

CALL FOR PROPOSALS

REN21 is looking for a consultant to conduct press outreach for the launch of the *Renewables Global Status Report (GSR)*

Timeline: May-June 2021

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

REN21 seeks the service of one or more consulting firms to conduct press and media outreach for the launch of the [Renewables Global Status Report](#) (GSR) to be released in June 2021. This will be the 16th edition of the GSR, an annual report on the global uptake of renewable energy.

The consultant will reach out to press agencies and their own press contacts with the GSR press release and press kit, to encourage coverage of report findings worldwide.

Global coverage is required, and we would ideally choose one consultant for worldwide press outreach. However, this call for proposals may be broken into multiple sub-contracts, especially for outreach in Asia.

Description of Required Tasks

Over the course of the contract, the consultant will:

- Advise the REN21 Team about the contents of the press kit, and the format of the country-level factsheets.
- Conduct direct outreach to media contacts globally:
 - Identify journalists specialising in relevant topics, such as energy, climate, environment issues, policy development, investment, cities, and urban development, drawing on research and personal contacts
 - Work with press agencies to secure local reporting on the GSR launch
 - Reach out directly to media contacts, encouraging their coverage of the GSR
 - Distribute the GSR press release and relevant country-level factsheets
 - Conduct follow-up correspondence
- Coordinate interviews with REN21 staff when requested by press contacts

Timeline

The work will take place over two months, between 1 May and 30 June 2021.

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
- Examples of relevant previous press and/or media work
- The proposed rate for carrying out the work in the timeframe provided, **including VAT** (if VAT is not applicable, please note this in the proposal).

Key Selection Criteria

The selection of the contractor will depend on:

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

Proposals should be emailed to secretariat@ren21.net. Please mention "Submission of proposal: GSR Press Outreach" in the subject line.

The deadline for receipt of proposals is Friday 7 May 2021 at 12:00 (noon) CEST. All received proposals will be acknowledged but only short-listed candidates will be contacted.