



Annex 1: Request for Proposals Template

**REQUEST FOR PROPOSAL (RfP)
Women4Climate Tech Challenge**

**C40 Climate Leadership Group, Inc.
120 Park Avenue, 23rd Floor
New York, NY 10017
United States of America**

July 29, 2019

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 the C40 is 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 Amman, Boston, Copenhagen, Durban, Hong Kong, Jakarta, London, Milan, Los Angeles, Mexico City, 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; facilitating of peer-to-peer exchange; and research, knowledge management and communications.

As a climate organisation 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 organisations, 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 organisation, working with the world's megacities to tackle climate change. With offices in London and New York, and people working across the globe, C40 has about 150 staff members. Around a half are UK based, around a quarter are US based, the remainder cover roughly another 15 countries. C40 is continuing to expand with plans to register entities in other countries this year. C40 Inc. in the U.S. would remain as the party entering into contracts and handling most financial transactions for all its global affiliates.

2. Summary and Background of the Project

This section of the RfP should provide a high level description of what the request for proposal is for and the purpose of the requirement. Most of the more specific requirement details will be included in subsequent sections of this document so keep it high level here.

C40 Women4Climate Tech Challenge is an international contest open to any woman carrying out an innovative climate tech solution to support and promote diversity and inclusion in technology and innovation, where women are largely underrepresented.

After a successful first edition, the 2nd C40 Women4Climate Tech Challenge will link new technological solutions led by emerging women leaders with C40 cities. C40 cities commit to pilot the winning solutions and contribute to their selection by participating in the expert jury panel, which will select the finalists, as well as in the mayoral and city official jury panel, which will select the winners.

The Tech Challenge promotes concrete climate solutions with a measurable impact and is open to all C40 cities. The ultimate scope would be a possible scaling and exchange of these solutions with other C40 cities.

C40 Women4Climate teams are currently accepting proposals to develop, design, launch and support a global digital strategy to promote the Women4Climate Tech Challenge call for applications to be launched on October 11, 2019, at C40 World Mayors Summit in Copenhagen.

The call for applications will close on January 11, 2020. To support its visibility in the local innovation communities, C40 is also looking at hosting meet-up events in cities committed to the challenge.

3. Proposal Guidelines

This section of the RfP should provide a description of what each responding organisation's proposal should contain. It should also include a timeline within which all proposals must be submitted. Any requirements that must be included in each proposal should be described in detail in this section of the RfP.

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **6pm GMT, August 21, 2019**. Any proposals received after this date and time will not be accepted.

All proposals should include clear timetables, how they would work with C40, clear costs and detail on experience in this area.

The proposal should clearly indicate the required input from C40 staff, timeline of implementation, and any required background work or set up. Furthermore, the submission should show how the respondent intends that the project governance and management should work. This should, as a minimum, cover proposed working partnership with C40, key roles and responsibilities, reporting, change requests, escalation of issues, sign-off of work stages, and acceptance criteria.

Respondents are also required to set out any risks and assumptions made in planning this work. Where risks are identified, appropriate management and mitigation strategies should also be outlined.

The proposal should include details on how a risk assessment would be completed and what that would include.

If the organisation submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organisations being contracted.

All costs must be itemized to include an explanation of all fees and costs.

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 legal department and will include scope, budget, schedule and other necessary items pertaining to the project.

4. Project Purpose and Description

This section of the RfP should provide the purpose and a description of the project or work to be performed in as much detail as possible. The initial 'Purpose' is important as companies may be able to provide different but more effective solutions. This is the Project Outcome – the main goals for the project and what you're hoping to achieve. Why you're doing the project.

C40's Women4Climate initiative works to support the next generation of climate leaders in cities by sharing knowledge, providing rich learning experiences, building a global network of young women leaders and by providing valuable skill development opportunities. through the Women4Climate initiative, an ambitious program that aims to advance and inspire the next generation of female climate leaders in C40 cities.

