

# SEforALL Clarification Note for RFP 2024-229

## Call to Action Campaign: Just Energy Transition in the Global South

07 | 01 | 2025

1. The RFQ speaks of a PR agency (a PR agency traditionally provide coverage in traditional media – print, radio, TV) – whereas the wording in the RFQ speaks to digital platforms (social media, website, email newsletters), "digital outreach plan" – you also talk about media engagement – please advise the expectations and requirements of the agency in this regard?
  - a) Are you seeking a digital campaign only?
  - b) Are you also requiring a traditional media campaign (print, radio, tv)?

The campaign requires a comprehensive approach that integrates both digital and traditional media (print). A significant focus will be on leveraging digital platforms to engage key stakeholders and audiences. Media engagement includes securing coverage in traditional outlets to ensure messaging reaches broader, diverse audiences, including those with limited digital access.

Applicants are encouraged to propose strategies that balance these elements to achieve the campaign's objectives.

2. The PR firm will design a digital campaign targeting stakeholders such as governments, development banks, organizations, system operators, energy companies, and investors, especially those involved in Just Energy Transition and JETPs – the agency is responsible for developing stakeholder list?

Yes, the PR agency is responsible for developing a stakeholder list with consultation and input from SEforALL as part of the campaign.

The agency is expected to apply its expertise in stakeholder mapping to ensure the campaign effectively reaches and engages the intended audiences.

3. Global South – when you say Global South do you have specific countries in mind? **Focusing mostly on Africa, Southeast Asia and Latin America**
4. To confirm there is a website already and we are requested to only produce material for the website? **Yes**
  - a) Maturing the visual identity campaign, including the landing page and all campaign collateral.

1. This implies that a website landing page needs to be developed? Or is there no website and a landing page/website needs to be designed and built? **We need a landing page to be included on our corporate website**
5. Communication toolkits – designed in English only? **Yes**
6. Campaign Newsletters and Updates: Develop regular newsletters with personalized updates, interviews, and progress reports to sustain engagement and highlight JETP milestones and achievements.
  - a) Frequency of newsletter per month/year? **Minimum quarterly**
  - b) Interviews – will these be provided? **We can identify candidates**
7. Website and Media Content: Build web content, including interactive infographics to highlight stakeholder commitments and simplify complex JET areas for a diverse audience.
  - a) How many infographics?

**the agency should propose a feasible number based on the campaign's objectives and the complexity of the topics to be communicated. The focus should be on creating impactful, high-quality, and interactive infographics that effectively highlight stakeholder commitments and simplify key aspects of Just Energy Transitions for a diverse audience.**

8. Storytelling Assets: Develop opinion pieces, media briefs, and testimonials that demonstrate the socio-economic impact of JET initiatives, ensuring high-level placement, consistent media engagement and visibility across platforms.
  - a) How many opinion pieces? **Same as above**
  - b) How many media briefs? **Same as above**
9. With all due respect, there doesn't appear to be enough concrete information provided for us to provide a cost estimate – do you have a budget ceiling / guide range you can share with us so that we may tailor the requirements to the budget?

**We're unable to disclose the budget, kindly make an estimate based on the LOE outlined in the requirements.**

10. Any other considerations in relation to above, not asked, or not provided in the RFQ that we may find useful? **N/A**
11. - you were open to partnering with a consultancy versus consultants
  - a) our pricing model is typically \$20-25k/mth does that align with your budget? **We're unable to disclose the budget, kindly make an estimate based on the LOE outlined in the requirements.**
12. Is there wider activity happening the vendor should be aware of? Is there a paid/working media budget for the campaign?

**The Just Energy Transition Compact is an initiative under the Energy Compacts – see more information here: <https://www.un.org/en/energycompacts>. The campaign should also link to existing SEforALL work focused on just transition, such as Energy Transition and Investment Plans (<https://www.seforall.org/our-work/initiatives-projects/energy-transition-plans>) as well as global initiatives such as the Just Energy Transition Partnerships (JETP) that illustrate the importance of multi- stakeholder financing and implementation. We are open to a limited paid media budget, if necessary, however, the vendor will have to make a compelling case for the ROI on this.**

13. How many people subscribe to the newsletter? What platform do you use? Can you share a view of audiences, open/click through rate?

There are a number of mailing lists, including SEforALL's subscriber base, UN-Energy news, 24/7 CFE lists etc. Each of these have around 3000 – 25000 subscribers.

