Terms of Reference: Awareness-Raising Campaign Services

Background

Sustainable Energy for All (SEforALL) launched the Cooling for All initiative in 2017 and the research series Chilling Prospects in 2018. With the communication around this research at conferences and online, Cooling for All mainly reached out to policy makers within national governments, leaders within multilateral institutions, regional development organizations, partners and philanthropy. A more general audience interested in development topics, energy efficiency and climate change has been targeted through SEforALL’s social media channels and animated videos.

Overview of the project

Chilling Prospects research found that over one billion people are at high risk when they don’t have access to cooling and that in 9 critical countries (India, China, Indonesia, Pakistan, Bangladesh, Nigeria, Mozambique, Sudan, Brazil) most people are at risk.

SEforALL plans the launch of a campaign to raise the awareness of sustainable cooling solutions and to emphasize that access to cooling should not be a luxury. As populations grow and temperatures rise, the health and economic risks associated with cooling are growing exponentially.

Through this global campaign, audiences in high-risk and critical countries should help build the political momentum to provide access to cooling, especially to the most vulnerable populations. Followers in low-risk countries should better understand the importance of sustainable cooling for development and the climate. Governments should be influenced to implement national cooling plans and businesses should be influenced to develop and provide energy efficient cooling devices and services.

The campaign should use a series of visuals/photos or mini videos that show sustainable cooling solutions and their impact on everyday life, both for social media and for exhibiting at conferences and events throughout 2020.

SEforALL is looking for a creative agency to help design this campaign.

Scope of work

Concept: In a workshop with the Cooling for All team and SEforALL’s communications team refine the concept of the campaign, agree on channels, countries, languages, look and feel.

Creation: Create about 20 social media assets for a variety of social media channels, digital signages, campaign landing page with the campaign background material for followers and partners. For the exhibition, develop a design sketch and technical specifications to show how these assets can be displayed in different locations.

Note: The roll-out of the social media campaign and production of the exhibits will be done by SEforALL and is not part of this contract.
Deliverables

1. Campaign objectives document including audience definition, key regions and countries, channels and possible outcomes, KPIs and possible in-country partners and influencers (to be completed on 24 April).

2. Tactical social media plan (countries, channels and schedules as specified in the campaign objectives document) and budget required if a paid campaign is proposed. (to be completed on 30 April).

3. Conceptual sketch and exhibit specifications for an exhibition that can be used flexibly in different settings and can be printed and built by local service providers. (to be completed on 30 April).

4. About 20 social media assets sized for Twitter, Instagram, Facebook and LinkedIn and digital signages (sizes to be defined); working files of these assets, e.g. Photoshop (to be completed on 15 May).

5. Campaign landing page (e.g. Exposure) including visuals and texts providing more context for this campaign and a toolkit for partners and followers (to be completed on 15 May).

KPIs

We would want to develop these KPIs with the appointed agency, but our initial preference for you to focus on would include, but not be limited to, the following:

- Number of event participants reached and their feedback on the exhibition
- Number of followers reached globally and in key countries, reach and engagement
- Number of active participants in the social media campaign globally and in key countries
- Number of SEforALL partners supporting this campaign
- Improved awareness of cooling as an important development and climate issue with a more general audience globally and in key countries
- Campaign landing page visits and visitors from target audiences

Target audiences

- This is a global campaign targeting those high and medium risk countries in particular.
- The secondary audience are SEforALL stakeholders and partner organizations that should help amplify this campaign on social media and/or host the exhibition.
- In addition, as part of this contract, the agency would be expected to identify specific audiences and stakeholders for this campaign.

Timeline

Estimated start date: End of March 2020
Estimated end date: 15 May 2020

Location

Work will be completed via the vendor's home base. There will be a one-day kick-off workshop in Vienna TBD. Do not include the travel cost in your proposal as this may kick-off may be completed via teleconference. If travel is required during the contract phase, travel costs will be added at that time.

Reporting

During the assignment, the consultants will report to the SEforALL Director of Communications for the work undertaken within the TOR outlined here.

Company minimum qualifications

Proposals will only be accepted from service providers who meet the following requirements:

- Companies must have demonstrated at least 5 years’ expertise in art direction, and graphic design, especially for awareness campaigns that show in-country impact, and for enabling global campaigns
- Demonstrated experience in development advocacy would be an advantage
- Demonstrated capacity to manage global paid campaigns, targeting audiences based on different indicators
- Companies must have personnel with advanced experience with international social media campaigns around development topics
- Companies must have personnel with advanced graphic design experience especially in Adobe Suite (InDesign, Illustrator, Photoshop) as well as expertise in designing and preparing digital assets and print material
- Companies must have personnel with a high-level English proficiency and excellent interpersonal skills, able to work flexible, responsive and accurate
- Companies must have experience in working with international organizations such as the United Nations, World Bank, or other similar organizations.
- Companies must have operations in Europe or be willing to operate within an overlap of minimum of 4 hours between 9:00 to 17:30 (CET)

Staff requirements

Art director

- At least Bachelor’s degree and minimum of five years’ experience designing and international awareness raising campaigns (print, event/exhibition, web, social) around social, development and/or environment topics
- Advanced graphic design experience especially in Adobe Suite (InDesign, Illustrator, Photoshop)
- High-level English proficiency and excellent interpersonal skills, able to work flexible, responsive and accurate

Social media marketing expert
• At least Bachelor’s degree in communications, marketing or related fields and at least three years’ experience with social media strategies, digital marketing and online brand management
• Experienced in global media/digital/social media campaign management (preferably in the development/environment field), reporting and monitoring as well as community management experience
• Demonstrated capacity to manage global paid campaigns, targeting audiences based on different indicators
• High-level English proficiency and excellent interpersonal skills, able to work flexible, responsive and accurate

Project manager
• Strong project management skills and at least three years’ experience in creative management
• Experience working for NGOs and/or international organizations an asset
• High-level English proficiency and excellent interpersonal skills, able to work flexible, responsive and accurate

Payment schedule
• 50% upon completion of concept and tactical social media plan; (April 30, 2020)
• 50% upon completion of design work. (May 15, 2020)

Background information

Cooling is not a Luxury video
Website
Chilling Prospects
Infographic

Social: #CoolingforAll

Bidding Process:

Proposals can be submitted using your own format, however, the proposal must include the following:
• Cover page, including the organization’s name, address and contact information
• Your organization’s understanding of the assignment, including any proposed changes to the scope of work and timeline
• Brief background about your organization and year it was founded
• Work plan and timeline
• Key personnel CV’s
• Proposed Budget. The budget must cover all expenses, and should be itemized according to the following categories: Personnel (name / position / daily rate / estimate level of effort - # days)
Please submit your proposal all in one PDF format by **Monday, March 23rd, 2020 by 11:00 a.m. Central Eastern Time (CET)** to procurement@seforall.org. If you have any questions, please submit them in written format to procurement@seforall.org.