



Request for Proposals:

Development of Terrestrial Carbon Accounting Communications Assets

June 18, 2018

Introduction

The GHG Management Institute is looking to contract a creative production team for the development of communications assets under the “Terrestrial Carbon Accounting International Academic Partnership,” (TCAIAP) a four-year grant provided under the International Climate Initiative by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety. The partnership formed by this initiative is also known as “The Carbon Institute.”

Background:

The Carbon Institute is an international partnership between academic and government carbon experts in the United States, China, and Indonesia. The goal of this partnership is to develop Certificate training programs that will prepare the next generation of terrestrial (forest and land) carbon experts to help their countries mitigate climate change and implement the Paris Agreement. These programs are launching for the first time in China and Indonesia in 2018.

Purpose:

The TCAIAP grant allows The Carbon Institute to hire the following position:

“Consultant to Offer Training to All Partners in Practical Teaching Tools and Best Practices in TCA, based on preliminary scope of work and quote from possible contractor to complete work. This external service is above and beyond GHGMI or other partner staff, ...whereby the TCAIAP partners can ask a consultant to investigate and report back on specific topics outside the expertise of the partnership.”

After thorough discussions, and examinations of internal expertise, the partners discovered that they collectively lacked expertise in the Communication of Results, one of the six TCA core areas included in the grant deliverables and a key part of the TCA Certificates . Rapidly communicating the subjects and importance of TCA is understood as an essential introductory resource. In keeping with best practice pedagogy, which elaborates the anticipated objectives of learning at the outset of an educational experience, The Carbon Institute is eager to develop communications assets as curricular materials that cement student interest and increase performance. Prioritizing TCA Communication was underscored by the seven-country international advisory panel of The Carbon Institute, convened in September 2016, as a key gap in terms of existing TCA curriculum.

**Goals:**

To integrate communications expertise into the existing material, The Carbon Institute seeks to contract a team of applied communications professionals to develop specific materials.

The Carbon Institute has elaborated which communications assets should be developed:

- A 3-minute video that provides an overview of Terrestrial Carbon Accounting, produced in three versions with English, Chinese, and Indonesian language and/or subtitles, preferably animated
- A professional script for the aforementioned video
- Any new artwork, logos, animation to reinforce the primary message of the video
- Editing of historical footage of the activities of The Carbon Institute partners into readymade clips for future communications assets, notably on communicating the importance and methods of TCA.

Evaluation Criteria:

Proposals should be sent to patrick.cage@ghginstitute.org. Proposals may take any form, but should address: deliverables, budget, and timeline. We welcome proposals that are concise, while still maintaining specifics to allow us to evaluate the strength of the proposal against others.

Proposals will be evaluated based on the following criteria:

- Deliverables: proposals will be evaluated based on whether and how they will be able to perform on each deliverable listed in "goals" above (25%).
- Experience: proposals will be evaluated on the strength and similarity of past material provided to the requested deliverables, and communication styles that appeal to the TCAIAP partners (30%).
- Budget: proposals will be assessed for cost-effectiveness, e.g., price in relation to deliverable provision (30%).
- Timeline: proposal will be evaluated based on a timeline, in which expediency is preferred (15%). The partners hope to complete this material by mid-August 2018.

Other:

The Carbon Institute will host an informational call for interested bidders on Tuesday June 26. Contact patrick.cage@ghginstitute.org if you would like to be provided with the call-in information.