



REQUEST FOR PROPOSALS

Climate Science and Impacts Visuals

Contact details for enquiries:

Mickey Eva - Communications Officer - Digital & Social Media

Email: meva@climatenetwork.org

I. BACKGROUND INFORMATION

Climate Action Network

Climate Action Network (CAN) is a worldwide network of over 1500 Non-Governmental Organizations (NGOs) in more than 130 countries, working to promote government and individual action to limit human-induced climate change to ecologically sustainable levels.

CAN members work to achieve this goal through information exchange and the coordinated development of an NGO strategy on international, regional, and national climate issues. CAN has regional network hubs called nodes that coordinate these efforts around the world.

More information on CAN may be found [here](#).

CAN launched the [#WorldWeWant Campaign](#) on Climate Impacts in October 2020.

Through locally sourced compelling visuals and stories from the frontlines of the climate emergency, the campaign aims at centering impacts and people to create awareness and trigger government response. Through the campaign we collected and amplified authentic accounts of people fighting on the frontlines of the climate crisis from 35 locations, please check the website to view the short films.

#ActontheScience #Fightfor1Point5

In August 2021, the Intergovernmental Panel on Climate Change (IPCC) released its [sixth assessment report on the physical science basis](#). The report confirmed what civil society has been saying for decades:

- It is unequivocal that human influence warmed the atmosphere, ocean and land
- Every region in the world is experiencing changes and across climate systems
- Observed changes are unprecedented in thousands of years, if not hundred thousand years
- Some of the changes already set in motion—such as continued sea level rise—are irreversible over hundreds to thousands of years

- Chances of crossing the 1.5°C threshold are very high in the next decades. Unless there is immediate, rapid and large-scale Greenhouse Gas (GHG) emissions reductions, limiting warming to 1.5°C and 2°C will be beyond reach
- GHG emissions from human activities are responsible for 1.1°C warming since 1850-1900
- The changes we experience will increase with additional warming
- The report projects that in the coming decades climate changes will increase in all regions
- For 1.5°C of global warming, there will be increasing heat waves, longer warm seasons and shorter cold seasons
- At 2°C of global warming, heat extremes would more often reach critical tolerance thresholds for agriculture and health

Governments are not doing enough to keep warming at safe levels below 1.5°C.

CAN's communication and advocacy strategy consists in:

- Holding the line on 1.5°C
- Through the #WorldWeWant and other campaigns, urging governments to respond to the climate crisis felt everywhere in the world through disasters, sea level rise, heatwaves, wildfires, droughts, floods, cyclones and hurricanes
- This entails urging governments to strengthen their 2030 targets, submit ambitious climate plans to the United Nations Framework Convention on Climate Change (UNFCCC), deliver their finance commitments especially the 100 billion USD per year pledge, create a finance facility for loss and damage, end all fossil fuel projects and deliver 50% of public finance on adaptation.

CAN also aims its communications at the general public to pressure their governments, and decision-makers to listen and act on the science to prevent further catastrophic impacts.

We are therefore releasing this request for proposals to draw creative professionals to help us develop compelling communication products that simplify the science behind the climate crisis and link it to the stories and struggles of the affected communities to complement our [#WorldWeWant campaign](#) on climate impacts. The aim is to broaden the reach of our communication strategy and attract more audiences to raise awareness and drive climate action and ambition.

II. REQUEST FOR PROPOSALS

1. Scope of Work

CAN invites proposals from eligible creatives, animators, graphic artists and creative and multimedia agencies and individuals to submit expressions of interest to support our communications work on climate science and climate impacts through the following activities:

- Develop **3 short animated films (maximum 2 minutes 20 seconds each)** explaining the findings of the [3 IPCC Working Group Reports](#) and connecting them to real-world impacts that are being experienced by communities on the ground.
- Work with the CAN Secretariat and concerned members on the script and development of materials from **Q4 2021 to Q1 2022**.
- Design and produce **3-5 infographics** on the impacts of the climate crisis in many parts of the world including, but not limited to, floods, heatwaves, wildfires, glacier loss, sea-level rise and others.
- Support CAN in **editing** the videos and infographics ensuring that they are all uniform and visually connected. They all need to look like one big package and of excellent visual quality. All videos will need to be submitted with English subtitles and one without subtitles.
- Support CAN in creating **translated versions** of the content (i.e. adding voice-over in different languages, editing text and subtitles). CAN and another translations service provider will provide the translations from English to languages as needed.

2. Technical Bid Details

Respondents must submit Expressions of Interest via email to Mickey Eva, Communications Officer - Digital & Social Media at meva@climatenetwork.org with Subject: "RFP - Climate Science and Impacts Visuals" no later than **Friday 24 September 2021** (extended).

Expressions of Interest should include, but not be limited to the following:

- **Application letter** outlining the financial offer and terms.
- A **technical proposal** with an executive summary and CVs.
- A **financial proposal** (in EUR or USD) outlining the anticipated costs, activities, milestones and deliverables.
- **CV**
- A **detailed plan of work** outlining the activities, deliverables, milestones and target completion dates.
- Two **references** for similar work done.
- Full **contact details** including email, telephones, addresses, contact persons, and website(s) if any.
- **Samples of similar work** done that may assist in assessing the technical bid.

CAN International will use a transparent and competitive screening process including a technical and financial evaluation.