REQUEST FOR QUOTES (RFQ)

C40 UrbanShift – UrbanShift City-Business Collaboration
Publication Design

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

Posting date: 11 July 2023
Submission deadline: 31 July 2023

All proposals should be submitted to Emily White (ewhite@c40.org) and Zöe Fitzgerald (zfitzgerald@c40.org) by 23:59 (GMT) on 31 July 2023.
1. Introduction

1.1 C40

C40 is a network of nearly 100 mayors of the world’s leading cities, who are working to deliver the urgent action needed right now to confront the climate crisis, and create a future where everyone, everywhere can thrive. Mayors of C40 cities are committed to using a science-based and people-focused approach to help the world limit global heating to 1.5°C and build healthy, equitable and resilient communities. Through a Global Green New Deal, mayors are working alongside a broad coalition of representatives from labour, business, the youth climate movement and civil society to go further and faster than ever before.

C40’s team of 200+ staff is headquartered in London, with offices in New York, Joburg, Singapore, Delhi, Rio de Janeiro, Copenhagen, Beijing and Paris, and individual staff based across 25+ different locations, with the Office of the Chair based in London.

The strategic direction of the organisation is determined by an elected Steering Committee of C40 mayors which is chaired by the Mayor of London, Sadiq Khan. Three term Mayor of New York City Michael R. Bloomberg serves as President of the C40 Board of Directors, which is responsible for operational oversight. A nine-person management team, led by Executive Director, Mark Watts, leads the day-to-day management of C40. C40’s three core strategic funders are Bloomberg Philanthropies, the Children’s Investment Fund Foundation (CIFF) and Realdania.

To learn more about the work of C40 and our cities, please visit our Website, or follow us on Twitter, Instagram, Facebook and LinkedIn.

1.2 UrbanShift

UrbanShift is a multi-stakeholder programme conceptualized under a two-track approach: 1) A “global project” for knowledge exchange, capacity building on sustainable urban development and advocacy on climate leadership; and 2) Nine “country projects” in Argentina, Brazil, China, Costa Rica, India, Indonesia, Morocco, Rwanda and Sierra Leone, which comprises 23 cities in total.

The UrbanShift five-year “global project” brings together C40 Cities, along with the World Resources Institute (WRI), Local Governments for Sustainability (ICLEI), and is led by the United Nations Environment Programme (UNEP) under one collaborative global partnership.
Each partner in the global project delivers distinctive but complementary activities and products in the UrbanShift five-year workplan (2021-2025). C40 leads activities on city finance, climate action leadership and city-business collaboration.

1.3 City-Business Engagement team

The C40 city-business engagement team works to facilitate strong partnerships and a united voice on climate action in cities with the private sector, to enable real and scalable action locally, and inspire city-business collaboration globally.

2. Summary of the Project

2.1 Summary

C40 Cities Climate Leadership Group (C40) has developed a report/guide on city-business collaboration to drive sustainable urban development in global south cities. The report includes 30 case studies of city-business collaboration, as well as a lengthy guide on the different models cities can use to collaborate with businesses. The purpose of the report is to provide an engaging, easy to read, yet thought-leading guide for global south cities to better understand how to collaborate with the private sector on urban sustainability issues such as EV adoption, solar PV installation, green procurement etc.

The report will need to be designed using UrbanShift and C40’s branding, and formatted in a way that makes it visually engaging and easy to read. In addition, we would like the supplier to design 30 x A1 posters using the text from the 30 case studies, second hand photos and original illustrations/graphics.

Previous examples of designed reports include:

- UrbanShift Annual Report 2022
- TRANSFORMATIVE ACTIONS PROGRAM: URBANSHIFT ANNUAL REPORT 2022

3. Scope of work

3.1. Work package 1 (WP1): Design the full report (case studies & guide)

- Editorial design of the report using urbanshift and C40 branding
- Create original graphics and illustrations to highlight important messages or ideas.
- Total word count: ~7500 for the case studies + ~8000 words for the guide = ~15500 words in total for the report. Therefore we expect the final product to be approximately 30-40 pages long (including illustrations).
3.2. Work package 2 (WP2): Create 30 x A1 (digital) posters based on text from the 30 case studies

- Create 30 individual posters based on the case studies from this report. Each poster should include:
  - Large visible title
  - the case study text (~250 words per case study)
  - Original graphics, illustrations or second hand photos to illustrate the content of the case study.

4. Project Timeframe

The deadline for project delivery is 15 September 2023.

We are planning to launch the report at the UrbanShift Asia Forum on 25 September. Therefore, all work packages must be completed by this deadline so that we have enough time to print the posters and upload the designed report onto our website.

