

REQUEST FOR PROPOSAL (RfP)
Graphic designer for Financing Sustainable Cities Initiative
Annual Report

C4O Climate Leadership Group, Inc.
120 Park Avenue, 23rd Floor
New York, NY 10017
United States of America

10th July 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

The Financing Sustainable Cities Initiative (FSCI) combines knowledge sharing between cities and investors, on-the-ground technical assistance to cities, and an online platform to scale investments in

urban infrastructure and services that produce local improvements in people's lives and global sustainability benefits.

FSCI hosts annual Academies on financing clean energy, clean transportation and climate adaptation, where city representatives and technical experts are brought together to discuss innovative financial mechanisms and business models. FSCI also hosts an annual Forum on Financing Sustainable Cities, where city leaders and stakeholders in climate finance meet to discuss solutions for financing barriers, to accelerate implementation of green infrastructure in cities. The Forum brings together 100-150 representatives from government, non-government organisations and financial institutions to collaborate on solutions to bridge the gap between city climate ambitions and successful investment.

The FSCI team is currently creating an annual report, due to launch in early October 2019. The report will include a range of graphics and infographics for a better visual interpretation of key metrics of the initiative's success. FSCI will contract a graphic designer to complete the visual identity of the report, including a colour scheme, template, and infographics.

3. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 23.59pm EST, 31st July 2019. Any proposals received after this date and time will not be accepted and will be returned to the sender. 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

The purpose of this project is as follows:

The purpose of this Request for Proposal is to solicit proposals from various candidates (both individuals and from organisations), conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the idea FSCI would like to develop for the annual report infographics. The aim of the annual report is to demonstrate the FSCI accomplishments to current and future donors, and showcase the impact that FSCI is having on C40 cities.

5. Project Scope

Statement of Work

Create a series of up to 15 infographics based on data (e.g. number of cities who have attended an FSCI event) and branding guidance provided. Create a template for the report including a title page and a variety of content page formats.

Scope of Work

A set of infographics to include in the FSCI annual report to be shared externally at the beginning of October. The infographics will reflect data included in the annual report, the aim of the infographic is to have a clearer and easier way of reading the data.

Term

Beginning 5th August – end 16th September.

Fees

To be proposed in bid and discussed during bid evaluation phase.

Payment Schedule

Monthly, in instalments or on completion of project – to be proposed in bids. Please note that C40 does not pay more than monthly.

C40 Staff Point of Contact

Viola Follini
Projects and Events Officer, Financing Sustainable Cities Initiative
vfollini@c40.org

6. RfP and Project Timeline

RfP Timeline:

All proposals in response for this RfP are due no later than 23.59pm EST July 31st, 2019.

Evaluation of proposals will be conducted from July 29th, 2019, to August 2nd, 2019. If additional information or discussions are needed with any bidders during this week window, the bidder(s) will be notified.

The selection decision for the winning bidder will be made no later than August 5th, 2019.

Notifications to bidders who were not selected will be completed by August 5th, 2019.

Activity	Date
Request for Proposals sent out	July 10 th , 2019
Written responses submitted to C40	July 31 st , 2019
Evaluation of written response	July 31 st , 2019 – August 5 th 2019
Selection decision made	August 5 th , 2019
All bidders notified of outcome	August 9 th , 2019

Project Timeline:

The project is due to run until September 16th 2019, with the report due to launch by October 4th 2019. This includes review rounds from C40 and partners, as well as contracting/onboarding of supplier. These elements should be included in the timeline provided by bidders.

7. Project Budget

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.

Assessments of bids will include consideration of value for money and accurate/realistic costings. C40 will not accept bid exceeding \$10,000 USD. Cost outlines can be given in any currency, although GBP or USD are preferred.

8. Bidder Qualifications

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

- Description of experience in creating infographics for NGOs or companies with similar missions
- Examples of 3 or more similar projects that the bidder has worked on
- Project timeline
- List of staff who would be working on the contract and job titles
- References from other similar clients
- What is needed from the FCSI team side
- Demonstrated ability to quickly and efficiently produce document layouts with clean, consistent aesthetic/branding.
- Demonstrated ability to design infographics that report complex data in an attractive and understandable way
- Understanding of, and ability to, design effective and appealing reports to a range of audiences
- Creative ideas for achieving communications goals and enhanced visibility of materials and information.

9. Proposal Evaluation Criteria

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

<i>Fee transparency and value for money</i>	20%
<i>Capacity to work to proposed timeline</i>	20%
<i>Overall proposal suitability: ability to meet the scope and needs included in this document</i>	30%
<i>Expertise (technical, experience etc)</i>	30%

Each bidder must submit 1 copy of their proposal to the email address below by July 31st, 2019 at 23.59pm EST:

Viola Follini
 Projects & Events Officer, Financing Sustainable Cities Initiative
vfollini@c40.org