To remove barriers to women's leadership and inspire more women-led climate action, C40 has developed the three core pillars of the Women4Climate initiative:

- a research work stream on "Gender Inclusive Climate Action in Cities", see report published in February 2019 (read report [here](#));
- a mentorship programme with 14 participating cities as of July 2019;
- The Tech Challenge, an international contest open to women with innovative tech solutions for climate action in cities (learn more [here](#))

Stakeholders, supporters and climate leaders from around the world convene at the annual Women4Climate conference, a dynamic event featuring mayors, activists, leading journalists, climate experts, Women4Climate mentees and other exciting speakers. The next annual conference will be held in Sydney in April of 2020.

The Women4Climate Tech Challenge

Technology is key to the creation and acceleration of sustainable change in cities, to meet the goals of the Paris Agreement. However, women are underrepresented in the science, technology, engineering and mathematics field (STEM), representing only 17% of employees, 4% of software engineers and 1% of leadership.

Innovation is crucial to accelerating the reduction of green-house emissions in cities but to achieve gender-inclusive climate action **we need more women bringing their perspectives and experiences into decision-making processes and participating in the ideation, conception, experimentation and implementation of innovation.** Without this, we will build a future that lacks the perspectives and experiences of half the world's population.

Furthermore, access to capital for female entrepreneurs embarking on this journey is much more challenging than for male entrepreneurs:

- Only 3% of venture capital partners are women
- Only 14% of start-up investors are women.
- Research shows that start-ups led by men receive over 16 times more funding than those led by women. Furthermore, men are more likely to get asked promotion questions than focus on potential gains, whereas women are more likely to get asked prevention questions, which focus on potential losses.

These inequalities represent a significant barrier to developing inclusive climate responses. They need to be addressed with tailored actions and tools to support female entrepreneurship and break the barriers women meet in venture capital and start-ups creation. The Tech Challenge is one of these tools.

It provides cities with an opportunity to stimulate innovation around specific challenges they face in meeting their climate goals while addressing the lack of gender equity in key sectors such as technology and innovation, where women are largely underrepresented.

The **key purpose of the Tech Challenge** is to select and experiment the best women-led solutions, showcase concrete solutions with a measurable impact to tackle climate change in cities. It provides the winners, support and acceleration from C40 & partners, grants to enable the experimentation in C40 cities and the opportunity to pilot their solutions in C40 Cities.

Access to urban experimentation is the key link C40 can provide to innovators and entrepreneurs who participate in the challenge. C40 and the city support will be custom-designed for each solution, depending on the project's level of maturity and the needs: acceleration, incubation, residence within the City, urban space for experimentation, co-design of experimentations on citizens/users, etc.

Finalists selected by the expert jury will be supported and promoted by C40 and invited to pitch their solution in person to a panel of Mayors and city officials. The winners chosen by the Mayoral jury will be assisted by C40, partners and Cities towards experimentation and will be eligible to receive financial or technical support from C40 & Partners.

5. Project Scope

This section of the RfP should provide the output wanted from the project – this is in terms of the deliverables and more specific and measurable tasks that we are looking for the contractor to fulfill.

The purpose of this Request for Proposal is to solicit proposals from various candidates (both individuals and from organisations) around a global digital W4C Tech Challenge campaign to:

- Disseminate the W4C Tech Challenge call for applications with the aim to double the number of applications received for the 1st edition (105 applications received);
- Effectively communicate with the target audience of women working in tech in each participating city with a specific messaging to ensure a clear distinction with the call for applications for the Women4Climate local mentorship programs; the communication should lead them to apply to the Tech Challenge;
- Ensure the diversity of profiles and background of the applicants;
- Ensure continuity with the messaging used for the 1st edition: “Make HERstory”;
- Organise and disseminate the communication materials (video, visuals, audio, quotes) provided by the participating cities in a reverse-pitch mode, aimed to support the dissemination of the call for applications;
- Develop the communication tools around the local meet-up events that C40 will support the participating cities in developing to help disseminate the call for applications within their local innovators community;
- Ensure all the competition’s milestones provide an opportunity to give C40 visibility, its partners, the cities, the jury members, the finalists and the winners;
- Provide ideas/content to support the final pitch event with the Mayoral jury and ensure the announcement of the winners are of interest for the media.

The proposal should **include a set of tools, actions and contents** to shape a coherent digital campaign that ensures the goals above will be met within the project timeframe.

The **tools, actions and content** for the global campaign should enable the dissemination the call for application as broadly as possible, ensure applicants specifically from the cities participating in the challenge (translation might be necessary), ensure the diversity of the applicants profiles.

