



Terms of Reference (ToR)

Framework Contract for Public Relations Services

Selection Documentation for Goods, Works & Services

For ICLEI – Local Governments for Sustainability

1. Details

Requested by: Ariel Dekovic, Head, Global Communications, ICLEI World Secretariat

Email: ariel.dekovic@iclei.org

Date posted: 15 March 2024

Deadline for submission: 12 April 2024

Location: Bonn, Germany

2. ICLEI background

ICLEI – Local Governments for Sustainability is a global network working with more than 2,500 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.

3. Scope of Services

This Terms of Reference for a Framework Contract (for more about Framework Contracts, see **Section 4: Participation in a Framework Contract with ICLEI**) supports public relations services to the World Secretariat of ICLEI - Local Governments for Sustainability, located in Bonn, Germany.

The selected provider(s) will work closely with the ICLEI's Head of Global Communications to develop and implement comprehensive public relations strategies that position ICLEI, our leadership and staff as global thought-leaders and experts in urban sustainability.

Working closely with the Communications team and relevant thematic teams, the service provider(s) will achieve relevant media coverage, including articles and interviews through pitching, guest blogging opportunities and media partnerships, as well as other tactics.

The service provider(s) will ideally achieve placements and coverage in international and environmental outlets such as CityLab, Devex, Guardian Cities/Environment, SmartCities Dive, Cities Today, Grist, NextCity, BBC, Mother Jones, CityFix, Thomson Reuters Foundation, Reuters, etc. They will 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.

In the case of a service provider being selected for a Framework Contract and invited to submit a bid on a work order, the work order may contain the following deliverables:

- A brief PR strategy, including pitching targets and schedule
- Strategic key messages / storyline development to be used in press and PR
- materials for each of the thematic areas
- PR materials, templates, media kits
- A comprehensive media list (international, regional, and local)
- Bi-weekly data and analysis on media pick-up internationally, regionally and locally
- Final report on media coverage, including links and metrics

These deliverables should result in successful PR campaigns, with awareness and a strong sense of anticipation in media, prior to targeted events, milestones or launches.

4. Participation in a Framework Contract with ICLEI

ICLEI is looking to build a pool of experts on public relations that it can easily mobilize without going through a full tender process. To do so, ICLEI will recruit up to three (3) service providers which will be linked to ICLEI through a Framework Contract for a duration of 4 years.

During the duration of this framework contract and following its needs, ICLEI will issue work orders to one or more experts with specific tasks, work plans and deadlines as well as a budget estimate for the tasks to be delivered. Once the relevant expert has agreed to the work order, the work can start and will be remunerated at the daily rate agreed in the financial proposal submitted during the procurement process of the framework contract.

It should be noted that being selected to be part of the pool of experts does automatically mean that you will reserve a work order and ICLEI reserves the right not to issue any work order.

After the duration of the Framework Contract, the selected service providers may be invited to participate in another Framework Contract.

5. Duration of the Framework Contract

The Framework Contract will have a duration of **four years**. The Framework contract might be terminated before its end by both parties without prior notice, except if the selected service provider is engaged in the delivery of a work order, in which case it must first finalize it before terminating the Framework Contract.

6. Target Audiences

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



- 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.
- 600+ ICLEI staff in 24 global offices

7. Costs to be included in the proposal

In order to evaluate service providers for a Framework Contract, please include your hourly and daily rate - for both non-travel and travel if the rates differ - clearly in your proposal.

8. Practical Exercise to be included in the proposal

Please provide a mock offer of how you would deal with the following example of a Work Order. You should provide a very brief technical offer of how you would implement the activities indicated as well as a time and financial estimation for the following sample project offer, so that we can compare the estimated time to complete a project:

Sample Framework Contract Work Order: Onsite Global Event Media Coordinator

Preparatory media outreach work

Duration: Four weeks

- Craft pitching storylines and press materials in collaboration with the Head of Communications.
- Prepare a media list prior to the event (20+ media outlets).
- Outreach to the media with a press release/pitch prior to the event.
- Outreach to a minimum of 5 potential media partners and coordinate partnerships.
- Coordinate 2-3 paid media partnerships (already established).
- Outreach to 20+ reporters who may potentially be on-site.
- Post-event media report: To be completed within 2 weeks post-conference.

Attendance of Global Event on-site (do not include travel costs in the sample offer)

Duration: 7 days

- Serve as media coordinator for ICLEI (media point of contact).
- Coordinate with ICLEI delegates on site for media opportunities.
- Seek further media opportunities from reporters/outlets on site.
- Coordinate with non-paid and paid media partners during the event.



9. 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 4 years thereafter.

10. Terms of payment

The payment terms are to be discussed and finalized with the selected service providers, including changes to rates based on inflation and other considerations.

Payments will be made in Euros.

11. Evaluation of proposals

Proposals will be evaluated on the following criteria:

- Cost of proposed services (40%)
- Demonstrated past experience developing similar scope projects (30%)
- Practical Exercise (30%)

12. Proposal submissions

Interested parties are requested to submit a proposal, including costs in Section 7 and an estimate for the Sample Framework Contract Work Order in Section 8, by 12 April 2024, COB CEST, to Ariel Dekovic, Head of Global Communications, ariel.dekovic@iclei.org.

Queries can also be directed to Matteo Bizzotto, Senior Officer, Global Communications, matteo.bizzotto@iclei.org during this time.