

# Request for Proposal (RfP)

## C40 Knowledge Hub website development

C40 Cities Climate Leadership Group, Inc.

120 Park Avenue, 23rd Floor

New York, NY 10017

United States of America

**April 2026**

**C40  
CITIES**

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## 1. C40 Cities Climate Leadership Group Inc.

C40 is a network of nearly 100 mayors of the world's leading cities 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 and resilient communities. We work alongside a broad coalition of representatives from labour, business, the youth climate movement and civil society to support mayors to halve emissions by 2030 and help phase out fossil use while increasing urban climate resilience and equity.

The current co-chairs of C40 are Mayor Sadiq Khan of London, United Kingdom, and Mayor Yvonne Aki-Sawyerr of Freetown, Sierra Leone; three-term Mayor of New York City Michael R. Bloomberg serves as President of the Board. C40's work is made possible by our two strategic funders: Bloomberg Philanthropies and Realdania.

To learn more about the work of C40 and our cities, please visit our [website](#) or follow us on the [Knowledge Hub](#), [X](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

## 2. Summary, purpose and background of the project

### Department

The C40 Knowledge Hub was launched in 2019 to support all cities - regardless of C40 membership - that want to act on climate change. In essence, it is a content-rich site that aims to provide a comprehensive, multi-layered library covering everything a city should know about urban climate action. More specifically, our target audience is any person who works for or with a municipal government on an issue connected to climate action - from a senior advisor to a mayor to the person tasked with implementing a programme - in every country globally. It plays a key role in positioning C40 as a leading and trusted voice on city-led climate action, bringing C40's insight and expertise to a large and diverse audience.

The C40 Knowledge Hub is managed by the Knowledge Management team, which is split between the C40 departments responsible for external communications and digital platform development. The Knowledge Hub is separate from C40.org, C40's main website, which focuses on the organisation itself and the goals and achievements of our member cities.

## Project

C40 is seeking a supplier to provide web development and strategic design-led support for a refresh of the C40 Knowledge Hub. The project will create a better user experience and easier access to the information that cities need, and more clearly position the Knowledge Hub as a product of C40 for professional city audiences both within and beyond the C40 membership. Of our non-C40 audience, many are members of our sister organisation, the [Global Covenant of Mayors for Climate and Energy \(GCoM\)](#) - GCoM member cities are a key and major segment of our target audience.

While the content on the Knowledge Hub has grown and developed hugely since we launched, and the platform has benefited from incremental improvements, it has not received a significant upgrade since 2019. In that time, C40's brand and visual identity has evolved (as reflected on [C40.org](#)), the possibilities and standards for leading content-focussed websites have progressed, and our users face increasing navigational challenges associated with our now substantial and interconnected library. The site offers unrivalled breadth and depth across urban climate sectors, tailored for city government audiences - we need an improved design and user experience to match that offer.

This project forms part of a wider programme of work to strengthen C40's digital presence and authority. In parallel, C40 is developing [C40.org](#) (hosted on Wordpress) as a distinct digital product, in a separate project which will include work to improve the relationship between these two platforms from the [C40.org](#) side. This Knowledge Hub project should consider the relationship back to [C40.org](#) while clearly signalling that the Knowledge Hub is not just (or even primarily) for C40 member city audiences (a common misconception). Another parallel project will create a new brand identity for the Knowledge Hub, positioning the site as a clear sub-brand of C40, which will be integrated into this website refresh.

The successful supplier will act as a strategic delivery partner, supporting the evolution of the site in collaboration with C40's Knowledge Hub team.

There is potential for a second phase of this project in 2027, to make further improvements to the site; if this occurs, the supplier would ideally deliver both phases. This RFP covers only the first, confirmed phase.

