

# CALL FOR PROPOSALS

## ‘REboot The World with Renewables’ Campaign: Success Stories Writer and Storyteller

Timeline: mid-June to mid-September 2024

### 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.

REN21 creates an enabling environment to support renewables. It offers a platform for a variety of stakeholders to engage and collaborate. Armed with knowledge and tools, supported by a culture of dialogue and debate, and augmented by new ecosystems, this community of change strategically drives the deep transformations needed to make renewables the norm.

For more information, visit [www.ren21.net](http://www.ren21.net).

### General Scope and Background of the Assignment

---

REN21 is developing the #REbootTheWorld campaign to inspire policy makers, local governments, industry leaders, NGOs and communities across the world to actively engage in a just and equitable energy transition through storytelling.

Since 2005, REN21 has been tracking evidence and case studies about effective and successful renewable energy and energy efficiency projects implemented in different parts of the world. If made visible and compelling, these real-life case studies hold the power to inspire others to follow their example and solidify the message that the energy transition is possible and beneficial for the economy, environment, health and social justice and inclusion.

REN21 is looking for a writer and storyteller who will be able to work closely with the REN21 Project Lead and the Communications team to line up these success stories for the #REbootTheWorld communications campaign.

### Description of Required Tasks

---

Over the course of the contract, the contractor will:

- Outreach to collect success stories and material (photos, videos) from members and partners and develop a harmonious storyline for each
- Collect case studies from REN21's knowledge products (Global Status Report, Renewable Energy Sustainability Report, and Renewable Cities Report) and shape them into compelling success stories
- Follow-up with designers to ensure a common look and feel of the stories
- Support their integration on the dedicated microsite and their amplification on social media through coordination with website developers and the REN21 Communications team
- Build profiles of champions emerging from the success stories and ensuring their visibility

## Timeline

---

The work will take place from mid-June to mid-September 2024.

## Proposal Requirements

---

Your proposal submission can be made in any format (PDF, private website, etc.) and should include:

- The contractor's specific interest in the project and your availability
- Profile and prior experience, including on internal and external coordination
- Examples of relevant previous writing and storytelling work
- The proposed rate for carrying out the work in the timeframe provided, including VAT (whether applicable or not).

## Key Selection Criteria

---

The selection of the contractor will depend on:

- Price – 30%
- Quality of the offer – 70%
  - Writing Sample (30%)
  - Relevant experience and references (60%)
  - Flexibility and timeline – (10%)

**Proposals should be emailed to [secretariat@ren21.net](mailto:secretariat@ren21.net). Please mention "Submission of proposal: REboot Campaign - Success Stories Writer and Storyteller" in the subject line.**

**The deadline for receipt of proposals is **14 June 2024**, midnight (CET). All received proposals will be acknowledged but only short-listed candidates will be contacted.**