

CALL FOR PROPOSALS

REN21 is looking for a contractor to deliver Digital Media Services.

Timeline: 15 January 2024 to 15 August 2024

About REN21

REN21 is the only global renewable energy community that brings together actors from science, academia, governments, NGOs, and industry to collectively drive the rapid, fair transition to renewables. Founded in 2004, REN21 has over 18 years of experience in providing credible insights and connecting ecosystems inside and outside the renewable energy sphere. Our objective is to support and accelerate the transition to renewable energy.

Today, REN21 drives the renewable energy transition by creating an enabling environment for renewables to become the obvious choice. We ensure a systemic approach, opening multi-sectoral and inter-disciplinary spaces for communication and debate to drive the uptake of renewables. Our ever-growing community comprises over 100 members and more than 4,000 experts from all regions who continuously contribute to REN21's knowledge, dialogue, and communication efforts. Collectively, we work to drive the rapid uptake of renewables. Together.

General Scope of the Assignment

Communications is one of the three pillars of REN21's current three-year strategy. Using digital platforms, REN21 communicates both with its network and with other sectors on the uptake of renewables globally. Social media platforms provide the opportunity for REN21 to engage on trending issues and highlight the value of renewables in creating a more just, equitable world fuelled by renewables.

Description of Required Tasks

The tasks outlined below support the REN21 Communication team in the development of a robust social media presence. The Contractor shall work closely with the REN21 Communication team to bring all REN21 Social Media channels to life.

The Contractor will be responsible for:

- Daily monitoring and posting across channels through catering messaging and posts to appropriate channels
- Enhancing the following of REN21 channels, including following new channels with relevant and important information
- Creating posts and messaging in line with REN21 messaging using simple and accessible terminology
- Ensuring that REN21's social media are responsive to key events and global reports in a timely manner including live-tweeting, live-streaming and posting
- Organising events on social media to bring to life REN21's social media presence
- Coordinating the implementation of campaigns and enhancing digital communication during key report launches and events
- Mentoring key team members to effective social media reach with a view to influencing public debate
- Supporting the REN21 team in developing a social media strategy
- Activating the REN21 Director social media channels and reach

Timeline

Work to be completed by 15 August 2024.

Key Selection Criteria

The selection of the contractor will depend on:

- Price – 30%
- Track record of digital media work – 30%
- Quality – 30% to be evaluated based on portfolio 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 digital media work
- 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 Digital Media Services" in the subject line. The deadline for receipt of proposals is **Wednesday 10 January 23:59 CEST**

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