



FINANCING SUSTAINABLE CITIES INITIATIVE

REQUEST FOR PROPOSAL (RfP)

C40's Financing Sustainable Cities Initiative Communications and Media Outreach

Issue Date: 28 September 2018

Submission Deadline: midnight (EST), 17 October 2018

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1. C40 Cities Climate Leadership Group

The C40 Cities Climate Leadership Group connects more than 90 of the world's greatest cities, representing 650+ million people and one quarter of the global economy. Created and led by cities, C40 is focused on tackling climate change and driving urban action that reduces greenhouse gas emissions and climate risks, while increasing the health, wellbeing and economic opportunities of urban citizens.



The current chair of C40 is the Mayor of Paris Anne Hidalgo; three-term Mayor of New York City Michael R. Bloomberg serves as President of the Board. C40 is governed by a Steering Committee made up of C40 member city mayors, elected by their peers to represent the geographic diversity of the network. Currently, the C40 Steering Committee includes the mayors of Accra, Boston, Copenhagen, Durban, Hong Kong, London, Milan, Los Angeles, Milan, Tokyo, Paris and Seoul.

C40's work is made possible by our three strategic funders: Bloomberg Philanthropies, Children's Investment Fund Foundation (CIFF), and Realdania.

C40 positions cities as a leading force for climate action around the world. We define and amplify their call to national governments for greater support and autonomy in creating a sustainable future. Working across multiple sectors and initiative areas, C40 convenes networks of cities providing a suite of services in support of their efforts, including: direct technical assistance; facilitation of peer-to-peer exchange; and research, knowledge management and communications.

As a climate organization of the world's greatest cities, C40 supports its members to move on to a low carbon development pathway, adapt to climate change, curb GHG emissions, and engage in partnerships among themselves and with global organizations, national governments, the private sector and civil society.

C40 Cities Climate Leadership Group, Inc. is a U.S. not-for-profit 501(c)(3) registered organization. With offices in London and New York, and people working across the globe, C40 employs around 150 staff members. Roughly half are UK based, around a quarter are US based, the remainder cover over a dozen further countries. C40 is continuing to expand with plans to register entities in additional countries this year. The U.S. registered C40 Inc. would remain the party entering into contracts and handling most financial transactions for all of its global affiliates.

2. Financial Sustainable Cities Initiative (FSCI) Background

Financing Sustainable Cities is an initiative of the WRI Ross Center for Sustainable Cities and C40 Cities Climate Leadership Group, funded by the Citi Foundation, focused on helping cities develop business models to accelerate the implementation of sustainable urban solutions.

Without a common language and a forum for cities, investors, and service providers to engage with one another, potential projects become stalled during the idea phase. The Financing Sustainable Cities Initiative is designed to help city decision-makers, financiers and technical experts better understand their options and work with one another strategically.

The Initiative consists of three key components: the development of a peer-to-peer learning community, the provision of technical assistance, and the delivery of a web-based engagement platform. Through these activities, the partners hope to accelerate the financing and implementation of sustainable urban projects that will improve the quality of life for residents in cities around the world.

The FSCI is now entering the third phase of the initiative, which will run until June 2020. Renewed funding will support C40 and WRI in continuing to help cities around the world better understand business models and financing options for sustainable infrastructure projects. Over the last two years, the FSCI team has supported more than 100 cities in advancing clean energy and transportation projects. Phase three will see the expansion of this work to support more cities in these areas, whilst also broadening the program to new areas like climate change adaptation financing. A cohesive and integrated communications strategy is vital to achieve the ambitions of phase three of the FSCI.

3. Communication Objectives

- Shift the discourse and mindsets of governments and investors from traditional infrastructure toward sustainable urban solutions.
- Create thought leadership opportunities for senior representatives at the Citi Foundation and C40 FSCI.
- Build awareness among target audiences of the Financing Sustainable Cities Initiative and partnership.
- Become a go-to resource on financing sustainable infrastructure in cities.
- Increase media coverage of the sustainability achievements and progress of C40 Cities and FSCI supported projects (*e.g. Rotterdam has purchased 55 electric buses which will be on the road in 2019 - the city aims to have a fully electric fleet of 250 buses by 2029*)

4. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **midnight (EST) on Wednesday 17 October 2018.**

Proposals received after this date and time will not be accepted.

