

REQUEST FOR PROPOSAL (RfP)
C40 Women4Climate Tech Challenge Remote Pitch Session
Event Management

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

30th June 2020

1. C40 Cities Climate Leadership Group



The C40 Cities Climate Leadership Group connects more than 96 of the world’s greatest cities, representing 700+ 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 Los Angeles Eric Garcetti; 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, Dhaka, Dubai, Hong Kong, London, L.A., Mendellin, Milan, Seoul and Tokyo.

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 220 staff members. Around a half are UK based, around a tenth 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

Summary of the project

C40 is currently accepting proposals from various candidates to run the event management and technical delivery of the Women4Climate Tech Challenge Pitch Session to be held in September/October 2020.

The [Women4Climate Tech Challenge](#) is an international competition open to all women designing an innovative, climate-focused tech solution. Through this programme, C40 and its partners provide a platform to support the innovation community in driving action in cities by promoting women-led solutions to tackle climate change.

The successful contractor will deliver:

1. Overall event management of the remote pitch session: briefed by C40 staff on the requirements of the stakeholders, beneficiaries, partners and delegates, the contractor will suggest the best approach to deliver the remote pitch-session from A to Z
2. Event flow design and detailed run of show
3. Technical briefing and training of the host/presenter and speakers briefing
4. IT and backend support of the event
5. Simultaneously translation English < > Spanish (embedded in the online platform)
6. Event registration management – platform/license provided by C40
7. Pre-recorded videos of the finalists pitching their projects and from other city officials participating in the remote session
8. PR and media strategy and delivery, including promotion of the event on digital media ahead, during the event and post-event - based on W4C Tech Challenge branding
9. Pre-event, during the event and post-event reporting
10. Live streaming, session recording and post-session editing of the recorded session

3. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted **until 15th July, 2020**. Any proposals received after this date and time will not be accepted and will be returned to the sender.

All proposals should not exceed 8 pages (excluding CV's and reference projects) and should clearly outline:

- The overall approach and the methodology for the development of all actions and proposed deliverables outlined in the "Project scope" session here below;
- The suggested timeline of all actions implementation and the suggested inputs provided by C40 staff per action; details of key roles and responsibilities for every member of the team, reporting, change requests, escalation of issues, sign-off of work stages, and acceptance criteria;
- A team structure including staff member roles and responsibilities (where applicable highlighting any sub-consultants) who would be working on the mission, including job titles and brief CVs (maximum 1 page);
- Total price and an indicative breakdown per task, including the estimated hours per assigned staff member and per task (see section 12 – Project budget);
- Any required background work or set up;
- Description of expertise in undertaking similar missions with success: a maximum of 5 reference projects completed within the last 5 years. Reference projects should be relevant to the tasks included in this RfP and demonstrate skills and understanding of some or all of the following:
 - Delivery of high-quality virtual event sessions to technical and non-technical audiences; audience engagement activities; video recording and editing;
 - Remote/Virtual event management: a short description of the approach to project management and communication, and where appropriate refer to examples of how similar projects may have been previously managed (Max 250 words);
 - PR and media strategy, including promotion of the event on digital media communication strategies: please add details on how you have previously handled these tasks, if possible, for charity-based events (Max 250 words), including examples of media outcomes;

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 (*eg. the digital and press communication strategy*). 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 itemised 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

Women4Climate Initiative

The severity of climate impacts is inextricably linked to economics, public health, inequality and gender. Around the world, climate change-induced disasters affect women disproportionately, throwing into sharp relief the existing societal inequalities between men and women. Women face higher climate related risks in situations of poverty, and the majority of the world's poor are women (70% of them). Women make up more than half the world's population, and although they are often disproportionately impacted by climate change, their voices are not always heard due to lack of inclusion and representation at the decision-making level.

The Women4Climate initiative was created by the former C40 Chair and Mayor of Paris, Anne Hidalgo, with the aim to raise awareness of the disproportionate impacts of climate change-induced disasters on women and inspire the next generation of female climate leaders in C40 cities by sharing knowledge, providing rich learning and mentorship experiences, building a global network of women leaders in sustainability. 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:

- Inform & Share Knowledge: A research work stream on "Gender Inclusive Climate Action in Cities", see report published in February 2019 and case studies ([consult the report here](#));
- Educate & Empower: A mentorship programme with 16 participating cities ([learn more and discover the Women4Climate profiles here](#));
- Drive Action: The Tech Challenge, an international contest open to women with innovative tech solutions for climate action in cities ([learn more here](#)).

Women4Climate Tech Challenge

City-inspired innovation is crucial to accelerate the reduction of greenhouse 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.

