



REQUEST FOR PROPOSAL (RfP)

**Research and Analysis on Fossil Fuel Advertising
Restrictions in Europe**

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

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1. C40 Cities Climate Leadership Group Inc. ("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 limit global heating in line with the Paris Agreement and build healthy, equitable communities. Driven by the successful delivery of ambitious climate action by C40 cities, 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.

The strategic direction of the organisation is determined by an elected Steering Committee of C40 mayors which is co-chaired by Mayor Sadiq Khan of London, United Kingdom, and Mayor Yvonne Aki-Sawyer of Freetown, Sierra Leone. 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](#).

2. Summary and Background

C40 is seeking a **service provider** (company or individual consultant) to provide research and analysis to support the development and implementation of fossil fuel advertising restrictions in European cities. The service provider should have expertise in sustainable consumption policy (including in relation to advertising) in European contexts; and experience in providing research and analysis for the purpose of supporting policy decisions.

This work, to be delivered between January and March 2026, will inform guidance to cities on defining fossil fuel advertising restrictions; and evaluate the expected environmental, social, and financial impacts of potential restrictions.

Background

Fossil fuel and high-carbon advertising underpins mass consumption of goods and services that are hugely damaging to the environment and public health, as well as costly to the public purse. Advertising is also used to build political and social influence, often spreading disinformation that can undermine progress towards fossil fuel phase-out.

As owners of advertising spaces such as billboards, transport infrastructure, and other public property, cities are well-placed to introduce advertising restrictions. Many cities around the world already restrict advertising for harmful products such as tobacco or unhealthy food, and a growing number of cities - in the C40 network and beyond - have taken action against fossil fuel advertising too.

Fossil fuel advertising bans can vary significantly in scope, and authorities have discretion to define the extent of restrictions required. Bans can be city-wide, or focus only on city-owned advertising spaces; and can target a range of companies, products, and services. So far, cities around the world have introduced restrictions on some or all of the following:

- Advertising of fossil fuels, such as oil, gas, and coal.
- Advertising by fossil fuel companies (often defined by percentage of revenue proceeding from the extraction, processing, transportation, or sale of fossil fuels).
- Advertising of certain high-carbon products and services.

C40 has been working to support cities interested to explore or implement advertising restrictions, and has developed various materials towards these efforts, such as an [implementation guide](#) and [toolkit](#). However, as a relatively new policy area, there is currently limited evidence available on the impacts of different approaches to fossil fuel advertising regulation.

The purpose of this project is to provide more advanced research and analysis to support a number of cities that are making progress towards fossil fuel advertising restrictions. This will include Stockholm, the most recent city to announce its intention to introduce restrictions (through a concrete proposal before August 2026), as well as 2-3 additional European cities, to be confirmed by the C40 team. An important aim is to generate learnings that can be valuable for a wide range of cities.

3. Project Scope and Deliverables

The primary audiences for all deliverables are city technical officials and C40 staff - deliverables do not need to be prepared for external publication. The content should engage in detail with relevant evidence and policy/regulatory approaches (i.e. avoiding more general background information on advertising restrictions), but should be clearly and accessibly presented.

The scope of work is anticipated to include the following activities and deliverables. Responses may propose reasonable alternative approaches, provided all deliverables are met.

Activity 1: Evaluating approaches for defining fossil fuel and high-carbon advertising restrictions

- **Identify and evaluate options for defining fossil fuel and high-carbon advertising restrictions.** Through a review of relevant literature and best practices, as well as expert interviews, establish a comprehensive survey of potential scopes for advertising restrictions - considering categories including fossil fuels (i.e. oil, gas, coal), fossil fuel companies, and high-carbon sectors such as aviation, cruises, cars, food, fashion, and others. Provide a detailed rationale for why cities should consider each option, for instance drawing on evidence on emissions, behaviour change strategies, disinformation risks, practicality of implementation, and more.

- **Identify and evaluate likely decisions and challenges facing cities in defining advertising restrictions,**¹ including through engagement of city officials in Stockholm and 2-3 other cities (to be confirmed by the C40 team), as well as their advertising partners. Evaluate options for responding to these definitional challenges² (offering more than one solution where applicable), including rationale for these responses, drawing on best practice case studies and expert interviews.
- **Evaluate the definitions used in two existing advertising bans** (Region of Stockholm; and Västtrafik public transport company), based on the analysis detailed above, and draw key learnings for the City of Stockholm.

