

# CALL FOR PROPOSALS

## – Media Support for REN21 – Short-Term Project Consultant

Timeline: September to November 2026

### About REN21

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REN21 is the global network of diverse stakeholders –governments, industry, NGOs, science and academia– that enables the necessary changes to build the renewables economy for prosperous lives and societies. Our vision is a world where renewable energy is the foundation for strong, equitable and resilient economies. Renewables are the undeniable choice for people, nature and prosperity.

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. [www.ren21.net](http://www.ren21.net)

### About the Project

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REN21 and the Korea Energy Agency (KEA) are co-organising an international event in Seoul, Republic of Korea, bringing together Korean, Asian and international policymakers, practitioners, researchers, civil society and industry around **community energy, agrivoltaics and the renewables-based economy**.

The event will explore how community participation, local ownership, benefit-sharing and agrivoltaics can support renewable energy deployment while creating tangible local economic value, strengthening energy security and building public trust.

South Korea provides an important context for this discussion. Rising electricity demand, high energy import dependence and limited land availability are increasing the importance of renewable energy solutions that combine economic, social and energy-system benefits.

The event forms part of a wider REN21 project running from July to November 2026, with communications and dissemination continuing after the event to extend its international reach and influence.

## General Scope of the Assignment

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REN21 is seeking a **media relations consultant or agency** to support the international visibility of the KEA–REN21 event and its key messages.

The assignment should help position the event's content within wider international discussions on energy security, economic and industrial development, local value creation and the transition to a renewables-based economy.

The focus is not solely on securing coverage of the event itself. The consultant will work with REN21 to identify strong media angles, voices and stories that can generate attention **before, during and particularly after the event**, turning event discussions and outcomes into relevant international media opportunities.

The consultant will work closely with REN21's Communications team and relevant project partners.

## Description of Required Tasks

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Over the course of the contract, the contractor will:

- Refine the media strategy and positioning
  - Identify the strongest international media narratives emerging from the event.
  - Help frame community energy and agrivoltaics through an economic, business, industrial and energy-security lens.
  - Identify opportunities to position South Korea's renewable energy developments and international examples within broader global trends.
- **Develop and prioritise a targeted media list**
  - Identify relevant international and regional journalists and outlets covering energy, economics, business, industry, technology and related policy issues.
  - Prioritise Tier-1 and specialist outlets where the project has a realistic opportunity for meaningful coverage.
  - Where relevant, identify Korea- and Asia-based correspondents of international outlets.
- Support proactive media outreach
  - Undertake targeted pitching to selected journalists.
  - Identify opportunities for interviews, briefings, commentary and background conversations with REN21, KEA and selected international or Korean speakers.

- Support the organisation of media engagement connected to the event where appropriate.
- Develop and strengthen media materials
  - Support the drafting and refinement of media pitches, media advisories, press releases and talking points.
  - Identify strong quotes, statistics and stories from event speakers and participating organisations.
  - Support the development and placement strategy for approximately **one to two opinion pieces or similar thought-leadership outputs**, where opportunities are identified.
- Provide on-site or event-period support as agreed
  - Coordinate with REN21 on priority media requests and interview opportunities.
  - Help identify and rapidly package newsworthy statements or developments emerging from the event.
- Lead post-event media follow-up
  - Develop follow-up pitches based on event outcomes, speaker interventions, case studies and available video or communications assets.
  - Continue targeted outreach after the event to extend its media relevance beyond the immediate event dates.
  - Provide recommendations on additional opportunities for repurposing event content.
- Reporting
  - Provide a concise final overview of outreach undertaken, media responses, coverage secured and recommendations for follow-up.

## Timeline

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The contract will run from September to November 2026. With work foreseen to be concentrated around three phases:

- Pre-event (September): media positioning, media mapping, pitching and preparation of materials.
- Event period (October 1-2): targeted media engagement, interviews and identification of emerging stories.
- Post-event (October – November): follow-up pitching, placement of longer-form stories or opinion pieces and amplification of key event outcomes.

Applicants should indicate their availability across the full period and their ability to respond quickly during the event period.

## Key Selection Criteria

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The selection of the contractor will depend on:

- Price – 30%
- Quality – 70%, of which:
  - Relevant media relations experience and demonstrated relationships with international and/or Asian media – 40%
  - Experience working on energy, economics, business, industry or related policy issues – 30%
  - Examples of successful international media placements – 20%
  - Availability and ability to work responsively around the event – 10%

Experience working with international organisations, NGOs, research organisations or major international events will be considered an asset.

Knowledge of the Korean and/or wider Asian media landscape is highly desirable.

## Proposal Requirements

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

- The contractor's specific interest in the assignment and availability
- Profile and relevant professional experience
- Examples of comparable media relations assignments and resulting coverage
- Proposed approach to the assignment
- Relevant media markets and networks in which the contractor has experience
- Proposed fee for carrying out the full scope of work, **within an indicative budget of EUR 3,000–5,000**, including VAT where applicable
- Any assumptions concerning the proposed scope or deliverables

Proposals should be emailed to [secretariat@ren21.net](mailto:secretariat@ren21.net). Please mention "Submission of Proposal: KEA Media Support" in the subject line. Proposals are accepted on a rolling basis until position is filled. All received proposals will be acknowledged, but only short-listed candidates will be contacted.



