Terms of Reference/Request for Proposal
Public Relations Consulting Services

Selection Documentation for Goods, Works & Services
For ICLEI – Local Governments for Sustainability
Duration: August 2020 – May 2021

1. ToR/RFP Contact
Requested By: Ariel Dekovic, Head of Communications, ICLEI World Secretariat
Email: ariel.dekovic@iclei.org
Date: 15 July 2020
Location: Bonn, Germany (CEST)

2. ICLEI Background
ICLEI – Local Governments for Sustainability is a global network of more than 1,750 local and regional governments committed to sustainable urban development. Active in 100+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development. Our Members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability.

This Term of Reference/Request for Proposal supports public relations for three thematic project areas for ICLEI:
- **Daring Cities 2020** - Daring Cities is a global, action-oriented virtual forum, designed by ICLEI and the City of Bonn, to empower urban leaders to tackle the climate crisis, especially in the context of the COVID-19 pandemic. The forum takes place 7-28 October 2020.
- **World Congress 2021** – The World Congress is a triennial event that gathers together the network of local governments that are a part of ICLEI to discuss, learn and engage on sustainable urban development, especially in the areas of low emission, nature-based, equitable, resilient and circular development.
- **EcoLogistics Community** – The EcoLogistics Community is a new network of local governments working together to advance sustainable urban freight issues in their jurisdictions.

3. Objectives and Scope of Work
Under the supervision of the Head of Communications, the Public Relations Consultant will be responsible for fulfilling the following duties:
- Create a PR strategy focusing on the following:
  - Positioning Daring Cities 2020 as an innovative and informative event for potential attendees and speakers
    - Positioning cities that are speaking at Daring Cities as authoritative, ambitious “movers” in the space of urban sustainability and climate action.
  - Positioning World Congress 2021 as an innovative and informative event that local governments should attend to deepen their understanding and engagement with sustainable development, especially low emission, nature-based, equitable, resilient and circular development.
  - Positioning the EcoLogistics Community and its host city as a first of its kind network of innovative local governments in the space of sustainable transport.
- Generate relevant media coverage, including articles and interviews through pitching, etc.
  - Placements and coverage in ideal international outlets such as CityLab, Devex, Guardian Cities/Environment, SmartCities Dive, Cities Today, Grist, NextCity, BBC, Mother Jones, CityFix, Thomson Reuters Foundation, Reuters
o Provide key messages to be used in all press and PR materials in consultation with ICLEI staff
o 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, including the ICLEI newsletter, social media channels and website

• Identify global and regional opportunities that ICLEI can leverage on, such as events, workshops, press/articles etc.
• Work with ICLEI staff to deepen use of the Cision journalist database and media monitoring (access provided by ICLEI)
  o Using Cision, produce a structured and practical media contact list for ICLEI’s ongoing use
  o Use the Cision campaign/email functions
  o Create straight-forward processes to monitor, report and evaluate PR activities/outcomes

4. Target Audience
ICLEI works with many audiences around the globe. Our target audiences are:
  1. Local governments, including cities, towns and regions, and the political and administrative individuals working for these entities
  2. Partners, including other global and regional city networks, international policy organizations, global and regional environmental organizations, researchers and civil society organizations
  3. Funders, including local government organizations, national governments, private foundations and sustainability-oriented corporations
  4. Representatives from other levels of government, such as national and subnational governments.
  5. Journalists, researchers and urban development professionals, who are interested in proven approaches to sustainability in cities, towns and regions.
  6. 300+ staff in 24 global offices

5. Deliverables
  1. A brief PR strategy for each of the three thematic areas
  2. Strategic key messages to be used in all press and PR materials for each of the thematic areas
  3. Successful PR campaigns around each of the three thematic areas
  4. Awareness and a strong sense of anticipation in media, prior to the two events
  5. Strong media attendance at the two events
  6. Bi-weekly data and analysis on media pick-up in internationally, regionally and locally
  7. PR materials, templates, media kits for continued use
  8. A comprehensive media list (international, regional, and local)

6. Milestones and timeline
● Kick off meeting (August 5 – 15)
  1. Overall working structure + ICLEI Comms team
  2. Daring Cities 2020 team + briefing
  3. World Congress 2021 team + briefing
  4. EcoLogistics team + briefing
● Materials development and pitching Daring Cities 2020: August – October 2020
● Materials development and pitching World Congress 2021
  ▪ Phase 1: September – November 2020
- Phase 2: January – April 2021
- Materials development and pitching EcoLogistics Community: September – November 2020

This is a visual representation of the level of effort for the project – we would expect the level of effort to be three times as much during the months of September, October and November, as in the rest of the project (with no work in December). This should be reflected in your bid.

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7. **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 3 years thereafter.

8. **Costs to be included**

Please explain how you itemize costs as much as possible in the bid. It is important that the services for each thematic project are itemized (as these are funded by separate budgets on our end).

Any options with price differences should be included in the bid. In addition, the hourly and daily rate at which additional, unforeseen work would be charged should also be included.

9. **Payment**

- The payment terms to be discussed and finalized with the selected firm.
- The Client does not take responsibility for any changes in the exchange rate. Payment will be made in Euros.

10. **Selection Criteria**

Parties will be evaluated on the following criteria:

- Cost of proposed services (30%)
- Past experience with successful placement of stories to international media (40%)
- Past experience with successful placement of stories for environmental NGOs, local government NGOs, urban development NGOs or social impact events (30%)

11. **Applying**

Interested parties are requested to submit a proposal, including costs, successful placements that best represent the selection criteria, and at least one reference client for PR consulting services, by 27 July 2020 (Monday, 17:00 CET) Ms. Ariel Dekovic via ariel.dekovic@iclei.org. Questions can also be directed to Ariel Dekovic.