Deliverables (due 28 February 2026):

1. Comprehensive evaluation of approaches for defining fossil fuel and high-carbon advertising restrictions. This evaluation should:
 - Introduce potential scopes for restrictions (i.e. targeting fossil fuels, fossil fuel companies, high-carbon products, etc); and outline a detailed rationale for each type of restriction.
 - Introduce potential decisions or challenges faced in defining and enforcing advertising restrictions (both in relation to specific product categories, and more widely), and outline potential approaches or responses, including rationale for these responses.
 - Introduce case studies of fossil fuel advertising restrictions, including their approach to definition and enforcement, to support this evaluation.
2. Shorter assessment comparing and evaluating the scope of advertising bans introduced by the Region of Stockholm and Västtrafik public transport company, drawing on the more comprehensive assessment detailed above; and summarising learnings and takeaways for the City of Stockholm.

Activity 2: Assessing the expected impact of fossil fuel and high-carbon advertising restrictions

- **Analyse Stockholm's existing advertising portfolio** to understand what proportion would be affected by different levels of restriction (including breakdown by sector / product type), using data provided by the city's advertising partners.
- **Assess the extent to which European cities, including Stockholm, can expect any potential lost revenue from fossil fuel advertising restrictions to be replaced by other advertisers.** Draw on case studies and experiences of existing advertising restrictions (on fossil fuels and other categories); and a survey of perspectives among more sustainable advertisers, to understand if advertising restrictions would increase the appeal of city advertising spaces.
- **Estimate the likely impact of fossil fuel or high-carbon advertising restrictions on consumption behaviours in Stockholm** (for instance, drawing on existing studies of the impact of advertising on consumption; or an alternative methodology). Based on

¹ Not including legal or political challenges - only those in relation to defining fossil fuel advertising and applying these definitions in practice.

² For example, advertising for holiday destinations that can only be reached by flying; or advertising imagery that features high-carbon products, but is not directly advertising these products.

this estimated impact, evaluate the associated environmental (including emissions and material footprint) and public health (including air pollution) impacts of restrictions; and the associated short- and long-term impacts on public finances.

Deliverables (due 31 March 2026):

3. Comprehensive evaluation of the expected impact of fossil fuel advertising restrictions in Stockholm, including:
 - Expected environmental impact - to what extent can we expect advertising restrictions to reduce consumption emissions? Are there further environmental benefits associated with advertising restrictions, for instance through tackling misleading information?
 - Expected public health impact - to what extent can we expect advertising restrictions to reduce air pollution, and other immediate health impacts of unsustainable consumption? Are there longer-term health impacts to be expected too?
 - Expected financial impact - what proportion of current advertising revenue would be at risk from different levels of restriction; and to what extent can we expect this to be replaced by revenue from other advertisers? How does this trade off against the quantified financial impacts of environmental and public health benefits?
4. Assessment of the extent to which European cities more widely could expect advertising revenue at risk through fossil fuel advertising restrictions to be replaced, drawing on existing case studies and a survey of perspectives from sustainable advertisers.

4. Proposal guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **December 12 2025 at 5pm EST**. Any proposals received after this date and time will not be accepted. All proposals should include clear timetables, how you will work with C40, a clear breakdown of costs, and detail on experience in this area.

The proposal should give C40 evaluators all the information they need to assess your bid, and should include (but is not limited to) the information below:

1. Service provider profile
 - a. Profile of service provider - including relevant experience and expertise
 - b. CVs of project personnel
 - c. Information on service provider's commitment to equity, diversity and inclusion, and alignment with C40's Equity, Diversity and Inclusion Statement
2. Proposed workplan and timeline
 - a. Proposed approach to research activities
 - b. Proposed structure for deliverables
 - c. Proposed project timeline, including time allocated for the C40 team to review and provide feedback on an advanced draft of each deliverable
3. Management plan
 - a. Proposed working partnership with C40, including key roles and responsibilities, reporting, escalation of issues, and sign-off for deliverables.

- b. Any additional support that you need to make the project a success, including any inputs you will need from third parties or C40 staff;
- 4. Risk management approach, including risks you have identified and appropriate mitigation measures
- 5. Budget
 - a. Detailed breakdown of costs in USD for each project task. You must include adequate information about how your costs were calculated to enable evaluation of cost reasonableness.