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publication and dissemination of RFP</td>
<td>Tuesday 11 July 2023</td>
</tr>
<tr>
<td>Deadline for proposals</td>
<td>Monday 31 July 2023</td>
</tr>
<tr>
<td>Decision on winning bidder</td>
<td>Friday 4 August 2023</td>
</tr>
<tr>
<td>Delivery of draft designs for report cover page and text pages</td>
<td>Friday 18 August 2023</td>
</tr>
<tr>
<td>Delivery of draft designs for case studies (~2-3 styles)</td>
<td>Friday 18 August 2023</td>
</tr>
<tr>
<td>C40 will send the final text for the case studies &amp; report to the supplier for design (only small changes expected)</td>
<td>Friday 25 August 2023</td>
</tr>
<tr>
<td>Delivery of final case study posters (WP2) in editable PDF format</td>
<td>Friday 8 September 2023</td>
</tr>
<tr>
<td>Delivery of final, edited report (WP1) in editable PDF format</td>
<td>Friday 15 September 2023</td>
</tr>
</tbody>
</table>
5. Quotes

Costs should be stated as one-time or recurring costs. Note that all costs should be included (taxes, etc.), as the budget above represents the total amount available. Proposals should include a budget breakdown of the tasks and deliverables. All budgets are to be prepared in USD. All costs incurred in connection with the submission of this RFP are non-refundable by C40. Payment will be made based on completion of deliverables. Please note, C40 does not pay contractors more frequently than once per month.

6. Proposal Guidelines

Proposals will be accepted until 23:59 GMT, 31 July 2023.

Any proposals received after this date and time will not be accepted.

When submitting a proposal, the following should be included and clearly described:

- Relevant information about the service provider and contact details.
- Short proposal detailing how you will deliver the project, including your understanding of the assignment.
- Examples of similar work done previously (preferably in English), in PDF or as a link. References from previous clients are welcome, as well as any links to websites where previous work can be seen.
- An overview of the project team and outlining key roles and responsibilities of each team member (if applicable). Please include an up to date Curriculum Vitae (CV) of all proposed team members.

Please note: Proposals should be written in English, saved in pdf format and should not exceed 3 pages of text. Reference material may be placed in annexes. CVs should not exceed 2 pages.

Supplier Diversity

C40 is committed to supplier diversity and inclusive procurement through promoting equity, diversity and inclusivity in our supplier base. We believe that by procuring a diverse range of suppliers, we get a wider range of experiences and thoughts from suppliers and thus are best able to deliver to the whole range of our diverse cities and the contexts that they operate within.

We strongly encourage suppliers (individuals and corporations) that are diverse in terms of size, age, nationality, gender identity, sexual orientation, majority owned and controlled by a minority group, physical or mental ability, ethnicity and
perspective to put forward a proposal to work with us. Please refer to C40’s Equity, Diversity and Inclusion Statement for further information.

Contract

Please note this is a contract for professional services and not a grant opportunity. Organisations unable to accept contracts for professional services should not submit bids. The work will be completed on the C40 Standard Service Provider Agreement. Any questions on the C40 Standard Service Provider Agreement should be submitted in advance of the proposal submission deadline.

These terms and conditions are non-negotiable. Organisations unable to accept them as drafted should not submit bids in connection with this opportunity. If C40 is unable to execute a contract with the winner of this competitive process, we reserve the right to award the contract to the second highest potential supplier.

Joint bids and subcontracting

We invite organisations or individuals to submit joint bids but C40 can only contract with the leading party of the consortium. Bidders are requested to indicate who the leading party is in the project proposal. If the organisation submitting a proposal needs to subcontract any work to meet the requirements of the proposal, this must be clearly stated. All costs included in proposals must be all-inclusive of any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organisations being contracted.

7. Evaluation of proposals

Upon receipt of proposals, C40 will evaluate the proposals against the following criteria. The contract will be offered to the bidder with the highest overall score.

Evaluation criteria include:

<table>
<thead>
<tr>
<th>Evaluation Criteria</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Equity &amp; ethical alignment with C40</td>
<td>10%</td>
</tr>
<tr>
<td>Demonstration of design expertise and experience</td>
<td>30%</td>
</tr>
<tr>
<td>Value for money</td>
<td>30%</td>
</tr>
</tbody>
</table>
C40 supports diversity in the workplace and points will be allocated accordingly during the evaluation. An (in-person or remote) interview may be required to inform the final selection, according to the timeline outlined in section 4 (project timeframe).

8. C40 Policies

C40 expects third parties to able to abide by these C40 policies
- Ethical Business Conduct Policy [here](#)
- Environmental Policy [here](#)
- Equity, Diversity and Inclusion Policy [here](#)
- Safeguarding Policy [here](#)
- Whistleblowing Policy [here](#)

9. Submissions

Each bidder must submit 1 copy of their proposal to the email address below by 31 July 2023 at 23:59 GMT to Emily White ([ewhite@c40.org](mailto:ewhite@c40.org)) and Zöe Fitzgerald ([zfitzgerald@c40.org](mailto:zfitzgerald@c40.org)).

Disclaimer

C40 will not accept any liability or be responsible for any costs incurred by bidders in preparing a response to this RFP. Neither the issue of the RFP, nor any of the information presented in it, should be regarded as a commitment or representation on the part of C40 (or any of its partners) to enter into a contractual arrangement. Nothing in this RFP should be interpreted as a commitment by C40 to award a contract to a bidder as a result of this procurement process, nor to accept the lowest price or any tender.