## Objectives

This assignment must achieve the following objectives:

- I. Position the C40 Knowledge Hub as the leading 'one-stop-shop' on urban climate action for city governments by delivering an accessible, well-structured platform that serves all cities (regardless of whether we have a direct relationship with them). The project will improve clarity, usability, and navigation across a content-rich website through a robust design-led UX approach, to attract and retain a larger city audience.
- II. Optimise the strategic relationship between the C40 Knowledge Hub and [C40.org](#), balancing our positioning as a product of C40 with considerations for our non-C40 primary audience.
- III. Optimise the strategic relationship between the C40 Knowledge Hub and GCoM, positioning the Knowledge Hub as a resource that clearly (but not exclusively) serves those cities.

- IV. Embed industry best practices in SEO, GEO, accessibility, and sustainability into the Knowledge Hub.

## Scope of requirements

To achieve these objectives, the supplier is expected to:

Advise on and implement site development and improvements that address the Knowledge Hub's strategic objectives and needs, and align with its updated brand identity. To inform site development and improvements, the supplier is expected to:

- Undertake audience analysis, including a review of data and experiences of our existing users. As an optional component (separate and additional to the budget stated below), we are also interested in research on target audiences beyond our existing users to better understand how we can meet their needs and help more of the right people to find us online - suppliers electing to include this aspect are asked to separate this task in their budget, allowing us to proceed with or without it.
- Undertake design-led UX review and redesign, informed by audience insights, to improve user journeys, information architecture and other factors of UX.
- Evaluate the Knowledge Hub's performance in terms of SEO, GEO, accessibility (WGAC 2.2), and ways to improve in line with sustainable digital practices.
- Identify recommended technical approaches for front-end AI integration and other emerging trends, ensuring they are purposeful, ethical, and aligned with C40's values.

The Knowledge Hub is built on Salesforce and has many tailored adaptations. This presents constraints and can be challenging to work with; the supplier will need an understanding of the realities of building and designing on Salesforce and should be positioned to deliver the backend development needed to implement agreed redesign elements. The Knowledge Hub's search functionality uses Coveo.

In the event that we cannot find a supplier to deliver all aspects, we will re-tender this RFP in two parts - splitting the backend implementation from the rest of this project - with an expectation that the selected suppliers would work closely together. If this occurs, the RFP will be open for two weeks from 7 May, and the project timeline set back by 4 weeks.

## Budget, timeframe and deliverables

**Budget:** The budget available for this project is \$80k.

**Timeline:** This project must complete by the end of September 2026, ahead of a planned relaunch moment in Q4.

**Deliverables:** The primary deliverable is to implement site improvements. The supplier will deliver the following interim deliverables for discussion with C40, to inform those improvements:

- Insights from audience analysis, split into a) insight from existing user behaviour and experience, and (if this optional component is included) b) findings from research on target audiences to inform site development and our marketing.
- Recommendations for design-led UX redesign.
- Recommendations for SEO and GEO, as well as AI tools that can support our goals, how to integrate them, and their cost.

Site improvements will also integrate the new Knowledge Hub brand identity developed through a separate project.

### 3. Proposal guidelines

This Request for Proposals represents the requirements for an open and competitive process. Proposals will be accepted until 5pm GMT / 12pm EST 1 May 2026. Any proposals received after this date and time will not be accepted. All proposals should include clear timetables, how you will work with C40, clear costs and details on experience in this area.

The proposal should give C40 evaluators all the information they need to assess your bid. Please clearly indicate where applicable:

- How your proposal is responsive to the Evaluation Criteria;
- The assumptions you are making about the project;
- Risks you have identified and appropriate mitigation measures;
- Information about your fee;
- Proposed timeline of implementation;
- Any additional support that you need to make the project a success, including any inputs you will need from third parties or C40 staff;
- Proposed working partnership with C40, including (as applicable) project governance and management, key personnel, key roles and responsibilities, and escalation procedure for issues.

You must include adequate information about how your costs were calculated to enable evaluation of cost reasonableness.

