Terms of Reference/Request for Proposal
Public Relations Consulting Services

Selection Documentation for Goods, Works & Services
For ICLEI – Local Governments for Sustainability
Duration: September 2021 – May 2022

1. ToR/RFP Contact
Requested By: Ariel Dekovic, Head of Communications, ICLEI
World Secretariat
Email: ariel.dekovic@iclei.org
Date: 12 August 2021
Location: Bonn, Germany (CEST)

2. ICLEI Background
ICLEI – Local Governments for Sustainability is a global network of more than 2500 local and regional governments committed to sustainable urban development. Active in 125+ 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 2021** - 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 4-8 October 2021.
  - Outcomes from the event will be disseminated to the media throughout Urban October and COP26 (first half of November).
- **ICLEI World Congress 2021-2022: The Malmö Summit** – The ICLEI 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. The World Congress launched online in April 2021 and will conclude with an in-person event hosted by Malmö, Sweden.
- **EcoLogistics Community** – The EcoLogistics Community is a network of local governments working together to advance sustainable urban freight issues in their jurisdictions. The media work will primarily focus on developments with the lead network city of Taoyuan.
- **ICLEI Circulars** - From raising awareness and political momentum on the urgency of shifting away from unsustainable consumption and production patterns to designing policy approaches that address concrete challenges, ICLEI Circulars supports the ICLEI network in transitions to sustainable cities through circular economy practices.

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 2021 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 and pitching the outcomes of Daring Cities 2021 in connection to Urban October and COP26.
  - 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 (through ICLEI staff spokespeople and representatives from the city of Taoyuan) as an innovative and notable “thought leader” in the field of sustainable mobility/urban development.
  - Positioning ICLEI Circulars as the go-to resource for local governments wanting to start or progress in their journey to a circular economy. Media work will support dissemination and outreach on circular development projects, tools and solutions.

- Working closely with the Communications team and relevant thematic teams, 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
  - Provide key messages to be used in all press and PR materials in consultation with ICLEI staff
  - 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

- Create media partnerships for the global events, building on the success of Daring Cities 2020, which resulted in 14 media partnerships
- Identify global and regional opportunities that ICLEI can leverage, such as events, workshops, press/articles etc.

4. **Target Audience**
ICLEI works with many audiences around the globe. Our target audiences are:

1. Political leadership and administrative staff of local governments, including cities, towns and regions
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+ ICLEI staff in 24 global offices

5. Deliverables
   1. A brief PR strategy for each of the thematic areas
   2. Strategic key messages / storyline development to be used in press and PR materials for each of the thematic areas
   3. Successful PR campaigns around each of the thematic areas, including interview coordination
   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 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 (subject to change)
   ● Kick off meetings (Early September)
     1. Overall working structure + ICLEI Comms team
     2. Daring Cities 2021 team + briefing
     3. World Congress 2021 team + briefing
     4. EcoLogistics team + briefing
     5. Circular Development team + briefing
   ● Materials development and pitching Daring Cities 2021: September – November 2021
   ● Materials development and pitching World Congress 2021-2022
     ● Phase 1: September – November 2021
     ● Phase 2: January – May 2022
   ● Materials development and pitching EcoLogistics Community, with additional level of effort of pitching in Oct-Nov: September – December 2021
   ● Materials development and pitching Circular Development: September – November 2021
This is a visual representation of the level of effort for the project – we would expect the level of effort to be four times as much during the months of September, October and November, as in the rest of the project. 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 26 August 2021 17:00 CEST Ms. Ariel Dekovic via ariel.dekovic@iclei.org. Questions can also be directed to Ariel Dekovic.