



**Global  
Partnership**  
for Sustainable  
Development Data

**Request for Proposal**

# **Communications Media Campaign Consultancy**

Deadline: August 7, 2024

**Global Partnership for Sustainable Development Data**

**To** : Offerors

**From** : Global Partnership for Sustainable Development Data /  
United Nations Foundation

**Subject** : Communications Media Campaign

**RFP Issue Date** : Wednesday July 17, 2024

**RFP Closing Date** : Wednesday August 7, 2024

**RFP Closing Time** : 17:00 hours U.S. Eastern Time

**Performance Period** : Approximately September - December 2024 (subject to change based on scheduling)

The Global Partnership for Sustainable Development Data (the Global Partnership) is seeking a media consultant to support a communications campaign. The Global Partnership invites qualified individuals, firms, and organizations (“Offerors”) to submit a proposal for the requested services. The Contract resulting from this award will be a Services Agreement.

Offerors are encouraged to read this RFP in its entirety, paying specific attention to the scope of services, instructions, and requirements. Issuance of this solicitation does not, in any way, obligate the United Nations Foundation (UNF) to award a contract, nor will UNF pay for any costs incurred in the preparation and submission of a proposal. The agreement resulting from this RFP will be provided to the most responsive Offeror whose offer will be the most advantageous to the Global Partnership/UNF in terms of cost, functionality, and other factors as specified in this RFP.

The Global Partnership is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees and consultants.

## **Section 1: Background and purpose**

### **Background: United Nations Foundation**

The United Nations Foundation links the UN’s work with others around the world, mobilizing the energy and expertise of business and non-governmental organizations to help the UN tackle issues including climate change, data, global health, peace and security, women's empowerment, poverty eradication, energy access, and U.S.-UN relations. The United Nations Foundation hosts and provides administrative,

financial, and contractual services for the Global Partnership. For more information, visit [www.unfoundation.org](http://www.unfoundation.org).

### **Background: Global Partnership for Sustainable Development Data**

The Global Partnership for Sustainable Development Data is a dynamic global network of governments, UN agencies, private companies, and civil society organizations. It convenes, connects, and catalyzes action to address the problems of poor data use, access, quality, and production and to work with stakeholders to fully harness the new opportunities of the data revolution in the service of sustainable development. For more information, visit [www.data4sdgs.org](http://www.data4sdgs.org).

### **Background: Capacity Accelerator Network (CAN)**

The Global Partnership, in collaboration with [data.org](http://data.org), is implementing the Africa Climate and Health Data Capacity Accelerator Network (CAN) program. This program aims to strengthen the capacity of national statistics systems and social impact organizations by embedding data science fellows within these institutions to work on specific use cases.

[Learn more about the initiative here.](#)

## **Section 2: Scope of Services**

The Global Partnership is seeking a media consultant to support a communications campaign focused on the Capacity Accelerator Network (CAN). The campaign aims to reach potential donors in the Global North and future partners and fellows in Africa. The campaign will target top-tier global platforms and relevant media focused on data science and development.

### **Objectives**

1. **Raise Awareness:** Highlight the impact of climate and health data and how the CAN fellowship addresses these challenges.
2. **Engage Stakeholders and Increase Donor Support:** To secure ongoing and additional funding, involve data professionals, governmental and social impact organizations, donors, and the general public.
3. **Promote Fellowships and Use Cases:** Showcase the work and tangible benefits of CAN fellowships.
4. **Attract Future Participants:** Encourage African data professionals to apply for future CAN fellowship cohorts.
5. **Solidify CAN's Position:** Establish CAN as the leading capacity-building program for climate and health data science professionals.

## Activities

The selected vendor will be responsible for the following activities:

- Identify and recommend to the Global Partnership media outlets to target, including 3-4 top-tier global platforms (e.g., BBC Africa, CNN, Financial Times, etc.) and 3-5 relevant podcasts, newsletters, blogs, and other platforms focused on data science and development.
- Provide review and feedback to help the Global Partnership refine the campaign messaging and pitch to appeal to the identified and approved target platforms.
- Pitching and securing placements of campaign messaging with the identified and approved target top-tier global platforms, including relevant podcasts, newsletters, blogs, and other platforms focused on data science and development.
- Assisting with editorial support, specifically in drafting and refining (based on input and feedback from the Global Partnership) campaign content, including a minimum of 5 interviews, 3 articles, and 2 press releases that feature Global Partnership team members, data.org, host institutions, NSOs/NGOs, and CAN fellows.
- Draft a comprehensive final report at the end of the campaign detailing outcomes, learnings, and recommendations for future campaigns.