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 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.

Feel welcome to refer to [C40's Equity, Diversity and Inclusion Statement](#). Supplier diversity and inclusive procurement is one way of applying equity, diversity and inclusion to deliver the goals of the Paris Agreement and build healthy, equitable and resilient communities.

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 Services Contract](#).

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 are 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

Subcontracting

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.

5. RfP and Project Timeline

RfP Timeline	Due Date
Request for Proposals sent out	<i>November 24, 2025</i>
Questions submitted to C40	<i>December 3, 2025</i>
C40 responds to questions	<i>December 8, 2025</i>
Deadline for receiving Offers	<i>December 12, 2025, 5pm EST</i>
Evaluation of Proposal	<i>December 15, 2025 - December 19, 2025</i>
Selection decision made	<i>December 19, 2026</i>
All Potential Suppliers notified of outcome	<i>December 22, 2026</i>

Project Timeline	Due Date
Project kickoff call	<i>Between January 5, 2026 - January 14, 2026</i>
Deliverables for Activity 1 (including time allowed for C40 review and feedback) must be completed by	<i>February 28, 2026</i>
Deliverables for Activity 2 (including time allowed for C40 review and feedback) must be completed by	<i>March 31, 2026</i>
The project is due to run until	<i>March 31, 2026</i>

6. Proposal Evaluation Criteria

Proposals will be evaluated against the following criteria:

Evaluation Criteria	Weighting
Specific technical expertise and experience Measured by: • Ability to demonstrate technical expertise and previous experience in relation to sustainable consumption and/or advertising. • Ability to demonstrate previous experience in providing research and analysis for the purpose of advising policymakers.	30%
Project management experience Measured by: • Ability to demonstrate previous experience of managing project activities and stakeholders while delivering to deadline.	20%
Quality of research proposal Measured by: • Ability to demonstrate a convincing and comprehensive methodological approach to core research activities. • Ability to demonstrate a vision for knowledge product deliverables in line with the purpose of this project.	20%
Value for money , understood as: • Economy: minimizing the cost of resources used/spending less • Efficiency: the relationship between the output from goods/services and the resources to produce them • Effectiveness: the relationship between the intended and actual results • Equity: the extent to which services reach the intended recipients fairly Measured by: • Description of the costs and expected hours dedicated to each activity, and total for the activity + taxes.	20%
Equity and ethical alignment C40 is looking to appoint an organisation that shares our values and mission, including commitment to fossil fuel phase-out and inclusive climate action.	10%

7. Project Budget

The total contract amount for this project will be between USD \$30,000 and USD \$40,000.

All proposals must include proposed costs to complete the tasks described in the project scope, including all VAT and taxes. Costs should be stated as one-time or non-recurring costs or monthly recurring costs. All costs incurred in connection with the submission of this RfP are non-refundable by C40. Payment will be made according to the completion of project deliverables as approved by the C40 point of contact.

8. C40 Policies

C40 expects third parties to abide by the following policies:

- Non-Staff Code of Conduct Policy [here](#)
- Equity , Diversity and Inclusion Policy [here](#)

9. Submissions

Each Potential Supplier must submit 1 copy of their proposal to the email addresses below by **December 12, 2025 at 5pm EST**:

Lauren Sellers, Policy Engagement Manager, lsellers@c40.org

Charlie Worthington, Project Officer, cworthington@c40.org

Any pre-bid questions should be submitted to the emails above by no later than December 3rd. Anonymised responses to questions will be provided [here](#) on an ongoing basis..

Based on the submissions received, C40 reserves the right to promote the establishment of consortium relationships or request potential suppliers refine their submission after receipt.

Have a concern?

C40 is committed to the highest standards of ethical behaviour. As such, we are committed to being open and responsive to complaints and suggestions on how we can improve from outside the organisation. Please refer to [C40 Complaints Procedure](#) on how to reach us.

Disclaimer

C40 will not accept any liability or be responsible for any costs incurred by Potential Suppliers in preparing a response for this RFP. Responses submitted will be accessible by all C40 staff and external evaluators (if any).

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 Potential Supplier as a result of this procurement, nor to accept the lowest price or any tender.