Potential suppliers should provide the following information as part of their proposal for consideration:

- Description of experience delivering web development for content-rich websites, ideally for mission-driven global organisations and including experience of development on Salesforce.
- Description of experience leading or supporting design and UX-led refreshes, including information architecture, user journeys, and accessibility.
- At least three examples of similar projects, specifically focusing on website refreshes and UX/accessibility-led digital projects. Ideally, this should include a Salesforce-based example.
- References from comparable clients.
- Evidence of inclusive design practices and experience designing for diverse global audiences.
- Demonstrable experience in providing strategic advice on user journeys.
- Evidence of how the supplier has integrated AI-readiness or GEO into existing sites, and their process for evaluating the practical value and ethical implications of this and other relevant emerging trends.
- An overview of the supplier's approach to minimising the carbon footprint of content-rich websites.
- A list of key personnel assigned to the contract, detailing their roles, responsibilities, and anticipated level of involvement over the contract term.
- Detailed methodology for planning, prioritising, tracking, and delivering work, including day-to-day communication and request-handling protocols.
- Project timeline.

*Information on Data Protection (if it is a system, software or a supplier utilizing personal data like passport number, birthday, address, etc): C40 is subject to the European Union and United Kingdom data protection regulations, and 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*

## **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 element of applying equity, diversity and inclusion to help 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 under a contract agreed between C40 Cities and the successful supplier.

Suppliers must include their standard terms of service in their proposals. The successful supplier will be required to enter into a contract with C40 Cities based on mutually agreed terms. Contract negotiations will form part of the final selection process.

If C40 is unable to execute a contract with the preferred supplier, we reserve the right to award the contract to the next highest-ranked 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 that call for outsourcing or contracting work must include the name and description of the organisations being contracted.

## **4. RfP and project timeline**

<b>RfP timeline</b>	<b>Due date</b>
Request for Proposals sent	Thursday 9th April 2026
Questions submitted to C40	Friday 17th April

C40 responds to questions	Tuesday 21st April
Deadline for receiving offers	Friday 1st May
Clarification of offers	Tuesday 5th May
Evaluation of proposal	Wednesday 6th May
Presentation of shortlisted proposals	Monday 11th - Thursday 14th May
Selection decision made	Friday 15th May
All Potential Suppliers notified of outcome	Monday 18th May

Project timeline	Due date
The project initiation phase must be completed by	Friday 5th June
Project planning phase must be completed by	End June
Project implementation phase is expected to be completed by	End September
The project is due to run until	30 September 2026

## 5. Proposal evaluation criteria

Proposals will be evaluated against the criteria set out below. The evaluation will assess the extent to which each proposal demonstrates the supplier's ability to deliver reliable, high-quality web development, while supporting C40's wider communications objectives and values.

The evaluation criteria have been defined in advance and will form the basis for the final procurement decision.

Evaluation criteria	Weighting
Expertise in design-led UX update projects, including the ability to enable accessible entry points and navigation around content-rich websites	25%
Demonstrable understanding of the realities of designing and developing on a Salesforce-based platform	25%
Reflection on the KH's current design and UX and potential avenues to improve it	20%
Evidence-based approach to inclusive design for global audiences, and the ability to provide value-aligned guidance on SEO and emerging trends such	10%

as AI and GEO	
Robust approach for minimising digital carbon footprints	10%
Transparency and competitiveness of cost breakdown, including day-rate schedule and overall efficiency of proposed delivery model	10%

## 6. Project budget

All proposals must provide a comprehensive cost breakdown, stated in USD and inclusive of all applicable taxes.

To account for potential out-of-scope or urgent requests, bidders must include a schedule of hourly or day rates for each staff member.

Candidates must demonstrate adequate insurance to cover their staffing and delivery for the duration of the project. C40 policies

C40 expects third parties to be able to abide by these C40 policies:

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

## 7. Submissions

Each Potential Supplier must submit **one copy of their proposal** to the email address below by 5pm GMT / 12pm EST 1 May 2026:

Amy Kirbyshire, Head of Knowledge Hub Content & Editorial, [akirbyshire@c40.org](mailto:akirbyshire@c40.org)

Anonymised responses to questions will be [provided here](#) when the Q&A period closes.

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 the [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.