

SEforALL Terms of Reference

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

13 | 12 | 2024

1. Context

The global energy transition must balance the dual imperatives of achieving net-zero carbon emissions by mid-century and ensuring that social, economic, and development priorities are fully integrated, particularly for countries in the Global South. A Just and Inclusive Energy Transition focuses not only on decarbonizing energy systems but also on eliminating energy poverty, creating jobs, empowering marginalized communities, and addressing inequality through energy policies and investments.

With growing climate impacts, countries must accelerate their energy transitions while ensuring these shifts are socially just and economically inclusive. This transition is particularly relevant for the G20 and Global South nations, which require tailored policies to meet their diverse needs. Efforts such as the Just Energy Transition Partnerships (JETP) in South Africa, Indonesia, and Vietnam illustrate the importance of multi-stakeholder financing and implementation.

SEforALL's critical partnership and work with the Brazil G20 Presidency provides an opportunity to advance a Just Energy Transition framework that prioritizes social equity, employment creation, gender inclusion, and economic development.

SEforALL aims to lead efforts through this campaign to ensure countries and stakeholders commit to just energy transitions, by joining the Just and Inclusive Energy Transition (JIET) Compact, while also building on previous G20 initiatives and COP agreements.

2. Objective

The Just and Inclusive Energy Transition Compact invites governments, private sector actors, investors, and civil society organizations to align their energy transitions with social and economic priorities. SEforALL will work closely with partners to build a movement that highlights the importance of fair and inclusive energy policies, demonstrating that social inclusion and energy access are essential components of achieving net-zero goals.

The JIET Energy Compact signatories will be recognized for their commitment on SEforALL's platforms and at global events such as COP29 and future G20 meetings. The campaign will align and integrate the JIET Compact principles with broader just transition narratives from key partners, initiatives, and events, while also amplifying the role of a Just Energy Transition in meeting SDG7 (Affordable and Clean Energy for All) and SDG8 (Decent Work and Economic Growth) goals.

3. Scope of Work

Concept

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 campaign will foster a narrative that joining the movement is not only good for the planet but also essential for building sustainable economies and resilient communities.

The campaign will emphasize:

- Social equity and energy access as pillars of net-zero transitions.
- Job creation and gender inclusion in clean energy solutions.
- Local community involvement to ensure no one is left behind.

Design

Develop a visual identity and communication toolkit for the JIET Compact that reflects the inclusive, people-centered nature of the Just Energy Transition. This identity will be used across all campaign touchpoints, including the website, newsletters, social media platforms, and partner events.

Creation

- Develop a campaign roadmap through 2024–2025, incorporating targeted outreach to energy stakeholders in the Global South.
- Build creative campaign assets, including web content, social media materials, and partner toolkits, with messages focused on empowerment, fairness, and progress.
- Design a communication toolkit for participating countries and organizations.

Development of Communications Materials

- Comprehensive Digital Campaign: Design and execute an integrated digital campaign across social media, websites, and partner platforms, featuring success stories, toolkits, and engaging visuals to mobilize stakeholders and amplify the narrative of just energy transition.
- Campaign Newsletters and Updates: Develop regular newsletters with personalized updates, interviews, and progress reports to sustain engagement and highlight JETP milestones and achievements.
- Call-to-Action Social Media Campaign: Create impactful social media action plan and content showcasing inclusive energy policies, success stories, and JET initiatives, to increase the number of signatories on the Compact and to boost outreach during key events.
- Website and Media Content: Build web content, including interactive infographics to highlight stakeholder commitments and simplify complex JET areas for a diverse audience.
- 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.

4. Approach, Timeline, and Deliverables

Approach: The selected consultant or PR firm will work closely with the UN-Energy team’s designated focal point, ensuring all deliverables align with SEforALL’s just transition agenda. Regular updates, and drafts will be reviewed to ensure timely execution.

Timeline: The project is tentatively expected to start in January 2025 and run through December 2025, with key milestones aligned with G20 events, COP29, and other climate and energy forums.

Deliverables and Timeline:

Deliverable	Due Date
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Campaign Objective Document (audience, channels, KPIs).	January 20, 2025
Stakeholder engagement list and digital outreach plan.	January 31, 2025
Produce a newsletter to communicate with signatories throughout 2025.	Monthly, starting in January 2025
Maturing the visual identity for the Just Energy Transition campaign, including the landing page and all campaign collateral.	February 15, 2025
Produce updated communications tool kit to be shared with partners including social media content and toolkit.	February 28, 2025
Produce a generic call to action ad that can be featured on partners sites and other outlets.	March 10, 2025
Opinion piece and final report.	June 30, 2025

5. Travel

No travel is required – the project is expected to be carried out virtually.