Women face barriers in start-up and tech environments:

- Women only represent 17% of employees, 4% of software engineers, and 1% of leadership positions in the combined science, technology, engineering, and mathematics (STEM) sector.
- Access to capital for women entrepreneurs is much more challenging than for their male counterparts:
 - 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, with the data suggesting this disparity is gender-based.

The Women4Climate Tech Challenge is an international competition open to all women designing an innovative, climate-focused tech solution.

The main purpose of the Women4Climate Tech Challenge is to identify cutting-edge climate solutions led by women and facilitate their experimentation in the host cities.

The first edition of the Tech Challenge took place between 2018 and 2019 and was hosted by the cities of Paris and Tel Aviv-Yafo, who committed to piloting the winners' solutions. It allowed C40 to deliver a powerful, engaging and impactful program, topped by a successful [pitch session](#) in Paris, ahead of the annual Women4Climate Conference in February 2019.

The [second edition of the Tech Challenge](#), supported by C40 and [Velux](#), was [launched](#) on October 11, 2019 at the C40 Global Mayor's Summit. The host cities for this year's Tech Challenge are the cities of Lisbon, Los Angeles, Tel-Aviv Yafo and Stockholm.

Ten innovative women-led tech solutions were selected as the [finalists](#) of Women4Climate Tech Challenge on March 5 in three areas: 'Healthy Public Buildings', 'Green & Healthier Streets', 'Adaptation & Risk Cities Response'.

The host cities - Lisbon, Los Angeles, Tel-Aviv Yafo and Stockholm - have actively contributed to the selection by participating in an [expert jury panel](#) along with C40 staff and representatives of the innovation community.

Applicants for the Tech Challenge were able to apply from anywhere in the world as their solutions can be experimented in any city, but cities will only select one winner project to be piloted in their city.

The main purpose of the Women4Climate Tech Challenge Pitch Session is to provide visibility to the women leading the finalist project and select a winner per city and announce it to the C40 Women4Climate community.

Winners will receive support and acceleration from C40 & Partners, and a grant to enable the experimentation in C40 cities (total grant 40,000\$ to be split amongst the participants), as well as the opportunity to pilot their solution in one of the host cities.

5. Project Scope

C40 is currently accepting proposals from various candidates to run the event management and technical delivery of the Women4Climate Tech Challenge Pitch Session to be held in September/October 2020. The key tasks and deliverables as part of this project are:

1. Overall event management of the remote pitch session: briefed by C40 staff on the requirements of the stakeholders, beneficiaries, partners and delegates, the contractor will suggest the best approach to deliver the remote pitch-session from A to Z
2. Event flow, design and detailed run of show: content and timings plan, script writing, content creation and planning, including production of all visual assets for the live event presentation
3. Technical briefing and training of the host/presenter and speakers: content creation and timings including cueing, live Q&A session with the jury, winners announcement

4. IT and backend support of the event: including event rehearsal and platform testing management with host/presenter and speakers, live technical management and assistance, engagement and interaction opportunities to the speakers, delegates and public online
5. Simultaneously translation English < > Spanish (embedded in the online platform)
6. Event registration management: handle the event registration from A to Z, through C40's platform 'Evenium' (license can be provided by C40), or through another platform, including regular data capturing and GDPR management. All detailed cost options should be included in the proposal
7. Pre-recorded videos of the finalists pitching their projects and of city officials participating in the remote session: draft briefing for the video recording, collecting the videos and editing them, including the event brand
8. PR and media strategy and delivery, including promotion of the event on digital media ahead, during the event and post-event:
 - a. based on W4C Tech Challenge current branding, creation of all visual assets for the digital distribution (email invitation, social media announcement around finalists and city participants, etc)
 - b. sponsored posts and online advertising – if relevant
 - c. Working with C40's and partner communications teams, draft press releases; media advisories and media briefings. Distribute all materials to media internationally and manage press relations to secure excellent global media coverage of the event
9. Pre-event, during the event and post-event reporting: analytics of the attendees and delegates such as demographics, gender and profession; tracking of the information provided by delegates and attendees through evaluation and feedback forms; post-event documentation and a detailed report for the project partners
10. Live streaming, session recording and post-session editing of the recorded session, as well as a shorter/ teaser video, such as the one produced for [the 1st Tech Challenge edition](#)

11. RfP and Project Timeline

RfP Timeline:

All proposals in response for this RfP are due no later than 12pm EST 15th July 2020.

Evaluation of proposals will be conducted from 16th July 2020, to 21th July 2020. If additional information or discussions are needed with any bidders during this two-week window, the bidder(s) will be notified.

Second stage presentations may be required, if so, the presentations will be held on 22nd July 2020.

The selection decision for the winning bidder will be made no later than 24th July 2020.

Notifications to bidders who were not selected will be completed by 27th July 2020.