## Deliverables

The selected vendor will be expected to deliver the following materials:

- **Summary report** of secured feature spots in top-tier global platforms (minimum of 3) and relevant niche platforms (minimum of 5), which will include the links to these features.
- A dynamic **media pitch document**
- **Draft and revised, final versions of** editorial campaign content, including press releases (2), interviews/live or recorded features (5), and articles (3).
- A **comprehensive final report**.

## Section 3: Proposal Preparation Requirements

Proposals are expected to be comprehensive and include the information set forth below. Elaborate or unnecessarily voluminous proposals are not desired. The font used should be easy to read and generally no smaller than 11 points. (Smaller font can be used for short footnotes.) Proposals must be submitted in **English**.

### 1. Technical Proposal, no more than two pages, to include:

- a. The primary contact person for the Offeror: the individual's name, address, phone number, and email address.
- b. A statement confirming the Offeror does not have a conflict of interest with this RFP, real or perceived.

- c. A summary of the Offeror's understanding of the scope of services, along with a positive commitment to perform the work in a timely manner.
- d. A brief description of the Offeror's experience and expertise in the field that illustrates overall qualifications and capabilities to meet the terms of the RFP and years of relevant experience.
- e. A brief overview of your company and services, and examples of similar projects you have completed.
- f. A detailed plan of how you will approach this project and potential placements.

## **2. Resume or CV of Key Personnel**

## **3. List of References**

The Offeror must include a list of three references, including phone number, e-mail address, and a short description of work done for the referee.

## **4. Cost Requirements**

The Offeror should include a budget for the services described above. All prices must be quoted in **U.S. dollars**.

**Proposal submission:** Proposals, including any attachments (limited to 6MB), should be sent electronically in PDF format to: [proposals@data4sdgs.org](mailto:proposals@data4sdgs.org). Be sure to include in the subject line: CAN Communications Media Campaign Consultancy. UNF will not accept proposals received by fax or mail.

All proposals are due by the date and time stated above. Any proposal received after the required time and date specified for receipt shall be considered late and non-responsive. Late proposals will not be evaluated.

## **Section 4: Selection and Evaluation Criteria**

The Global Partnership will consider the Offeror's capability to deliver the scope of services, and the feasibility of the approach. The Global Partnership will also consider the overall costs to ensure that they are reasonable to deliver the services. The Global Partnership may meet with one or more Offerors prior to selection.

Proposals will be additionally evaluated based on:

- Experience with similar projects.
- Quality of the proposed approach.

## **Section 5: RFP Conditions**

UNF reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Offeror or other party.
- Accept other than the lowest price offered.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Award more than one contract.

Nothing in this RFP is, or should be relied on by Offeror as a promise or representation by UNF. UNF does not make any representation or warranty as to the completeness of this RFP or have any liability for any representations (express or implied) contained in, or omissions from, this RFP. This RFP and any replies to any written notifications are transmitted to the Offeror solely for the purposes of the Offeror preparing and submitting a Proposal. Each Offeror shall keep the RFP and its contents confidential.

Any information or materials submitted in response to this RFP and/or as a proposal (whether successful or unsuccessful) shall become the property of UNF and will not be returned. In submitting a proposal, the Offeror must agree that the offer shall remain firm for a period of no less than **120 days** from the RFP closing date. Failure to follow the specifications and requirements provided in this RFP may result in disqualification.

## **Section 6: Terms of payment**

Payment terms for the award shall be on a deliverable basis. Payment is dependent upon receipt of valid invoice, and contingent upon successful completion of deliverables, at the sole discretion of UNF. Payment shall be made in U.S. dollars by UNF via check or bank wire. The final payment terms in the contract will control, not this RFP. No advanced payments will be provided.