

CALL FOR PROPOSALS

REN21 is looking for a press agent/agency to secure sustained media coverage across the year.

Timeline: 1st February 2023 to 31 December 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

Created in 2004 as an outcome of the Bonn2004 International Conference on Renewable Energy, REN21 is a “coalition of the willing” coming together with one objective in mind: to support and accelerate the development of renewable energy.

From the outset, REN21’s mandate has been to collect, consolidate and synthesise a vast body of renewable energy data to provide clear and reliable information on what is happening in real-time. This mandate still holds today.

A unique player in the renewable energy landscape, REN21 brings together the voices of over 4000 individuals and organisations representing science, governments, NGOs and industry from across the world. Involved in the conception and production of all REN21 knowledge and outreach products, the constant input of this Community makes REN21 the only broker of crowd sourced/peer reviewed, neutral and undisputable knowledge and data on renewable energy and its role in some of the burning issues of our times such as energy security and energy sovereignty but also (and increasingly so) development, environment and climate protection.

After almost 20 years of existence, REN21 has reached a level of maturity that makes it not only a pioneering thought leading organization but also one that can write the history of renewable

energies and contribute significantly to shape and drive the narrative about energy and issues arising from the energy choices made globally.

To support this increasingly important objective of REN21 (also reflected in its three-year strategy), REN21 is looking for an established and well-connected press agent/press agency to support and grow its communication and outreach work in print and broadcast media across the world.

The selected contractor will work closely with the Communications team at REN21 and benefit from input from REN21 strategic intelligence unit.

He/She will work specifically to:

1. ensure media coverage of REN21 publications and campaigns and
2. position REN21 as a commentator of world news relating to energy, climate, environment and development.

He/She will provide feedback on REN21 press releases/media alerts and be fully responsible for disseminating and pitching them among leading print and broadcast media across the world.

He/She will also provide feedback on proposed editorial pieces (Op-Eds) written by REN21 and be fully responsible for placing them in relevant publications.

The outcome of his/her work will be measured by the number of news and stories covering, citing and/or quoting REN21 and the number of REN21 editorials placed in relevant outlets.

The geographical outreach is global with a focus on English, French, German, Spanish and Arabic speaking outlets.

Typically targeted outlets include (but not limited to):

- In French: Le Monde, Libération, Le Figaro, France 24, TV5
- In German: Süddeutsche Zeitung, Die Tageszeitung, DW
- In English: BBC, New York Times, Time, Forbes, The Washington Post, CNN, CNBC
- In Spanish: El Pais, El Mundo, ABC, Canal24 Horas, CNN Spanish
- In Arabic: Al Jazeera
- In Chinese: CGTN

Sectoral outlets should also be targeted as required.

Some of the important milestones requiring media coverage in 2023 include (but not limited to):

- Spanish International Renewable Energy Conference (SPIREC, 20 to 23 February 2023)
- Launch of Energise Africa Campaign (Q1 2023)
- Launch of RE in Cities Campaign (Q1 2023)
- Launch of Energy Demand module of GSR2023 (20 to 24 March 2023)
- Launch of Energy Supply module of GSR2023 (22 to 26 May 2023 TBC)
- Launch of Global Overview and Socio-Economic Value creation module of GSR 2023 (22 to 26 June 2023 TBC)
- Launch of Sustainability report (July 2023 TBC)
- COP28 (30 November to 12 December 2023)

Description of Required Tasks

Over the course of the contract, the contractor will:

1. Be available for weekly meetings with REN21 Communications team.
2. Provide feedback on REN21 proposed press releases/media advisories (8 to 10 press releases per year and up to 10 media alerts)
3. Blast and pitch up to 10 press releases per year to media outlets as outlined above
4. Provide full media coverage report per region and language.
5. Blast and pitch up to 10 media alerts per year to media outlets as outlined above
6. Provide support in drafting up to 5 editorials per year
7. Place up to 5 editorial per year in relevant media outlets to be identified in consultation with REN21 Communications team.
8. Identify and secure any further media opportunities for REN21 to shape the public narrative about renewables and position it outside of the energy bubble – this includes pitching REN21 spokesperson (Rana Adib) as potential commentator on world news and/or securing editorial input into audio-visual productions such as podcasts, documentaries etc...

Timeline

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Key Selection Criteria

The selection of the contractor will depend on:

- Price – 30%
- Track record of media outreach – 30%
- Quality – 30% to be evaluated based on pportfolio of contractor
- Availability – 10%

Proposal Requirements

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

- The Contractor’s specific interest in the project and availability (statement of interest)
- Profile and experience (CV and/or summary of experience(s) demonstrating the ability to carry out the work)
- Portfolio of media outreach examples

- A tentative (and brief) media outreach plan highlighting the outlets that can be approached/secured by the Contractor
- The daily rate for carrying out the work and number of expected days of work
- VAT rate, or indication that VAT is not applicable

Proposals should be emailed to secretariat@ren21net indicating “Submission of proposal: Proposal for Institutional Media Outreach” in the subject line. The deadline for receipt of proposals is **Friday 27 January 23:59 CEST**

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