Communications and Media Strategy, and ongoing communications support

Requests for proposals

The purpose of this Request for Proposals (RFP) is to solicit proposals from suppliers (individuals or organisations) with expertise in providing media and communications support to global multistakeholder initiatives. This process will result in the selection of one supplier, who will be invited to enter a contracting phase for a specific and detailed scope of work subject to final fixed pricing. The selected vendor will be contracted by Meridian Institute to provide support to the Just Rural Transition (JRT) initiative’s outreach and engagement.

About the Just Rural Transition

The Just Rural Transition Initiative (JRT) brings together food producers, governments, businesses, investors, civil society, rural and indigenous peoples to champion people-centred solutions to food systems challenges. It aims to transform food systems by catalysing policy reform, encouraging investment partnerships, and mainstreaming food, land use, justice, equity, and rural livelihoods at the centre of efforts to realise sustainable development goals and the Paris Agreement.

The Just Rural Transition initiative is a partnership of Meridian Institute and the World Business Council on Sustainable Development with funding from the UK Department of Foreign, Commonwealth and Development Office and ClimateWorks Foundation.

About Meridian Institute

Meridian Institute is a mission-driven, non-profit organization that helps our clients and partners develop and implement solutions to complicated, often controversial problems—big and small, global and local—for over two decades. We do this with an innovative approach that brings together three elements: our deep understanding of the issues at hand, as well as the people, politics, and power dynamics that surround them; our dedicated, expert team; and our ability to foster constructive discussions, manage decisions, and support actions that shape the world for the better. We work not only to shape meaningful consensus and action in the near term, but also to build our partners’ capacity for cooperation that often continues for years, even decades.
We focus on five key services: collaboration, implementation, strategy, research, and philanthropic support. We bring our skills to bear on a diverse range of issues, including environment & natural resources, climate change, agriculture & food systems, forests, health, oceans & coasts, resilience, science & technology, and water. Across issues, boundaries, and systems, our work is a catalyst for powerful impact.

**Instructions**

The Proposal should be submitted via email to sforouzesh@merid.org by no later than 12pm GMT Monday 28 February and include:

- a brief narrative describing previous experience in similar projects, clients and timeframes;
- an outline of proposed approach, including any partner companies that would provide support for particular activities;
- a description of relevant experience and qualifications of the individuals/ team members assigned to the project, describing the role each member will play during project (CVs may be included as annexes); and
- a budget proposal for the elements included in the scope of work. An estimation if you are able to work full time, part time or for a specific contract and deliverable.

**Evaluation Criteria**

The Meridian Institute will evaluate proposals based on the following criteria:

- Qualifications meet the project needs
- Quality of work and track record of success
- Presence/ previous experience of working in other regions including Africa, Latin America, and Southeast Asia
- References
- Cost

**Scope of Work**

The scope of work includes the following communications materials and related activities:

By end March 2022:

- A communications and media strategy including implementation (covering traditional and social media) up to April 2023 and including COP27 and JRT programme wrap up.

Ongoing support between April 2022 – 31 March 2023 to implement and evaluate the communications strategy e.g., through:

- Development and implementations of global and regional (Africa, Latin America, Southeast Asia, etc.) media and communications plans for JRT reports and briefs;
- Graphic design of JRT reports and briefs;
- Development of communications assets e.g., podcasts and video content as needed;
- Development and placement of op eds supporting key campaign areas (i.e., policy repurposing, investment partnerships);
• Development, testing, and promotion of a set of narratives on a global protein sector aligned with the SDGs and goals of the Paris Agreement;
• Monitoring and suggest useful reactive communication opportunities for JRT;
• Monitoring of JRT website and suggest content needed; and
• Monitoring and evaluation of media and communications activities and results.

Cost of Responding

All costs and expenses incurred by bidders in any way associated with the development, preparation, and submission of their responses to this RFP will be borne exclusively by the bidder.

Liability

This invitation is not an offer by the Meridian Institute, but an invitation for responses. No contractual obligation whatsoever exists from this process unless and until a formal contract is signed and executed by authorized people from Meridian Institute and the select bidder.

Budget

The budget cap for strategy development is £15,000 including expenses and taxes up to and including end March 2022. Proposals should include a breakdown of costs by major expense category.

Suppliers are also invited to submit an indicative budget proposal for a monthly retainer to cover the period 1 April – 31 March 2023 including all costs related to strategy implementation.