

CALL FOR PROPOSALS

REN21 is looking for a consultant to help formulating and implementing a mid-/long-term communication strategy

Timeline: September - December 2019

Background

REN21 is the global renewable energy policy network that connects a wide range of key actors. REN21's goal is to facilitate knowledge exchange, policy development and joint action towards a rapid global transition to renewable energy. REN21 brings together governments, nongovernmental organisations, research and academic institutions, international organisations and industry to learn from one another and build on successes that advance renewable energy. To assist policy decision making, REN21 provides high quality information, catalyses discussion and debate and supports the development of thematic networks.

Objective

REN21 is looking for a consultant to help formulating and implementing a mid-/long-term communication strategy, building on extensive benchmarking exercise carried out in the first half of 2019. The consultant will work in close consultation with the REN21 Secretariat team (mainly Executive Secretary and Outreach and Communication Manager).

Description of Required Tasks

The consultant will work with REN21 on formulating and implementing a coherent and integrated cross-channel strategy with the following goals:

- sharpen their profile as a multi-stakeholder industrial organization;
- serve the existing and find new audiences;
- make maximum use of REN21's expertise

Starting from an analysis of input and feedback, special attention should be given to the following aspects:

- Ensuring that REN21 communicates with a single, consistent voice
- Using REN21's community as ambassadors
- Investigating expectations, needs and motivations of new audiences (user perspective);
- Tailoring messages to the needs of different audiences
- Improving the shareability of materials

Proposal Requirements

The submission should include:

- Contractors interest in the project
- Brief outline/description
- Profile and experience of consulting team, including examples of relevant previous experience
- The proposed rate for carrying out the work, including VAT (if applicable)

For submission by email, please email: communication@ren21.net. Please mention "Submission of proposal – Communication Strategy" in the subject line.

The deadline date for receipt of proposals is: 10 September, 2019 midnight (CET).