14. Do you have an example of interactive infographics they want to aspire to?

See example - <https://gocarbonfree247.com/hydrogen-color-wheel/>

15. We presume the strategy should include media outlets and journalists? Yes

16. Is there a view of priority energy stakeholders that you're looking to gain signatories from in Y1? What does success look like?

Governments, international agencies, and private sector/corporations with a significant impact in the sector

17. Could signatories become active advocates for the campaign? Yes

18. Are there any existing brand guidelines or visuality to help inform the toolkit?

Energy Compacts have existing brand guidelines, other multi-stakeholder Compacts also have brand guidelines, like 24/7 CFE.

19. From a production process can you give us a sense of approvals that would be required outside of the campaign focal point?

This would depend on the type of deliverables. For the purpose of coordination, the agency would be required to liaise directly with the campaign focal point and will not be responsible for gaining approvals from other parties.

20. Is the idea that this initiative runs in tandem/focus alongside UN Energy Compact? Yes

21. Beyond the G20, COP30, Innovate4Climate, and SEForAll Global Forum, are there any other key climate milestones or moments you believe we should address in our proposal? UNGA

22. How would you describe the current dynamics and engagement with your funders and partners? For instance, is the relationship generally proactive? Are some stakeholders more engaged than others? Are there specific objectives you have in this area?

There are varying levels of involvement depending on the stakeholder. Some stakeholders are highly engaged, particularly those with direct involvement in Just Energy Transition initiatives or aligned objectives.

23. As part of our response, we're considering how to integrate your ongoing campaigns, such as the SEForAll Global Forum. Are there any additional campaigns or initiatives we should take into account for 2025?

In addition, the agency should take into account the UN-Energy activities and our partners, We encourage the agency to remain flexible and proactive in aligning with additional campaigns or emerging priorities during the year.

24. How do you currently measure the success of your campaigns? Are there any specific practices (positive or negative) you'd recommend we follow or avoid?

We measure campaign success through engagement metrics (reach, shares, clicks, number of signatories, media coverage, stakeholder feedback, and outcomes (e.g., increased commitments). We recommend to use data-driven insights, align messaging with stakeholder priorities, and ensure clear, inclusive communication.

25. - Would it be possible to confirm the deadline? On the website it now says 10th January, although on the documents circulated earlier it says 7th.

The deadline has been extended to 10 January

26. - Can I confirm that the campaign ends in June and that newsletters and so forth would end then?

We may continue with the campaign up until COP30 in Brazil

27. - Should we include any paid promotion or online targeting in the quote? Or would that come from elsewhere?

We are open to a limited paid media budget, if necessary, however, the vendor will have to make a compelling case for the ROI on this. Yes, the quote should include provisions for paid promotion and online targeting as part of the campaign strategy. Please outline the proposed budget and approach for these activities in your submission.

28. - In the scoring system under "Approach and Methodology" in mentions site visits. But elsewhere it says that no travel is expected. Are you able to clarify what is meant regarding site visits? This refers to website visits,

29. The ToR mentioned that there's no travel but also mentioned "site visits" as part of the technical evaluation criteria, could you please clarify? This refers to website visits

30. Are there any "North Star" campaigns that the team has in mind for our reference? 24/7 Carbon Free Energy Compact [www.GocarbonFree247.com](http://www.GocarbonFree247.com)

31. What is the available budget for this engagement?

We're unable to disclose the budget, kindly make an estimate based on the LOE outlined in the requirements.

32. Since most of our digital marketing colleagues are out for the holidays, would we be able to ask for an extension until 14 January?

An extension up to 10 January has already been provided.

33. In the ToR, the timeline says: "The project is tentatively expected to start in January 2025 and run through December 2025", but in the table of deliverables it notes a "final report" in June 2025. Please can you confirm the expected duration of the project?

We may continue with the campaign up until COP30. The first round of work is expected to continue with the agency until June

34. What outreach has already been done on this initiative with energy stakeholders in the Global South?

Energy Compacts have already been launched for a number of years and have been promoted at international events and the just Energy Transition has also been promoted by Brazilian government G20 presidency

35. Do you have an expected budget range for this piece of work?

We're unable to disclose the budget, kindly make an estimate based on the LOE outlined in the requirements.

36. The evaluation criteria mention the "quality and quantity of designed and produced impactful communication materials" and "stakeholder engagement strategies". Are you expecting bidders to include designed comms assets and full strategies in the proposal? Yes