Tools and actions developed for the global campaign can include: paid media, influencers mobilisation, visuals, digital communication toolkits for targeted audiences, draft campaign email to disseminate the tech challenge call for applications, written concepts for visual content, template designs to adapt/tailor the campaign to the cities joining the challenge, press strategies/approaches/opportunities.

The global campaign should encompass all the milestones of the Tech Challenge competition to roll-out new content and provide regular opportunities for visibility to the project and specifically to the call for applications.

Tech Challenge Milestones



Please remember that the proposal should clearly indicate the required input from C40 staff, timeline of implementation, and any required background work or set up.

The submission should show how the respondent intends the project governance and management should work. This should, as a minimum, cover a proposed working partnership with C40, key roles and responsibilities, reporting, change requests, escalation of issues, sign-off of work stages, and acceptance criteria.

6. RfP and Project Timeline

This section of the RfP should provide all the known information about the timeline for the RfP process as well as the project itself. Much of the project timeline will be determined in the project initiation and planning phases once the winning bidder is chosen. However, any known deadlines or timeframes should be listed in this section.

RfP Timeline:

All proposals in response for this RfP are due no later than **6pm GMT, August 21, 2019.**

Evaluation of proposals will be conducted from **August 22, 2019** to **August 28, 2019.** If additional information or discussions are needed which fall out of this week's window, the bidder(s) will be notified.

Second stage presentations may be required. If so, the presentations will be held on **August 29, 2019.**

The selection decision for the winning bidder will be made no later than **September 2, 2019.**

Notifications to bidders who were not selected will be completed by **September 3, 2019.**

Activity	Date
Request for Proposals sent out	August 7, 2019
Written responses submitted to C40	August 21, 2019
Evaluation of written response	August 22- August 28, 2019
Presentation on submission	August 29, 2019
Selection decision made	September 2, 2019
All bidders notified of outcome	September 3, 2019

Project Timeline:

The project initiation phase must be completed by September 24th, 2019.

Project planning phase must be completed by October 1st, 2019.

Project implementation phase is expected to be completed by January 11, 2020.

The project is due to run until July, 2020.

7. Project Budget

This section of the RfP should explain what bidders include in their proposals regarding budget items and cost breakdown. Often an RfP will ask bidders to list pricing a certain way or describe what exactly should be included in the pricing for the proposal. This may describe specific items to include or exclude depending on the project or task.

You can provide a total contract amount to bidders, however, the RFP is intended for responders to provide best value for money so you may or may not want to disclose contract amounts.

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs or monthly recurring costs. Pricing should be listed for each of the following items in accordance with the format below. Cost for translation should be included with the same logic.

8. Bidder Qualifications

This section of the RfP should describe the criteria that will comprise the successful bidder’s organisation. You may solicit examples of work from bidders, contact information for follow on questioning, company history, executive background, information on company size, organisational charts or any other number of information to aid in the decision making process.

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

- Description of experience in planning and hosting NGO digital campaigns, tech digital campaigns
- Examples of 3 or more similar campaigns run

- References from other similar clients
- Project management methodology
- List of the staff who would be working on the contract and job titles
- Showcase how C40 should choose your company and your proposal.

9. Proposal Evaluation Criteria

This section of the RfP should describe exactly how the proposals will be evaluated. It should include a list of criteria that will be reviewed and describe what is suitable for each of the criteria. The more detail that can be included, the more thorough and complete the proposals should be.

C40 will evaluate all proposals based on the following criteria:

- Overall proposal suitability: ability to meet the scope and needs stated in this document
- Organisational experience
- Value and cost
- Expertise (technical, experience, knowledge of specific target, emerging tech talents, etc)

Proposals will be evaluated against the following criteria:

Robustness of the project delivery proposal	20%
Originality and proven ability to develop persuasive and effective messaging	20%
Capability and cultural alignment, experience and availability of references for the team from other clients including not-for-profit organisations	20%
Value for money	40%

Each bidder must submit 1 copy of their proposal to the email address below by **6pm GMT, August 21, 2019**.

Silvia Marcon, C40 Head of the Chair’s Office, Women4Climate Lead

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CC: women4climate@C40.org