If the organization submitting a proposal plans to outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. All costs included in proposals must be all-inclusive, accounting for any outsourced or contracted work. Any proposals which include outsourced work must include a name and description of the organizations to be contracted.

All costs must be itemized and include an explanation of all fees related to execution of the work.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RfP. All contractual terms and conditions will be subject to review by C40's legal department and will include scope, budget, schedule and other necessary items pertaining to the project.

5. Statement of Work and Deliverables for FSCI Comms and Media Outreach

General Account Management:

- Field media enquiries on behalf of C40 FSCI, channeling questions and requests as required.
- Participate in weekly update calls with C40 FSCI team.
- Create and maintain project timelines.
- Provide weekly email updates, including pre-agreed reporting metrics where necessary.
- Continually source new potential media coverage on the FSCI's work by fostering partnerships with relevant media outlets.
- Media coverage tracking:
 - Send daily detailed media coverage updates the week prior and after an event/programme.
 - Send one overall media coverage report after an event/programme.

Communications Strategy & Strategic Counsel:

- Create, maintain and drive the overall media strategy for phase 3 of the C40 FSCI work stream.
- Identify general communication strategies for use throughout the year, as well as event-specific strategic resources for selected events.
- Provide strategic recommendations to engage global and country-specific media.
- Produce a Communications "toolkit" for principals, key speakers and parties involved in furthering the FSCI's mission.

Message and Content Development:

- Develop collateral material such as, but not limited to, briefing books, press releases, talking points, fact sheets, bios, etc.
- Draft all media content to be published on behalf of the FSCI.
- Work with the C40 FSCI team to develop the core narratives around events and programmes.

- Organize media opportunities for FSCI leading partners and engaged cities.

Media and Editorial Opportunities:

- Secure media coverage for major milestones, events or announcements: finance-focused and city publications/outlets (e.g. Wall Street Journal, FT, Fortune, InvestmentNews, Bloomberg, Forbes, Cities Today, CityLab, EcoWatch, National Geographic, Huffington Post, Guardian Cities, Business Insider).
- C40 will work with the media agency to identify opportunities for principals (key mayors or city CFOs and senior representatives of the FSCI and its partner organisations) to author op eds and blog posts highlighting the importance of financing city climate action and the FSCI's role. (Depending on the profile of signatories and content, top tier targets could include Financial Times and Wall Street Journal).
- Engage trade media directly via invite-only calls or targeted pitching of experts.
- Stay on the lookout for events/platforms that give experts global opportunities to reach high profile audiences about FSCI (e.g. Stanford b-school's Center for Social Innovation events, a thought piece from Ross/others in their "Stanford Social Innovation Review").

Media Engagement for Events and Programmes

- Conduct pre-event media outreach to global and country-specific media outlets with the goal of three (3) curtain raisers and placement of one (1) op-ed per event.
- Secure media to attend events and conduct on-site media interviews, when appropriate, with key speakers and influencers (at least 20 per year).
- Coordinate strategy and media outreach for press conferences, panels and receptions.
- Create and manage online media room; manage all press invitations, registration, credentials and event check-in for all FSCI media-focused events.
- Where necessary, send an advance team of one (1) staff member for on-site scouting.
- Provide staff members for on-site media management depending on the size of the event (*see estimated requirements under 'Calendar of Events' below*).
- Provide minimum of one (1) staff member for on-site "press hold room" management.
- Coordinate the drafting and distribution of press releases as required.

Social Media

- Build on the existing editorial calendar for each event to coordinate outreach to social media audiences.
- Promote awareness of the official hashtag for the initiative, included on all branded material (e.g. event backdrops, social media): #investincities
- Create shareable content in the lead up to key milestones/major events using infographics, videos, photos and a designated hashtag, taken largely from existing material (e.g. Initiative publications). Examples could include:
 - Graphic showing step-by-step pathway to financing urban sustainability project
 - Graphic depicting barriers to financing projects