6. Eligibility Criteria and Qualification Requirements

Proposals will only be accepted from organizations that meet the following Eligibility Criteria:

- Registered company/legal entity with a minimum of five years of experience in digital advocacy campaigns (scanned copy of the Certificate of Incorporation to be submitted).
- Filled and signed Bank Details Form

Proposals will only be accepted from organizations that meet the following requirements:

- Demonstrated experience in digital advocacy particularly those related to energy transition, sustainable development, or just climate action
- Experience with social inclusion frameworks in energy, including gender-responsive policies, job creation strategies, and community empowerment. Familiarity with global climate policy processes (e.g., COP, G20) and Just Energy Transition Partnerships (JETPs).
- Proficiency in developing communication toolkits and media materials for international audiences.
- High-level English proficiency with excellent project management and communication skills.
- Demonstrated experience in development advocacy would be an advantage.
- Demonstrated capacity to manage global paid and/or non-paid campaigns, targeting audiences based on different indicators.
- Demonstrated expertise in managing global digital campaigns with a focus on local impact in the Global South.

Team Requirements:

- 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.
- Experience in working with international organizations such as the United Nations, World Bank, or other similar organizations is preferred.
- Companies must have operations in Europe or be willing to operate within an overlap of a minimum of 4 hours between 9:00 to 17:30 (CET).

Qualification and Experience Requirements for the Team:

- Graphic Designer
 - Bachelor's degree with at least five years of experience designing digital campaigns, including for climate, energy, or socio-economic development initiatives.
 - Expertise in Adobe Suite (InDesign, Illustrator, Photoshop) and proficiency in creating visually compelling assets for web, social media, and print.
 - Demonstrated ability to design for storytelling campaigns, using infographics, data visualization, and branding to engage diverse audiences.
- Media Campaigns/ Marketing Expert
 - Bachelor's degree in communications, marketing, or a related field, with a focus on climate, development, or energy transitions.
 - Minimum of five years of experience managing global digital campaigns and audience engagement across social media platforms like LinkedIn, X (Twitter), and Instagram.
 - Proven success in developing content strategies for high-profile international initiatives, such as G20, UN, or COP campaigns, with an emphasis on inclusive energy transition narratives.
 - Strong interpersonal skills with the ability to collaborate across partners, manage media relations, and respond flexibly to dynamic campaign needs.
 - 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.

7. Bidding Process

Proposals can also be submitted as a single entity and consortia. Interested and qualified bidders must submit one Technical Proposal and one Financial Proposal **as separate documents**. Proposals must be submitted either in PDF or PPT format and should include the following:

Technical Proposal

- Brief background about your organization.
- The organization's experience in carrying out similar work including relevant skills, qualifications, and knowledge.
- Your understanding of the assignment, approach/methodology as well as proposed workplan. Any deviations from the Terms of Reference should be clearly indicated.
- Three (3) relevant organizational/client references from the last three years.
- CVs of key personnel.

Financial Proposal, outlining the costs associated with carrying out the scope of work, including:

- Labour costs (personnel, daily rates, LOE).
- Equipment costs (if any).
- Other costs.
- All costs must be in USD and inclusive of all taxes.

8. Evaluation and Conflict of Interest

- Statement of Confirmation
 - Confirmation of no conflict of interest (e.g., none of the bidder's key personnel, including individuals directly involved in project implementation, management, or decision-making, is associated - financially, personally, or employment-wise - with concerned SEforALL staff, SEforALL experts/consultants recruited under this project).
 - Confirmation that no fees, gratuities, rebates, gifts, commissions, or other payments, other than those explicitly stated in the offer, have been given, received, or promised in connection with the selection process or in contract execution.
 - Confirmation of satisfactory past performance, including adherence to contractual obligations, timely delivery of services, and compliance with relevant regulations, and confirmation that the bidder is not debarred from conducting business in the country where the procurement is taking place.
 - Confirmation that the bidder did not participate directly or indirectly in the preparation of the concerned procurement process or the bidding documents, including the terms of reference, being subsequently used by SEforALL.
 - Confirmation of no conflict of interest between or among bidders, and a commitment to disclose any potential conflicts of interest to SEforALL for resolution prior to the submission of bids.
- The evaluation of proposals will be based on a 70 – 30 split for technical proposal and financial proposal, respectively. Details of the evaluation criteria are attached as Annex I.

9. Submission of Proposals

Please submit your proposal to procurement@seforall.org by **10 January 2025, 17:00** Central European Time. In case of questions or queries contact SEforALL at procurement@seforall.org

Annex I – Evaluation Criteria

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1. Compliance with eligibility criteria: Pass/Fail

2. Technical Evaluation Criteria

Technical Capacity: 40 points

- Compliance with the Terms of Reference and quality of the submitted proposal. (10 points)
- Quality and quantity of designed and produced impactful communication materials that support the objectives of the proposed consultancy, including stakeholder engagement strategies. (10 points)
- Proven track-record of impactful engagements with countries, states, organizations, and individuals in related topics. (10 points)
- Quality and quantity of similar projects completed in the past 5 years. (10 points)

Approach and Methodology: 20

- Approach and methodology across the different activities, including site visits. (20 points)
- Proposed timeline. (5 points)

Team Composition: 10

- Human and technical resources to deliver quality services. (5 points)
- Qualification and experience of the team leader and the proposed team. (5 points)

Minimum technical passing score is 55 points. Firms who pass the min. passing score will be considered for the commercial evaluation.

3. Commercial Evaluation Criteria

Budget and Cost-effectiveness: 30 points