

## CALL FOR TENDER

### COMMUNICATION SUPPORT FOR THE IEA BIOENERGY TCP

**The IEA Bioenergy Technology Collaboration Programme (IEA Bioenergy TCP) is seeking tenders from qualified individuals or organisations to provide communications specialist support to the IEA Bioenergy TCP.**

Through effective communications IEA Bioenergy TCP aims to:

- be a trusted authoritative voice on sustainable bioenergy, providing sound technical knowledge on the role of sustainable bioenergy in a net zero energy system, within a circular bioeconomy.
- provide facts, analysis and scientific background on bioenergy, backed by experts and scientists from all over the globe.
- facilitate sustainable bioenergy deployment by showcasing good practice, thereby also facilitating developments towards a broader bioeconomy.

**The work will commence in March 2024, and based on an annual review of performance, budget and tasks, it will be renewed annually up to three years in total. An indicative budget for the work in the first year is US\$60,000; for the subsequent two years, an annual budget of US\$45,000 is foreseen.**

#### INTRODUCTION

The IEA Bioenergy TCP ([www.ieabioenergy.com](http://www.ieabioenergy.com))<sup>1</sup> is a Technology Collaboration Programme (TCP) set up by the International Energy Agency (<http://www.iea.org/tcp/>) with the aim of improving cooperation and information exchange between countries that have national programmes in bioenergy research, development and deployment.

IEA Bioenergy's **vision** is that modern bioenergy is, and will continue to be, a leading type of renewable energy, making an important contribution in reaching an energy secure and net-zero energy mix. Bioenergy is an integral part of developments towards a circular biobased economy. By accelerating the sustainable production and efficient use of biomass, economic and environmental impacts will be optimised resulting in more cost-competitive bioenergy and biobased applications and reduced greenhouse gas emissions.

The **mission** of IEA Bioenergy is to increase knowledge and understanding of bioenergy systems in order to facilitate the commercialisation and market deployment of environmentally sound, socially acceptable, and cost-competitive, low-carbon bioenergy systems and technologies, and to advise policy and industrial decision makers accordingly.

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<sup>1</sup> Full name: "The Technology Collaboration Programme (TCP) for Research, Development and Demonstration on Bioenergy".

IEA Bioenergy realises its mission by providing platforms for international collaboration and information exchange in bioenergy research, technology development, demonstration, and policy analysis - including through network development, information dissemination, and the provision of science-based analysis and advice.

**COMMUNICATION VISION**

*IEA Bioenergy is an authoritative voice on sustainable bioenergy, providing scientific facts and analysis backed by experts and scientists from all over the globe.*

Active since 1977, the IEA Bioenergy membership (Contracting Parties, or CPs) has increased because of the steadily growing worldwide interest in the benefits of bio-based energy sources in the transition towards a climate neutral energy system.

As of 1<sup>st</sup> June 2023, there were 25 CPs representing: Australia, Austria, Belgium, Brazil, Canada, China, Croatia, Denmark, 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 of America, 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 work in IEA Bioenergy is organized through topical Tasks<sup>2</sup> which are collecting, summarizing, and reporting scientific evidence in the wide field of bioenergy. Their goals, plans and proposed actions are articulated in well-defined three-year programme plans.

The TCP also collaborates with other relevant international organizations including such bodies as the FAO (Food and Agriculture Organization of the United Nations), GBEP (Global Bioenergy Partnership), IRENA (International Renewable Energy Agency), UNIDO (United Nations Industrial Development Organization), the CEM Biofuture Platform and Mission Innovation.

For a more complete understanding of the IEA Bioenergy TCP please consult the 2022 Annual Report<sup>3</sup>. Reference should also be made to the current IEA Bioenergy Strategic Plan<sup>4</sup>.

## **RATIONALE**

Increasingly over the past 5 to 10 years effective communications become critical to ensuring the technical knowledge and information developed within the TCP can have an impact with industry, academia, policy, and within the broader public debate. The importance of effective communications of often highly technical results produced within the Tasks of the TCP is being recognized; therefore,

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<sup>2</sup> Currently there are 11 Tasks, see <https://www.ieabioenergy.com/our-work-tasks>

<sup>3</sup> 2022 Annual Report: <https://www.ieabioenergy.com/blog/publications/iea-bioenergy-annual-report-2022/>

<sup>4</sup> The latest Strategic Plan for the period 2020-2025 is available at: <https://www.ieabioenergy.com/wp-content/uploads/2022/08/IEA-Bioenergy-Strategic-Plan-2020-2025-Final-01-July-2019-Rev1.pdf>

increased time and resources have been allocated to a range of communications tasks, initiatives, and strategic reviews. This includes the engagement of specialist communications skills to drive communications activities, and most recently a strategic review by a communications consultant considering the scope and scale of communications for the TCP beyond traditional bioenergy audiences. Building on recent experience and advice coming from the strategic review, the IEA Bioenergy TCP is seeking to appoint a communications specialist to implement our communications strategy and provide active support to the development and delivery of communication tools and content.