- Graphics depicting key finance stats (e.g. Investing in sustainable infrastructure up-front is four times less expensive than retrofitting older systems later)
- “Case studies” – photos of successfully financed projects overlaid with vital stats of how this was achieved
- Quote cards with solicited quotes from C40 senior city officials ([example](#))
- Teaser” (15-30 second) versions of “human story video” to be shared via social media
- Videos on how the FSCI supports cities ([example](#))
- Interviews with notable figures from city governments and financial sector ([example](#))
- Leverage global and local (city-level) social moments (e.g. “World” days, urban sustainability events), both through pre-planned strategy and spontaneously when necessary.
- Provide a social and digital media “toolkit”, to be included in the overall media toolkit and briefings for principals, key speakers and partners.
- Design and deliver a creative campaign around the event/milestone to build awareness, momentum and engagement.
- Promote the event/milestone to build momentum in the lead-up, and story-tell the success of the event online for a minimum 14 days period following the event.
- Identify potential social media influencer in the industry with whom to partner.

Owned social channels include:

Twitter

C40: @c40cities

Citi: @Citi Fdn

WRI: @WRICities

Facebook

C40: <https://www.facebook.com/C40Cities>

Citi: <https://www.facebook.com/citi/>

WRI: <https://www.facebook.com/WRICities>

Instagram

C40: <https://www.instagram.com/c40cities/>

Citi: <https://www.instagram.com/citi/>

LinkedIn

C40: <https://www.linkedin.com/company/c40-cities-climate-leadership-group>

Citi: <https://www.linkedin.com/company/citi>

WRI: <https://www.linkedin.com/company/3008560>

YouTube

C40: <https://www.youtube.com/user/C40CitiesLive>

Citi: <https://www.youtube.com/user/CITI>

WRI: <https://www.youtube.com/user/EMBARQNetwork>

Annual Report

Provide a comprehensive recap of all comms and media outreach achieved in the year by end of grant cycle (May 2019 & 2020).

Calendar of Events

Please note all event dates listed are subject to change and additional events are likely to be added.

Est. Date	Event	Event/Participation Type	Media Staff Needed Onsite (TBC)
Oct (late) 2018	Urban 20 Summit	1x Side event	0
Nov 2018	Adaptation Finance Academy 2018	FSCI led workshop	0
Feb 2019	Clean Energy Finance Academy 2019	FSCI led workshop	0
Feb 2019	Africa Regional Finance Forum (TBC)	FSCI led forum	2
March 2019	South by Southwest (TBC)	1x Panel	1
April/May 2019	Clean Bus Finance Academy 2019	FSCI led workshop	0
September 2019	Solid Waste Systems Finance Academy	FSCI led workshop	0
November 2019	Adaptation Finance Academy 2019	FSCI led workshop	0
February 2020	Clean Energy Finance Academy 2020	FSCI led workshop	0
April/May 2020	Clean Bus Finance Academy 2020	FSCI led workshop	0

6. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

About your organization:

- Please share your business registration detail, company name, registration office.
- Give a general overview of your company and what you do.

About your proposed strategy for the project:

- Provide a high-level description of your overall communications and media engagement strategy and timeline for the initiative and how you will support C40's FSCI objectives for the year.
- Leading political/financial figures and climate and urban experts from all over the world will join this initiative and will be seeking media opportunities. Describe why you are best positioned to generate global media opportunities.
- Describe your experience working with political/financial leaders.
- The scope of work demands a sophisticated understanding of global climate and urban financial issues. Provide evidence of your capabilities to develop messages and content on this topic.

- Describe how your work will respect and support the integrity, objectivity and independence of FSCI given the political sensitivity of climate change.
- Give an example of how you worked on similar events, and what 3 successes and 3 learnings were along with potential areas of risk and how they will be addressed

About your proposed team for the project:

- Please describe the team who would be delivering the project with an organizational chart of the project team. Please attach the CV of the project leader and key team members.
- Please describe how you would work with C40 staff and on a day-to-day basis including suggested protocol for approvals and communication, and adherence to deadlines and the suggested project timeline
- Please describe how you plan to work on the ground in the case of an FSCI event.

Budget, Terms & Conditions:

- Please provide an itemized budget (in USD) for each element listed in the scope of work; day rates for each of the staff listed in the proposed team
- You agree you will not enter into sub-contract with respect to services undertaken for/with C40 cities, without C40's written consent.
- Confirm you will have the insurance to cover your staffing and work during an event.

7. Submission Instructions

Each bidder must submit one copy of their proposal to the email address below by ***midnight (EST) on Wednesday 17 October 2018.***

Please send submissions and any questions to **fsci@c40.org**