning deliverables from Circulars project relevant at Daring Cities 2022 and COP 27.
  - Positioning the Ecologistics Community (through ICLEI staff spokespeople and representatives from the city of Taoyuan) as an innovative and notable “thought leader” in the field of sustainable mobility/urban development.
  - Elevating the success of mentee cities as part of the TUMI 2 project.
  - Elevating the work early adopters of the Malmö Commitment are doing to further equitable and inclusive sustainable development.
- Working closely with the Communications team and relevant thematic teams, generate relevant media coverage, including articles and interviews through pitching, etc.
- Placements and coverage in ideal international outlets such as CityLab, Devex, Guardian Cities/Environment, SmartCities



Dive, Cities Today, Grist, NextCity, BBC, Mother Jones, CityFix, Thomson Reuters Foundation, Reuters.

- Provide key messages to be used in all press and PR materials in consultation with ICLEI staff
- Draft and edit PR materials such as pitches, press releases, news items, editorials/op-eds, and talking points, in consultation with ICLEI staff, allowing sufficient time for revision and approval, including the ICLEI newsletter, social media channels and website
- Create media partnerships for the global events, building on the success of Daring Cities 2021, which resulted in 12 media partnerships
- Identify global and regional opportunities that ICLEI can leverage, such as events, workshops, press/articles etc.

#### 4. Target Audience

ICLEI works with many audiences around the globe. Our target audiences are:

- Political leadership and administrative staff of local governments, including cities, towns and regions
- Partners, including other global and regional city networks, international policy organizations, global and regional environmental organizations, researchers and civil society organizations
- Funders, including local government organizations, national governments, private foundations and sustainability-oriented corporations
- Representatives from other levels of government, such as national and subnational governments.
- Journalists, researchers and urban development professionals, who are interested in proven approaches to sustainability in cities, towns and regions.
- 300+ ICLEI staff in 24 global offices

#### 5. Deliverables

- PR strategy and work plan
- Strategic key messages / storyline development to be used in press and PR materials



- Successful PR campaigns, including interview coordination
- Awareness and a strong sense of anticipation in media, prior to the two events
- Strong media attendance at Daring Cities 2022 and COP 27
- Bi-weekly data and analysis on media pick-up internationally, regionally and locally
- PR materials, templates, media kits for continued use
- A comprehensive media list (international, regional, and local)
- Final report

#### 6. Milestones and timeline (subject to change)

- September 2022:
  - Planning and strategy, key message and material development, media partnership solicitation, media pitching for Daring Cities 2022.
- October 2022:
  - Continued media pitching and follow up, coordinating interviews, and reporting for Daring Cities 2022.
  - PR campaign deployment for Urban October.
  - Planning and strategy, key message and material development for COP 27.
  - Planning and strategy, key message and material development, interview coordination for Circulars, Sustainable Mobility, and Malmo Commitment.
- November 2022:
  - PR campaign deployment, coordinating interviews, and reporting for COP 27.
  - PR campaign deployment coordinating interviews, reporting for Circulars, Sustainable Mobility, and Malmo Commitment.
  - Final reporting

#### 7. Terms and conditions:

- All content, documents, reports, and other materials prepared as part of this assignment shall be the property of ICLEI and shall be handed over upon completion of the assignment.



- The provider shall not pass on to any third party any data, document, reports, or other materials prepared or obtained during the assignment and 3 years thereafter.

#### 8. Costs to be included:

- Please explain how you itemize costs as much as possible in the bid. It is important that the services for each project are itemized (as these are funded by separate budgets on our end).
- Any options with price differences should be included in the bid. In addition, the hourly and daily rate at which additional, unforeseen work would be charged should also be included.

#### 9. Payment:

- The payment terms to be discussed and finalized with the selected firm.
- The Client does not take responsibility for any changes in the exchange rate.
- Payment will be made in Euros.

#### 10. Selection Criteria

Parties will be evaluated on the following criteria:

- Cost of proposed services (30%)
- Past experience with successful placement of stories to international media (40%)
- Past experience with successful placement of stories for environmental NGOs, local government NGOs, urban development NGOs or social impact events (30%)

#### 11. Proposal Interest

Applying Interested parties are requested to submit a proposal, including costs, successful placements that best represent the selection criteria, and at least one reference client for PR consulting services, by 5 August 2021 17:00 CEST to Alyssa Chenault via [alyssa.chenault@iclei.org](mailto:alyssa.chenault@iclei.org). Questions can also be directed to Alyssa Chenault.