## **SCOPE OF WORK**

The Scope of work can be split in two key areas of activity. The first area is the management of day-to-day communication support activities across a range of IEA Bioenergy TCP communications platforms and activities. The second area is to develop effective communication material for the technical outputs of the TCP, and provide communication expert advice to Tasks for the development and presentation of their project results and outcomes.

### *Key day-to-day communication support activities:*

- Management, coordination and tracking of communication activities including the maintenance of the TCP communication and dissemination (C&D) action plan [latest version available upon request]
  - Participate in monthly online communication management meetings, including note taking and updating action lists
  - Manage a shared drive and resources with communication material and a shared events calendar
  - Quarterly and monthly communication performance reports, following consistent KPIs
- Development and maintenance of branding and communication templates (reports, social media tiles, web pages, etc.)
- Website technical management and maintenance
- Workshops, media events and webinars
  - Workshops promotion and planning support
  - Webinars promotion and technical delivery support (typically 5 per year)
  - Development, maintenance and promotion of annual events calendar
- Management and publication across social media, website, newsletters, and press releases
- Preparation and posting of regular social media posts drawing off TCP technical content. Indicatively:
  - 3+ posts per week on social media channels (e.g., LinkedIn, Twitter; WeChat posts on selected messages)
  - Weekly website updates
  - Editing and distribution of Quarterly email/website newsletter

*Key communications content development activities and media contacts:*

- Provide communication expert advice to Tasks for the development and presentation of their project results and outcomes (writing tips, structuring, formatting, infographics to make messages/reports/summaries more appealing). This should include a training webinar for Task leaders/members.
- Thorough review of up to 20 short documents (on annual basis), including technical report summaries (developed by the Tasks), position documents and press releases towards accessible communications content. Draw clear communication messages from these and prepare supporting communication material aimed at the main target groups of the work.
- Maintain the relevance of the key messages of IEA Bioenergy (see C&D action plan) and regularly propagate these.
- Build media contacts with journals, journalists and the media to raise the profile of IEA Bioenergy as a 'go-to source' for reliable information on bioenergy and improve the outreach of messages that IEA Bioenergy wants to spread.

It is envisaged that more efforts will be needed in the first year of the contract to initiate content development activities and build media contacts.

Optional topics (not covered in the base contract):

- Fixed price for the technical delivery of additional webinars (also valid for the Tasks)
- Some of the Tasks are potentially interested to involve the Communications Specialist for the technical management of Task websites. This includes a quarterly update of the website and on-demand posting of Task materials on the website. A fixed rate is to be proposed for a package of such activities, which may be updated after the first year (depending on experience). These costs will then be covered by the Tasks.
- Fixed hourly rate for call-off options.

## **MANAGEMENT AND REPORTING**

The project will be managed on behalf of the IEA Bioenergy TCP by the Communications Committee led by the Communications Committee Chair.

## **OWNERSHIP**

All outputs associated with this project will be the property of the IEA Bioenergy TCP and the IEA Bioenergy TCP will retain all rights.

## **TENDER PROCESS**

The Tenders should be submitted by 18:00 CEST on **3 October 2023** 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, including name(s), qualifications(s) and experience of the person(s) who will carry out the work and accompanying CV(s) including examples of past communications work
- the approach that the tenderer would adopt to complete the work with a brief description of their approach to each activity, explaining initial ideas of specific communication actions
- an indication of level of effort (person days) allocated to the different tasks in the scope of work
- a fixed tender price, including all overheads and taxes, in US\$, itemised by task in the scope of work which will be the basis of payment for the work. This should be split up by year.
- three references with contact details (please confirm that they can be contacted)

Tenders should be emailed to the Secretary of IEA Bioenergy – *Andrea Rossi* [arossi@biosmartstrategies.com](mailto:arossi@biosmartstrategies.com).

## **EVALUATION PROCESS**

Tenders will be evaluated by the Communications Team of IEA Bioenergy based on the following criteria (with corresponding weighted scores):

- demonstrated understanding of the specifications of the call and the requirements of the IEA Bioenergy TCP that led to this call (20%)
- extent to which the proposal specifically and convincingly demonstrates how the tenderer will execute the scope of work in an effective way, including application of appropriate methodology, and an indication of specific actions envisaged during the contract (30%)
- demonstrated experience of the individual(s) or the proposed team to address all aspects of the proposed work with a high probability of success (30%)
- cost benefit and value for money (20%)

Following their evaluation, the Communications Team will make the final selection for approval by ExCo. It is expected that a contract for the work will be awarded by 21 December 2023. The work should start 1 March 2024.