

REQUEST FOR PROPOSAL (RfP)

Creative Agency for the Humans of the Global Green New Deal
storytelling project

C40 Cities Climate Leadership Group, Inc.
120 Park Avenue, 23rd Floor
New York, NY 10017
United States of America

22nd November 2021

1. C40 Cities Climate Leadership Group



The C40 Cities Climate Leadership Group (C40) connects 97 of the world's greatest cities, representing 700+ million people and one quarter of the global economy. Created and led by cities, C40 is focused on tackling climate change and driving urban action that reduces greenhouse gas emissions and climate risks, while increasing the health, wellbeing and economic opportunities of urban citizens.

The current chair of the C40 is Mayor of Los Angeles Eric Garcetti; three-term Mayor of New York City

Michael R. Bloomberg serves as President of the Board. C40 is governed by a Steering Committee made up of C40 member city mayors, elected by their peers to represent the geographic diversity of the network. Currently, the C40 Steering Committee includes the mayors of Accra, Bogotá, Boston, Buenos Aires, Dhaka North, Dubai, Durban (eThekweni), Hong Kong, Jakarta, London, Los Angeles, Milan, Seattle, Stockholm and Tokyo.

C40's work is made possible by our three strategic funders: Bloomberg Philanthropies, Children's Investment Fund Foundation (CIFF), and Realdania.

C40 positions cities as a leading force for climate action around the world. We define and amplify their call to national governments for greater support and autonomy in creating a sustainable future. Working across multiple sectors and initiative areas, C40 convenes networks of cities providing a suite of services in support of their efforts, including direct technical assistance; facilitating peer-to-peer exchange; and research, knowledge management and communications.

As a climate organisation of the world's greatest cities, C40 supports its members to move on to a low carbon development pathway, adapt to climate change, curb GHG emissions, and engage in partnerships among themselves and with global organisations, national governments, the private sector and civil society.

C40 Cities Climate Leadership Group, Inc. is a U.S. not-for-profit 501(c)(3) registered organisation, working with the world's megacities to tackle climate change. With offices in London and New York, and people working across the globe, C40 has about 250 staff members. Around a half are UK based, around a tenth are US based, the remainder cover roughly another 15 countries. C40 is continuing to expand with plans to register entities in other countries this year. C40 Inc. in the U.S. would remain as the party entering into contracts and handling most financial transactions for all its global affiliates.

Website: www.c40.org
Facebook: <https://www.facebook.com/C40Cities/>
Instagram: <https://www.instagram.com/c40cities/>
Flickr: <https://www.flickr.com/photos/c40citieslive/>

2. Background of the project

Project summary

C4O seeks the services of a creative agency to develop, manage and deliver the communications campaign for a human-centred climate campaign. Please see section 3 for the full Scope of Work.

Introducing the Humans of the Global Green New Deal project

The project seeks to promote human-centred stories of climate action in our cities, as part of C4O's Global Green New Deal Pilot Programme. The programme supports targeted engagement in 20+ champion cities across 5 regions focusing on delivering inclusive climate action, a just transition, and demonstrating what a Global Green New Deal (GGND), that ensures a green and just recovery from the Covid-19 pandemic, looks like in practice in cities. The initiative draws on C4O's expertise to advance climate mitigation targets, a just and equitable transition, and adaptive resilience in North America, Europe, Africa and Latin America. The aim is to ensure mayors and cities contribute as world leaders to rebuilding societies and communities in a way that is low carbon and socially desirable, to avoid the risk of further pandemic crises and of climate breakdown.

Nine pilot cities are also benefiting from deep-dive technical assistance: Accra, Barcelona, Los Angeles, Warsaw and 5 South African cities: Cape Town, Durban, Ekurhuleni, Johannesburg and Tshwane.

We are looking for a service provider to deliver four films. The films seek to promote C4O's pilot programmes in Los Angeles, Accra, South Africa and Warsaw. By documenting the outcomes of these pilots, the videos will therefore also serve to demonstrate how Mayors in these cities are committed to delivering climate action that is both rooted in social equity and a model for cities around the world.

3. Project Scope of Work

A suitably qualified service provider is required to:

1. Produce, script, storyboard, production manage, shoot and edit four films, responding to the briefs and creative concepts below.

Technical Requirements

The following items must be submitted:

- A treatment that includes C4O-approved messaging, narrative, target audience, inspiration and platforms for the project.
- A transcript of preliminary interviews conducted with storytellers.
- A storyboard or shooting script outlining the narrative and creative direction.

- All original media including video rushes, audio files, caption files and video editing project files delivered in 4K at 25 frames per second.
- Final videos delivered in both 16 by 9 and 1 by 1 aspect ratios supplied with switchable subtitles and signed consent forms.

Comms Objectives

- Showcase how efforts to address climate and social inequality together provide an opportunity for cities to deliver long lasting, inclusive and transformative action.
- Demonstrate the impact of work already underway in cities across the world to address climate justice, driven by active collaboration between city authorities, the private sector and a broad coalition of civil society groups (including trade unions, climate activists, youth groups and informal sector workers).
- Use human-centred stories to highlight the successes of climate action taken by cities across a variety of geographical and urban contexts, resulting in compelling and insightful narratives that resonate with a general audience, inviting them to learn more about the C40's work and encouraging them to take a more active role in helping to tackle the climate crisis.

Target audience

Primary:

- City decision-makers (including mayors, city officials and advisors).
- Non-city decision-makers: such as coalition partners, private sector and civil society, including architects, urban planners, business leaders, and developers.
- City residents of participating cities.
- General audiences, ranging from those undecided about the scope and nature of the climate crisis, to those who are engaged and have first-hand experience of its impact.

Others:

- Media outlets (global national, regional & local), specialist media outlets (including trade / built environment press).

