



**Global  
Partnership**  
for Sustainable  
Development Data

Request for Proposals

# **MEDIA CONSULTANT – DATA VALUES CAMPAIGN**

Consultancy

Deadline: 3 March, 2023

Global Partnership for Sustainable Development Data

To : Offerors

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

Subject : Media Consultant - Data Values Campaign

RFP Issue Date : Monday, 23 January, 2022

RFP Closing Date : Friday, 3 March, 2023

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

Performance Period : Approximately four months in 2023

The Global Partnership for Sustainable Development Data (the Global Partnership) is seeking a consultant with considerable experience and knowledge in news or other media (online and in print) and/or in media coordination and public relations (PR) to assist the Global Partnership with media outreach around its communication and event activities.

The Global Partnership invites qualified organizations or individuals ("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 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.

## **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. The Global Partnership 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: The Data Values Project and Campaign

In 2020, the Global Partnership launched a public consultation to develop ethical guidelines for how data is collected, managed, analyzed, used, and shared. Hundreds of people weighed in, sharing their experiences with the harms and potential benefits of data and digital technology. From those inputs, the Global Partnership's Secretariat team developed a white paper, [\*Reimagining Data and Power: A roadmap for putting values at the heart of data\*](#), and subsequent [\*#DataValues Manifesto\*](#), with practical guidance for data producers, users, and funders to unlock the power and potential of data for sustainable development.

We are currently in the midst of a year-long advocacy campaign with the aim of encouraging and empowering individuals, groups, and organizations to take up the Manifesto's messages to ensure a fair data future for all. The core message of the Manifesto and the campaign is to put people at the heart of all data activities to ensure their interests are represented and to reduce the risks of harm. This is a grassroots campaign with a message that's full of rich stories of people's negative and positive experiences with data and digital technology. This is a campaign that's ripe with opportunity for media coverage. We're looking for a media consultant who can help us broadcast the messages of the campaign into international, national, and local markets to ensure the broadest uptake possible of these ideas.

## Background: Media Coordination

The successful Offeror will have an enthusiasm for and experience in securing media coverage for a range of advocacy campaigns related to any of the following: data and digital technology; social justice; environmental, social or human rights; the United Nations' Leave No One Behind campaign and/or Sustainable Development Goals/Agenda 2030; and/or sector-specific initiatives related to any of the above. The successful offeror will have good existing media relations with journalists that cover the aforementioned areas and a willingness to further develop links and pitch where needed. The successful Offeror will also be comfortable working with an in-house communications team to develop an outreach strategy for the campaign.

The Data Values campaign is global. We're seeking to build a movement across regions and sectors. Because of this, experience successfully pitching to media markets in more than one region (i.e. the U.S., Latin America and the Caribbean, Europe, Sub-Saharan Africa, etc.) is a strong asset.

## Section 2: Scope of services

- Groundwork on creative partnerships, earned media (free not paid for)
- Desk research/black book that leaves us with a target list for DVP in international media (journalists and outlets) for coverage and connections (deliverable).
- Develop a media strategy to ensure coverage in key media markets of campaign messages, Data Values Advocates, and other activities. This strategy should be developed to be integrated with existing social media and other editorial planning tools (social media to be executed by the Global Partnership's communications team) and with campaign events and landmark announcements, etc. (in coordination with the Global Partnership's Advocacy team).
- Develop a "Creative partnerships" strategy to outline a plan for the development of 2-3 projects in collaboration with partners working at the intersection of data and human rights to create media-friendly multimedia content that highlights issues/actors in this space.
- Plan in collaboration with Global Partnership team , draft, and edit media collateral, including:
  - Tailored messaging for core media markets of core messages around the Data Values campaign tailored to regional media markets/audiences, translating the existing activities and concepts in Data Values into appropriate messages targeted to media outlets/personnel.
  - Press release(s) as needed
- Develop, in consultation with the Data Values campaign activities leadership within the Global Partnership, a plan for media outreach around key events/moments in the Data Values campaign in 2023.
- Pitch stories in key media markets related to Data Values to secure media coverage. While we're not asking you to ensure coverage, we'd like to see a good faith effort to deliver relevant documents and media advisories to journalists and media outlets
- Collate relevant at least 25 media contacts and outreach to media outlets including:
  - Target media contacts list, including contact information, for relevant media outlets and personnel (by target region) for earned media coverage of campaign activities going forward.

- Cultivating opportunities for the placement of Global Partnership-approved opinion pieces and blogs written by a variety of well-known development executives and government representatives as well as Global Partnership-approved feature stories around the Data Values campaign activities and messages.

### Desirable Experience/Qualifications

(If a consulting firm is bidding, the Global Partnership would look for these qualifications from the lead individual and others likely to be significantly engaged in the work.)

- BA or MA in Journalism, Media Management or related field or equivalent experience.
- 5+ years combined experience in media, including reporting, public relations, and media management with proven success.
- Awareness and understanding of data and technology-focused media landscape especially in the context of the UN's Sustainable Development Goals.
- Experience in advancing advocacy campaigns through national/international media channels.
- Proven track record of success in developing media strategies and outreach plans, especially in the context of organizations focused on international development.
- Knowledge of on-going ethical debates and landmark events/legislation related to data and digital technology.
- Proficiency in drafting, editing copy in an eye-catching style that is easily digestible to international media.
- Strong links in media markets including: U.S., Latin America and the Caribbean, Africa (East & West) and Europe.
- Understanding of social media strategy in a global development context is a plus.
- Knowledge of languages in key media markets (i.e. Spanish, French, Swahili) is a plus.

## Section 3: Proposal Preparation Instructions

Proposals are expected to be comprehensive and include the information set forth below.

1. Letter, no more than two pages

This letter will summarize, in a brief and concise manner, the Offeror's understanding of the scope of services and make a positive commitment to perform the work in a timely manner. It should include the legal name and registered address of the Offeror, 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.

**2. Resume or CV of key personnel**

**3. Portfolio of work**

The Offeror will include **sample work from** at least three projects.

**4. List of references**

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

**5. Cost requirements**

The Offeror should include a detailed budget, which at a minimum includes the daily rate and level of effort needed to complete work on the services described above. All budgets must be 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: Media Consultant. 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**

We will review candidates with the goal of selecting several consultants from a diverse range of geographies most advantageous to the Global Partnership, based on the qualifications listed above, as demonstrated by the resume or CV, cover letter, and additional material, if applicable. 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.

## **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 deliverables basis and will be made following the submission of each set of deliverables. Payment is dependent upon receipt of valid invoice, and contingent upon successful completion of assignments, at the sole discretion of UNF. Payment shall be made in U.S. dollars by UNF via check or electronic funds transfer/bank wire. No advance payments will be provided. The final payment terms in the contract will control, not this RFP.