

## CALL FOR TENDER

### DEVELOPMENT OF COMMUNICATION STRATEGY: IEA BIOENERGY

**IEA Bioenergy is seeking to engage the services of a consultant to further develop its Communication Strategy to communicate the results, key messages and event updates to decision makers and the global bioenergy stakeholder community. It is expected that in a second phase the consultant would provide support in implementing the strategy. However, this call refers specifically to the first phase – the development of the communication strategy.**

#### INTRODUCTION

The IEA Bioenergy Technology Collaboration Programme (IEA Bioenergy TCP), ([www.ieabioenergy.com](http://www.ieabioenergy.com)) is a global network that focuses on research and implementation of bioenergy, established under the International Energy Agency's (IEA) Implementing Agreement mechanism (IEA - <http://www.iea.org/tcp/>)<sup>1</sup>.

#### **MISSION**

*The mission of the IEA Bioenergy TCP is to increase knowledge and understanding of bioenergy sources and systems in order to facilitate the commercialisation and market deployment of environmentally sound, socially acceptable, and cost-competitive bioenergy systems and technologies, and to advise policy and industrial decision makers accordingly. The TCP provides a platform for international collaboration and information exchange in bioenergy research, technology development, demonstration, and policy analysis with a focus on overcoming the environmental, institutional, technological, social, and market barriers to the near- and long-term deployment of bioenergy technologies.*

Active since 1977, Bioenergy TCP membership (Contracting Parties, or CPs) has increased as a result of the steadily growing worldwide interest in the benefits of bio-based energy sources and systems.

As of 30<sup>th</sup> April 2018 there were 24 CPs representing: Australia, Austria, Belgium, Brazil, Canada, Croatia,

Denmark, Estonia, Finland, France, Germany, Ireland, Italy, Japan, the Republic of Korea, the Netherlands, New Zealand, Norway, South Africa, Sweden, Switzerland, the United Kingdom, the United States, and the European Commission.

The Executive Committee (ExCo), which is composed of one representative from each of the CPs, acts as the 'board of directors' of IEA Bioenergy. The TCP goals, plans and proposed actions are articulated in well-defined three-year programme plans. The TCP also collaborates with other relevant international organisations including such bodies as the FAO (Food and Agriculture Organization of the United Nations), GBEP (Global Bioenergy Partnership), IRENA (International

<sup>1</sup> The Technology Collaboration Programme (TCP) for a Programme of Research, Development and Demonstration on Bioenergy.

Renewable Energy Agency), SE4ALL (Sustainable Energy for ALL), the Biofuture Platform and Mission Innovation.

For a more complete understanding of the IEA Bioenergy TCP please consult the 2017 Annual Report, which can be downloaded from <http://www.ieabioenergy.com/wp-content/uploads/2018/04/IEA-Bioenergy-Annual-Report-2017-R1.pdf>. Reference should also be made to the current IEA Bioenergy Strategic Plan which can be downloaded from <http://www.ieabioenergy.com/wp-content/uploads/2014/12/IEA-Bioenergy-Strategic-Plan-2015-2020-Brochure.pdf>.

## **OBJECTIVE OF THE CALL**

Communicating the results, key messages and event updates of IEA Bioenergy is a key activity required to deliver the mission and strategy of the TCP. This was already recognized in the IEA Bioenergy Strategic Plan 2015-2020, where three out of four major objectives were related to awareness raising, outreach and information dissemination. A first Communication Strategy was drafted in 2008, and updated in 2013. Several actions have been implemented in recent years.

In this context, the Executive Committee of IEA Bioenergy wishes to further improve its Communication Strategy to ensure that the work within the TCP is more fully recognised and utilised by decision makers and informs the broader discussion on bioenergy.

The Communications Strategy should:

1. Raise the profile of Bioenergy globally
2. Ensure the work of IEA Bioenergy is communicated effectively to enable change and uptake of bioenergy
3. Drive higher level of engagement and relevance with stakeholders, especially policy makers and media outlets
4. Ensure that the outputs from Bioenergy Tasks are effectively leveraged and communicated within the participating countries
5. Maximise the efficiency of the limited resources available within the organisation

To this end the Executive Committee has allocated a budget of US\$40,000 to cover the development of the Communications Strategy (during the first phase) and to execute the Communications Strategy (during the second phase).

