

CALL FOR PROPOSALS

REN21 is looking for a media agency to develop and roll out a communications campaign on renewables in cities

Timeline: September to November 2022

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

City governments around the world have taken action to accelerate the global uptake of renewable energy. They have used different types of targets, policies, and actions to show their ambition and their ability to move quickly has been indicative of their capacity to drive change, supplementing and complementing existing national frameworks and inspiring more ambitious national action. Effective urban renewable energy deployment can also give city governments the opportunity to achieve a wide range of socio-economic and environmental objectives, including creating more livable urban areas, enabling a better life for urban residents, including advancing local economic growth, job creation, reducing operational costs, abating indoor and outdoor air pollution and improving overall health and well-being of citizens.

Traditionally, national governments have been the main entities tasked with governing the energy supply and driving the transition to a renewables-based energy system; however, city governments are uniquely positioned to curb energy use and related greenhouse gas emissions while accelerating the uptake of renewable energy. Cities are home to more than 55% of the global population and growing, but also energy use in cities contributes to around three-quarters of the world's CO₂ emissions. Cities are also essential for accelerating the development of renewables in sectors that continue to lag behind, namely buildings and transport which combined represent over 80% of final energy demand, and design integrated urban energy systems.

Thus, city-level action can significantly contribute to decarbonising the energy system, enhancing resilience of energy systems, and accelerating the development of projects and investments. These collective actions also support international climate and development goals.

Yet, these opportunities, trends and developments are often not visible at a global and national scale and some national governments underestimate the values of cities to achieve national

decarbonisation goals. And some city governments do not have the resources and expertise or just may not recognise their critical role in the shift to a renewables-based economy. There is a need to make cities visible in the energy transition, and to make renewable energy visible in the urban agenda. This requires not only good data, but also strong narratives and strategically targeted communication campaigns.

Description of Required Tasks and Deliverables

With the 2nd edition of the *Renewables in Cities Global Status Report*, REN21 has developed strong, crowdsourced data and knowledge illustrating the situation of renewables in cities globally. The report comprises a regional focus on Sub-Saharan Africa, which underlines the opportunities renewables play beyond climate, particularly crucial in developing a renewable energy narrative in developing countries. This information is complemented by REN21's annual *Renewables Global Status Report* insights.

Building on this knowledge, **REN21 proposes to develop strategic targeted communication activities**, with the objective to raise the awareness about the opportunities renewable energy in cities present for simultaneously (1) accelerating the energy transition, (2) reaching local/urban development objectives, and (3) tackling climate change.

These activities will be conducted in the lead-up, during and following COP27, as all relevant ecosystems and decision makers from national and municipal governments, the energy sector as well as the energy consuming sectors (in particular building and road transport) are mobilized during this period. Awareness raising efforts will extend well beyond the climate conference.

Specific tasks and deliverables include:

- Developing a **social media campaign** to raise awareness on the importance of cities in the energy transition, renewables as an opportunity to meet urban agenda;
- A **short policy / intelligence brief for climate focal points** highlighting the role of city level governments in driving change and how this can underpin national climate priorities; it would build around three top key messages:
 1. Renewable energy is growing and offers an **already existing** key solution to climate change
 2. Renewables can help decarbonise power, heating, cooling and transport, addressing a huge source of CO₂ emissions
 3. To stay below 1.5°C, Nationally Determined Contributions must:
 - promote energy efficiency and the use of renewables in all sectors
 - phase-out fossil fuels and fossil fuel subsidies quickly

- empower cities to be active players in the energy transition and climate mitigation
- Hosting one launch event bringing together climate, city and energy communities to launch the campaign and discuss how to collectively how to meet climate, energy and city objectives inspire continued action.
- Secure coverage for the Campaign in at least 5 global/regional media outlets (this can be in the form of news stories; interviews or placement of opinion/editorial pieces)

Timeline

Work should be completed by November 2022.

Key Selection Criteria

The selection of the contractor will depend on:

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

Proposal Requirements

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

- The contractor's specific interest in the project and availability (statement of interest)
- Profile and experience (CV or summaries of the experience of the team and the prior work that demonstrates the ability to carry out the work)
- The proposed rate for carrying out the work in the timeframe provided
- VAT rate, or indication that VAT is not applicable

Proposals should be emailed to secretariat@ren21net. Please mention "Submission of Proposal: Cities Campaign" in the subject line.

The deadline for receipt of proposals is 11:59pm (23:59) CEST, **Thursday 18 August 2022**.

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