

## Terms of Reference/Request for Proposal Blogging Consulting Services

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

### 1. ToR/RFP Contact

Requested By: Ariel Dekovic, Head of Communications, ICLEI World Secretariat  
Email: [ariel.dekovic@iclei.org](mailto:ariel.dekovic@iclei.org)  
Date: 11 January 2021  
Location: Bonn, Germany (CEST)

### 2. ICLEI Background

#### *What We Do*

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.

ICLEI brings a strong urban component to national and global sustainability policies and translates these policies into action. We make sustainability an integral part of urban development and create systemic change in urban areas through practical, integrated solutions. We help cities, towns and regions anticipate and respond to complex challenges, from rapid urbanization and climate change to ecosystem degradation and inequity.

Our Members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability. ICLEI creates connections among the local, regional, national and global governmental levels. We advocate for robust national and global sustainability policies that reflect the interests of local and regional governments and their communities. Through our collective efforts to build a sustainable urban world, ICLEI is shifting the trajectory of global development.

This Term of Reference supports blogging services for ICLEI's 2021 World Congress. ICLEI will select up to two proposals for this role. Every three years, ICLEI holds our World Congress to showcase how local and regional governments across our network are advancing sustainable urban development worldwide. The ICLEI World Congress connects them with their peers and strategic partners, and provides a platform for discussions that will inform and enhance their work. The Congress takes place 12 - 17 April 2021.

### 3. Objectives and Scope of Work

The overall objective of the Blogging Consultant is to help us tell the story of how the ICLEI network is advancing sustainability goals worldwide. We are particularly looking to share a diversity of stories and voices from cities around the world, especially global south cities, and including those with resources to spare and those that are finding a way to get the work done without extensive budgets. ICLEI helps local governments to advance along five integrated pathways towards sustainability – low emission development, circular development, resilient development, nature-based development and people-center development – and we would like our blog to bring these concepts – and their inter-relatedness – to life.

Additionally, the World Congress – though virtual – is hosted by the city of Malmö, Sweden. The blogger will also profile the sustainability work of the city for an international audience.

The Blogging Consultant will produce blogs for ICLEI’s CityTalk blog and/or pitch guest blog posts to other blogs. They will work in concert with ICLEI’s lead on public relations (also a consultant) as well as with the Communications team of ICLEI. As part of the World Congress, ICLEI is establishing media partners, and the Blogging Consultant may produce content to be published as part of these partnership agreements.

Under the supervision of the Head of Communications and other ICLEI WS staff, the Blogging Consultant will be responsible for fulfilling the following duties:

1. Blog post topic identification, in collaboration with ICLEI WS staff and Public Relations Consultant and identification of the blog platform – either ICLEI’s CityTalk and/or media partner blogs/outlets and/or pitching a guest blog post
2. Consultation with selected ICLEI technical staff to establish key themes, contacts, and partners
3. Blog research - Interviews in order to produce the content will be arranged by the provider, with possibilities for introductions to sources from the WS staff.
4. Writing - All blogs should be produced in English, at a native-speaker level of English, 600-800 words long.
5. One round of editing by ICLEI WS staff
6. Posting to WordPress for review and publishing by ICLEI WS staff if necessary (the Blogging Consultant will be trained on how to do this)

#### **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**

Set number of blog posts (determined based on the selected provider’s proposal), published between 1 February 2021 and 15 May 2021 on ICLEI’s CityTalk blog and other blogs and/or outlets.

#### **6. Timeline**

- Kick off meeting to review program and major themes – 1 February 2021 (or sooner)
- Pre-event blog posts – 1 February – 12 April 2021
- Event blog posts – 12 – 17 April 2021
- Post-event blog post(s) – 17 April – 15 May 2021

## **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**

The total budget for this project is 7500 euro inclusive of VAT (if necessary). Please provide an estimate of how many blog posts, in what schedule or frequency could be provided for this cost, during the timeline given in Section 6.

## **9. Payment**

- Payment will be in two tranches of 3750 euro at the beginning of the project and at the completion of the project.
- The Blogging Consultant is responsible for providing invoices for payments.
- The Client does not take responsibility for any changes in the exchange rate. Payment will be made in Euros or US Dollars.

## **10. Selection Criteria**

Parties will be evaluated on the following criteria:

- Number of blog posts offered for the project budget (30%)
- Quality of prior work (25%)
- Relevance of prior work (25%)
- Demonstrated experience successfully pitching and placing guest blog posts (20%)

## **11. Applying**

Interested parties are requested to submit a proposed number of blog posts and timeline, a CV, brief cover letter that addresses the selection criteria, and at least five links to examples of your work as soon as possible to Ms. Ariel Dekovic via [ariel.dekovic@iclei.org](mailto:ariel.dekovic@iclei.org)

For any queries, please contact Ariel Dekovic via email address above.