Activity	Date
Request for Proposals sent out	30 th June, 2020
Written responses submitted to C40	15 th July, 2020
Evaluation of written response	16 th July 2020 to 21 th July 2020
Presentation on submission	22 nd July, 2020

Selection decision made	24 th July, 2020
All bidders notified of outcome	27 th July, 2020

Project Timeline:

The project initiation phase must be completed by 7th August 2020.

Project planning phase must be completed by 28th August 2020.

Project implementation phase is expected to be completed by 30th September 2020.

The project is due to run until 20th October 2020.

12. Project Budget

The available budget for this project is 35,000 US dollars inclusive of any taxes and expenses where applicable. Therefore, all proposals must include proposed costs to complete the tasks described in the project “Project scope” session above.

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 template below:

Task	Total Cost \$ (Per Task)	Staff Days (Per Task)

Staff Member	Role	Date rate \$	Total No. days
<i>Ex. Ms Clara Smith</i>	<i>Project Leader</i>	<i>\$100</i>	<i>5</i>

13. Bidder Qualifications

As mentioned in the proposal guidelines, bidders should provide the following items as part of their proposal for consideration:

- Description of expertise in undertaking similar missions with success: a maximum of 5 reference projects completed within the last 5 years (see details above)
- List of the staff who would be working on the contract and job titles
- References from other similar clients
- Project management methodology
- Communications strategy for how you will work with C40

14. Proposal Evaluation Criteria

C40 will evaluate all proposals based on the following criteria:

- Overall proposal suitability: ability to meet the scope and requirements included in this RfP
- Organisational experience: bidders should demonstrate at least 5 years of experience in undertaking similar missions with success, as well as demonstrate skills and understanding of some or all of the following:
 - Delivery of high-quality virtual event sessions to technical and non-technical audiences; audience engagement activities; video recording and editing;
 - Remote/Virtual event management: a short description of the approach to project management and communication, and where appropriate refer to examples of how similar projects may have been previously managed (Max 250 words);
 - PR and media strategy, including promotion of the event on digital media communication strategies: please add details on how you have previously handled these tasks, if possible, for charity-based events (Max 250 words), including examples of media outcomes;
- Value and cost: total price and an indicative breakdown per task, including the estimated hours per assigned staff member and per task;
- Expertise (technical, experience etc): please provide elements to support (CV, and reference projects)

Proposals will be evaluated against the following criteria (example table below):

Robustness of the project delivery proposal and methodology suggested: detail and clarity on tasks, deliverables and C40 staff engagement and time commitment	40%
Staff expertise and organisational experience in running similar remote events with charity purposes	30%
References from other clients, including not-for-profit clients	30%
TOTAL	100%

Each bidder must submit 1 copy of their proposal to the email address below by than 15th July, 2020.

Silvia Marcon, C40 Women4Climate Head
smarcon@c40.org CC: women4climate@C40.org

Statement of Work (must be provided along with the RfP)

Scope of Work

Delivery of the Women4Climate Tech Challenge Remote Pitch Session, including event and technical management. The key tasks and deliverables as part of this project are:

1. Overall event management of the remote pitch session: briefed by C40 staff on the requirements of the stakeholders, beneficiaries, partners and delegates, the contractor will suggest the best approach to deliver the remote pitch-session from A to Z
2. Event flow, design and detailed run of show: content and timings plan, script writing, content creation and planning, including production of all visual assets for the live event presentation
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 - c. Working with C40's and partner communications teams, draft press releases; media advisories and media briefings. Distribute all materials to media internationally and manage press relations to secure excellent global media coverage of the event
9. Pre-event, during the event and post-event reporting: analytics of the attendees and delegates such as demographics, gender and profession; tracking of the information provided by delegates and attendees through evaluation and feedback forms; post-event documentation and a detailed report for the project partners
10. Live streaming, session recording and post-session editing of the recorded session, as well as a shorter/ teaser video, such as the one produced for the 1st Tech Challenge edition.

Term

The project starts on August 7th and ends on October 20th.

Fees

The available budget for this project is 35,000 US dollars inclusive of any taxes and expenses where applicable.

A detailed fees table will be included upon completion of the bidders' selection.

Payment Schedule

A first instalment of 10,000 USD shall be paid upon signature of the contract;

A second instalment of 15,000 USD shall be paid once the implementation phase is expected to be completed, by 30th September 2020.

The remainder of the fees, 10,000 USD, shall be paid upon the completion of the remaining deliverables (post-event reporting: post-event documentation and a detailed report for the project partners, delivery of the session recording and post-session editing of the recorded session and shorter/ teaser video), at the latest by 20th October 2020.

C40 Staff Point of Contact

Name: Silvia Marcon

Position: Women4Climate Head

Email Address: smarcon@c40.org