4. Proposal Guidelines

The purpose of this Request for Proposal is to solicit proposals from various candidates (both individuals and from organisations/agencies), conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction C40 wishes to go.

The documents should be submitted in PDF format and must be in English. The proposal should NOT exceed 10 pages (excluding CVs and relevant work samples).

The responses will be evaluated according to technical and financial suitability for the assignment. Evaluation criteria includes relevant work experience (50%), understanding of the assignment (20%) and cost (30%). An in-person or remote interview may be required to inform the final selection.

Proposals will be accepted until **10am GMT, 6 December 2021**. Any proposal received after this date and time will not be accepted. Please submit your proposal to Matthew Kendall, mkendall@c4o.org.

Proposals should include the following:

Essential Qualifications and Requirements

- Experience producing digital video content for global organisations, including scripting, storyboarding, story-gathering and production management;
- Experience filming in international locations (particularly in the Global South and the African cities covered by the pilot programme) and providing local contextual support when filming;
- Experience filming or directing international remote crews;
- Experience in post-production including audio mastering, colour grading, transcription and translation, and platform optimisation;
- Excellent written and spoken English.

Optional criteria

Bidders are encouraged to include evidence or references of their relevant expertise, ideally including, but not limited to:

- Motivation about collaborating with C4O and affinity with the topic of the project (e.g. urban development, cities, international competitions, environment or sustainability).
- Explanation about skills and experience with video production/editing, ideally in relation to storytelling, graphic design, communication, social media campaigns, international projects etc.
- Examples of previous relevant work of a similar scale and structure, explaining the output and impact created, as concrete as possible. Any links to websites where previous work can be viewed are welcome.

All costs must be itemised to include an explanation of all fees and costs.

Contract terms and conditions will be on C4O's standard Service Provider Agreement (see section 9) and will be negotiated upon the selection of the winning bidder for this RfP. All contractual terms and conditions will be subject to review by the C4O legal department and will include scope, budget, schedule and other necessary items pertaining to the project.

5. Project Budget

The proposal should indicate a cost break-down structure, indicating the costs for each component of the video (e.g. creating a storyline, subtitles, visuals, communication strategy etc.). Any additional work that is proposed besides the project scope should indicate a daily or hourly rate. This also applies to any other suggestions and creative content the service provider wishes to offer.

If the organisation submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all

costs included in proposals must be all-inclusive, referring to any outsourced, contracted work, VAT, copyright or bank fees etc. Any proposals that call for outsourcing or contracting work must include a name and description of the contracted organisations. Costs should be stated as one-time or recurring costs.

Total project costs (incl. VAT and other ‘hidden’ costs) should not exceed \$50,000 USD.

6. Timeline

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **10am GMT, 6 December 2021**. Any proposals received after this date and time will not be accepted.

Activity	Date
Request for Proposals sent out	22 November 2021
Submission deadline	10am GMT, 6 December 2021
All bidders notified of outcome	10 December 2021
Pre-production	December 2021
Production	December 2021 – March 2022
Post-production	Mid-late March 2022
Delivery	January- May 2022

7. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- A work programme outlining how the above requirements will be delivered on time and to the expected standard, and how the bidder proposes to work with C40.
- A full, detailed cost breakdown for each of the deliverables, inclusive of all applicable taxes and expenses, including hours allocated to tasks per project team member and daily rates of project team.
- Details of the organization and proposed project team – including CVs of all team members.
- A link to previous work or at least four relevant work samples.
- Any additional deliverables and/or information relevant to this tender.
- Data Protection (if it is a system, software or a supplier utilising personal data like passport number, birthday, address, etc.): C40 is subject to the European Union and United Kingdom data protection regulations. The winning proposal must ensure its continued compliance. If a successful proposal will require that you process or control personally identifiable information (PII), please describe your familiarity, and ability to comply, with Directive 95/46/EC and the forthcoming General Data Protection Legislation.

8. Proposal Evaluation Criteria

This RFP is prepared by the C40 Comms & Events team; it is important to stress that C40 seeks to engage with service providers that have an affinity with the topic and support the mission of C40. As we work with cities from all world regions and we strive for equity and inclusion both within our organization and the cities we work with, we also aim for diversity and international experience amongst service providers we contract.

C40 will evaluate all proposals based on the following criteria:

- **Overall proposal suitability (40%):** ability to meet the scope and requirements included in this RfP;
- **Organisational experience (20%):** bidders should demonstrate at least 5 years of experience in undertaking similar missions with success;
- **Value and cost (20%):** total price and an indicative breakdown per task, including the estimated hours per assigned staff member and per task; and,
- **Expertise - technical experience, video editing etc (20%):** please provide elements to support (CV, and reference projects)

9. Terms and Conditions

Please find in the following link the terms and conditions of C40: "[the Service Provider Agreement for Entities](#)".

All bidders should confirm that they will accept these terms and conditions should they be successful, or alternatively make clear in their application any clauses that may cause difficulty.

Each bidder must submit one copy of their proposal, a clear budget, and a portfolio of similar campaigns and acceptance of the Terms and Conditions to the email addresses below no later than **10am GMT, 6 December 2021**.

Once all bidders' proposals have been reviewed, the C40 Communications team will interview the three most suitable bidders via a Zoom teleconference.

The service will start on the signature of the present contract and will end after the communication campaign delivery (including post-production deliverables) in May 2022.

10. C40 Staff Points of Contact

Please send proposals to the following:

Primary recipient: _____ **Matthew Kendall** mkendall@c40.org
CC'ing: _____ **Emily Morris** emorris@c40.org

Any clarifying questions about this Request for Proposal, before submitting a proposal, can be directed to Matthew Kendall via email.