

## CALL FOR TENDER

### DELIVERY OF COMMUNICATION SERVICES: IEA BIOENERGY

**IEA Bioenergy is seeking to engage the services of a consultant to deliver its communication activities over a 6-month period (with the possibility of two one-year extensions dependent upon satisfactory performance in the initial 6-month contract). This tender follows the development of the IEA Bioenergy Communications Strategy by external consultant BCS in 2018.**

#### 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 2019 there were 25 CPs representing: Australia, Austria, Belgium, Brazil, Canada, Croatia,

Denmark, Estonia, Finland, France, Germany, India, 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 Renewable Energy Agency), SE4ALL (Sustainable Energy for ALL), the Biofuture Platform and Mission Innovation.

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

For a more complete understanding of the IEA Bioenergy TCP please consult the 2018 Annual Report, which can be downloaded from <https://www.ieabioenergy.com/wp-content/uploads/2019/04/IEA-Bioenergy-Annual-Report-2018.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 recognized in the IEA Bioenergy Strategic Plan 2015-2020 and reinforced in the development of the Communications Strategy. Three out of four major objectives of IEA Bioenergy are related to awareness raising, outreach and information dissemination.

In this context, the Executive Committee of IEA Bioenergy is now seeking to engage the services of a consultant to deliver ongoing communications activities in line with the strategy for the next 6 months from September 2019 – February 2020.

In the implementation of the communications strategy, the successful Communications consultant will seek to:

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 IEA 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 cap of US\$40,000 for the 6-month period of proposed implementation work and will only consider applications below this cap for the scope of work as presented below.

The consultant also needs to provide an estimate of the yearly cost for continuing communication support after the initial 6 months period.

Next to ongoing communication support, the proposal for the initial 6-month period needs to include the listed discrete actions (logo, templates, website review).

### **SCOPE OF WORK**

In this phase the consultant would be expected to comprehensively carry out all stages of the work of implementing the recommendations of the Communications Strategy. Indicative levels of effort anticipated by the executive are provided in brackets with the maximum number of days that might be worked during a full year. Work to be considered in scope includes:

### **Critical tasks (first priority)**

#### **Ongoing communications support**

- Provide advice and support to the IEA Bioenergy Tasks to ascertain the communications approach (release plan) for each piece of work delivered and ultimately assist in the delivery of the agreed approach.  
(up to 25 days per year in a one full year scenario)
- Together with Task Leaders, who are responsible for the management and delivery of their respective Task within IEA Bioenergy TCP, and the Technical Coordinator, who provided technical support and coordination across all the tasks, develop supplemental materials for reports which are being finalized during the contracting period, including formulation of conclusions/messages for social media, press releases and newsletters, and accessible factsheets for the target audiences (where relevant).  
(up to 35 days per year)
- Work together with the Tasks to announce the workshops they intend to organize.  
(up to 5 days per year)
- Develop a global media/influencers priority list and issue media releases/updates on an ongoing basis.  
(up to 10 days per year)
- Develop a priority list and communicate/build an alliance with organisations aligned to IEA Bioenergy's mission and objectives that will enhance the opportunity for advocacy, promotion and influence.  
(up to 5 days per year)
- Review and report on communications growth and effectiveness quarterly. This will include presenting meaningful data and metrics to guide decision making and review of the execution plan.  
(up to 15 days per year)

#### **Discrete (non-recurring) projects**

- Develop in consultation with the Communications Team, an identified subcommittee of the executive tasked with the strategic management of communications for the IEA Bioenergy TCP, and Executive Committee a revised logo and brand for IEA Bioenergy that reflects the endorsed Communications Strategy and IEA Bioenergy's broader mission and vision.  
(approx. 10% of total project)
- Develop new templates for presentations, reports, fact sheets, and other documents, incorporating the new logo and brand. (approx. 10% of total project)

### **Important Tasks (second priority)**

#### **Ongoing communications support**

- Deliver ongoing and regular communications on behalf of IEA Bioenergy including social media, web updates, newsletter content and blog posts

- (up to 35 days per year).
- Coordinate the IEA Bioenergy communications actions across the tasks, inter-task and collaborative projects, Communications Team and Executive Committee. This would include the delivery and implementation of an annual program/schedule of communication activities and the development of shared drives and resources to support global access and engagement.  
(up to 7 days per year)
- Coordinate and deliver IEA Bioenergy events including 5 webinars, 3 significant report launches and 3 media events at a minimum.  
(up to 40 days per year)
- Develop a shared events calendar (for internal use).  
(up to 5 days)
- In consultation with the Communications Team and Executive Committee, develop and execute a priority event list for external events that IEA Bioenergy should seek to penetrate and develop an approach and secure speakers accordingly.  
(up to 5 days per year)
- Set up monthly calls with the Communications Team, including taking notes and providing minutes.  
(up to 7 days per year)

#### **Discrete (non-recurring) projects**

- Oversee the review of the current website and propose a cost-effective solution to adequately deliver an enhanced web presence for IEA Bioenergy that will achieve the communications strategy objectives.  
(up to 10 days review and agreed approach + up to 30% of total project)

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

- Appendix 1 – Communication Strategy 2018
- 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 **1 July 2019** 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 6-month period.

- estimation of the cost (per year) for continuing communication support after the initial 6 months period
- 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 2019. The work should then start within 4-weeks of being awarded.