

CALL FOR PROPOSALS

REN21 is looking for a consultant to launch and roll out the first phase of a communications campaign on renewables in Africa.

Timeline: Work to be completed by 30 March 2023

About REN21

REN21 is the only global renewable energy community of actors from science, governments, NGOs and industry. We provide up-to-date and peer-reviewed facts, figures and analysis of global developments in technology, policies and markets. Our goal: enable decision-makers to make the shift to renewable energy happen – now. For more information, visit www.ren21.net.

General Scope of the Assignment

In the context of its current work on renewables in Africa and right after the closing of COP27, REN21 is seeking to work with a media/communications agency that will engage and collaborate with REN21 Secretariat, REN21 members and other stakeholders to launch and roll out a communications campaign according to existing campaign strategy and roll out plan.

Description of Required Tasks

Launch

- Finalize Press Release
- Circulate among international, regional and national media outlets
- Secure coverage in at least 10 media outlets mainly at regional level

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- Concept note for the event defining topics, panellists, participants
- Identification of relevant participants
- Draft and implement a strategy to increase the audience by 20%
- Draft invitation that can be shared with guests (tracking of responses to be handled by REN21)
- Communication collaterals for the event (x1 agenda, x1 presentation, x1 brochure)
- Support in coordination

- Minutes of the event summarised in a one-pager to be shared with Attendees (Round Up)

Media relations package

- Identify three to five strategic subjects for editorials/op-eds (with backgrounder)
- Drafting of two editorials/op-eds, subject TBC in consultation with REN21 and other stakeholders
- Publication of the op-eds above in 1 international/regional media
- Publication of the op-eds above in 5 local media
- 1 interview in tier 1 media for REN21 management
- Publication of the interview above in 5 local media
- Media monitor tracking all media coverage after the publication of an article

Editorial

- Drafting of relevant and strategic Open Letter to African Union leadership
- Gathering of signatures

Timeline

From January to March 2023

Key Selection Criteria

The selection of the contractor will depend on:

- Price – 30%
- Relevant experience – 30%
- Quality – 30% to be evaluated based on Portfolio
- Flexibility and timeline – 10%

Proposal Requirements

The submission can be made in any format, and should include:

- The contractor's specific interest in the project and availability (statement of interest)
- Profile and experience (CV or summaries of the experience of the team and the prior work that demonstrates the ability to carry out the work)
- The proposed daily rate for carrying out the work in the timeframe provided
- VAT rate, or indication that VAT is not applicable

Proposals should be emailed to secretariat@ren21net indicating "Submission of proposal: "Africa campaign" in the subject line.

The deadline for receipt of proposals is **Sunday 9 December 2022 at 11:59pm (23:59) CEST**

All received proposals will be acknowledged but only short-listed candidates will be contacted.