While the intended audience encompasses a broad spectrum of interested parties, some of the key target groups include:

- Government policy and decision makers
- Industry decision makers
- Media
- IEA Secretariat, the IEA Renewable Energy Working Party (REWP), the IEA Committee on Energy Research and Technology (CERT), and other IEA Technology Collaboration Programmes (TCPs)
- International organisations including FAO, IRENA, GBEP, SEforALL, Biofuture Platform, Mission Innovation, NGO's, etc.
- Regional bodies
- Academia and the scientific community
- TCP Participants (ExCo Members, Task Leaders and National Team Leaders)

This call for tender is intended to deliver an updated Communication Strategy and implementation plan, with concrete actions, that meets the needs of IEA Bioenergy in delivering its messages efficiently and effectively.

### **SCOPE OF WORK**

In this first phase the consultant would be expected to comprehensively carry out all stages of the work of developing an IEA Bioenergy Communication Strategy, including at least the following steps:

- understanding of the work and outputs of IEA Bioenergy
- identification and characterisation of the IEA Bioenergy audience, including who the current audience of IEA Bioenergy are and how they interact with content
- review of the current communication activities in IEA Bioenergy
- preparation of a detailed Communication Strategy including, among others,
  - the big idea/playbook from a communications perspective that will meet our objectives
  - the suggested approaches to communicating IEA Bioenergy messages / outputs
  - the channels to be used to reach the target audiences
  - the appropriate tools to reach the target audiences, including some impact metrics that allow ExCo and the Tasks to measure the outcome of communications efforts
  - communications standards to be developed for consistency and branding of communications products

The work carried out in this first phase should also include the development of an outline work programme for the implementation of the strategy (second phase), including support for one year in preparing the communication tools together with an indicative cost for providing support during the second phase.

The Communications Strategy and associated first phase deliverables are to be completed by 17 October 2018.

The following documents are appended to provide an overview of the development of IEA Bioenergy communications to date:

- Appendix 1 – Communication Strategy 2013
- Appendix 2 – Guidance on Communication Actions Oct2017
- Appendix 3 – Review of Communication Jan2018
- Appendix 4 - Communication Strategy Report to ExCo81

### **TENDER PROCESS**

The Tenders should be submitted by **13 July 2018** and should include a written presentation of the following elements:

- an understanding of the scope of work
- a description of experience relevant to the scope of work
- a description of the proposed programme of work
- examples of strategy elements and social media to be employed
- examples of potential partnerships to increase streams of communication
- a schedule for carrying out the work including milestones and a Gantt Chart

- name of the person(s) who will carry out the work and accompanying CV(s)
- a fixed tender price, including all overheads and taxes, for the first phase to be valid for 60 days
- estimated price for the second phase
- three references with contact details (please confirm that they can be contacted)

Tenders should be emailed to the Secretary of IEA Bioenergy - ***Pearse Buckley*** [pbuckley@odbtbioenergy.com](mailto:pbuckley@odbtbioenergy.com).

### **EVALUATION PROCESS**

Tenders will be evaluated by a working group nominated by the Executive Committee of IEA Bioenergy based on the following criteria:

- demonstrated understanding of the call
- extent to which the proposal specifically and convincingly demonstrates how the tenderer will execute the scope of work
- demonstrated experience of the individual or the proposed team to address all aspects of the proposed work with a high probability of success
- demonstrated experience of the individual or the proposed team in accomplishing similar or related types of work, preferably in an international setting
- knowledge of international organisations
- appropriate methodology for carrying out the work
- quality of initial ideas presented as examples of strategy elements and social media to be employed
- schedule to complete the work
- cost

Following their evaluation, the working group will make the final selection. It is expected that a contract for the work will be awarded before the end of July 2018.