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Engaging new audiences

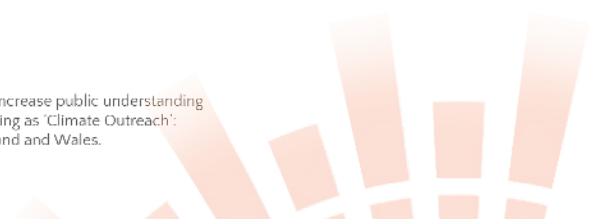
Australia Talking Climate

Australia Programme Lead

Request For Proposals

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1. Summary

a. Introduction. Climate Outreach is currently seeking proposals for services on Phase B of our Australia Talking Climate programme. Climate Outreach undertakes a range of activities including leveraging our team of social scientists and communications specialists to produce evidence-based practical guidance for driving public engagement with climate change.

The desired start date for the programme is 29th January 2024 with a tentative duration of 15 - 18 months and ending on or about March 2025.

b. Purpose. The purpose of this Request for Proposals (the **RFP**) is to solicit proposals from various candidates for the role of delivery partner based in Australia (the **Australia Programme Lead**), to explain how we will conduct a fair evaluation of proposals received based on prescribed criteria, and select the candidate(s) who we think is/are the best fit for the programme, and to set out the proposed terms upon which the Australia Programme Lead would be engaged.

c. Who can apply. We welcome proposals from individual applicants, joint-applicants, existing organisations and individuals with intent to register a legal entity. All kinds of applicants submitting proposals are referred to as “**candidate(s)**” throughout this RFP.

2. Nature of general Scope of Work

Climate Outreach is looking for the Australia Programme Lead to lead the delivery of an 18 month collaborative programme. The Australia Programme Lead will be the public face, strategic lead, and delivery body for Phase B of Climate Outreach’s **Australia Talking Climate**.

The broad purpose of Australia Talking Climate is to reduce polarisation around the climate change debate in Australia, by working with a selection of national partners to elevate the profile of a diversity of ‘everyday Australians’ who care about the issue but are less often heard.

Australia Talking Climate will be conducted in a number of phases.

In general terms, the Australia Programme Lead is expected, as part of Phase B, to:

- Lead and manage Australia Programme Partnership to ensure delivery of impact through agreed work packages and outputs with oversight and advice from Climate Outreach’s Australia specific advisory board.
- Oversee the delivery and launch of a major new values-based narrative research report and toolkit, with key elements scoped and designed in conjunction with Australian civil society.
- Work in close collaboration with Climate Outreach’s national partner organisations to train, support and elevate the stories of ‘climate ambassadors’ from traditionally less climate-engaged audiences.
- Form new, or expand existing, high-level strategic trusted relationships and partnerships with organisations from media, campaigning, communication, place-based work and beyond – with a focus on building trust with a diversity of organisations that can authentically engage ‘everyday Australians’.

- Be the public face of Australia Talking Climate in Australia, including in media appearances and speaking opportunities.
- Knowledge share with the Climate Outreach team in the UK, and work collaboratively in teams with UK colleagues when delivering programme outputs.
- Deploy available resources to recruit additional contractors to deliver elements of the programme.
- Deploy initiative and responsiveness to deliver Phase B of the programme effectively, with a focus on rapid learning and scaling what works and is needed.
- Present a strategy for the next phase of the programme, planned to run from the end of Phase B until COP31 in 2026.
- Work with Climate Outreach and the Macdoch Foundation to secure funds for the next phase.

3. Brief overview of the programme

We have identified the critical importance of those parts of Australian society that are more distant from activist-led climate narratives – people who might broadly be called ‘disengaged, doubtful or frustrated’¹. These segments are not outright climate deniers, but are distant from the tactics and frames generally employed by climate activists. Poorly engaged, they are likely to continue to see climate concern as ‘not for them’, and at risk of seeing climate policy and messages as something to rally against or resist.

The Phase A of the programme ran from July 2022 to April 2023. It immersed Climate Outreach in the current Australian climate landscape, understood and mapped existing climate narratives and needs, and built a consortium of partners as the integral foundation for future work. In the first phase we formed core strategic partnerships with the Multicultural Leadership Initiative (MLI) and Cricket for Climate (C4C).

Over the coming 15 to 18 months, as part of Phase B of the programme, we will:

- **undertake and deliver new research** into the underlying beliefs, values and worldviews of Australian society and the narratives that best connect different people to climate concern.
- **find, train and support 50 ‘climate ambassadors’**, in partnership, to elevate the climate concern of everyday Australians amongst communities that trust them.
- **explore how best to add value to place-based work** in communities on the sharp end of the climate and economic transition facing Australia, piloting ways to support existing initiatives with training and narrative insight.
- **raise funds** for the next phase of the programme, aimed at influencing the national debate ahead of the COP31 climate talks, expected to be held in Australia in 2026.

We propose to appoint the Australia Programme Lead to help achieve these outcomes. More detail on specifics of these particular work packages is set out in section 6 below.

Our work in Australia is funded by, and at the invitation of, the [Macdoch Foundation](#).

¹ Climate Compass: 5FiftyFive / Sunrise Project (2020/22)

4. Our approach

Collaborative and strategic. We are a relative newcomer to Australia. We are confident that we have much to contribute and have identified key deliverables to do so. We intend to work respectfully, sensitively and above all collaboratively with existing movements and initiatives around Australia, while remaining clear about what we think is the best strategy for us to add value. As the public face and strategic lead for this programme, the Australia Programme Lead will be expected to embody these values in practice and approach.

Agility. The key deliverables for Phase B of the programme have already been defined. The Australia Programme Lead will be expected to work flexibly, strategically and with a high degree of independence to provide the deliverables in the most effective, efficient and impactful way given available resources. They will also be expected to lead on strategy design for the next phase of the programme, and to develop and deliver the key relationships and opportunities needed to make the programme a success.

Knowledge sharing and learning. The UK Climate Outreach team will have much knowledge and experience to share with the Australia Programme Lead and its team – and particularly as the programme develops, and we expect the Australia Programme Lead to also be able to share local knowledge and experience with us. We expect to see a vibrant exchange of ideas, new insights and learning between this Australia Talking Climate and the wider Climate Outreach team. Beneath headline deliverables, there is a heavy emphasis in this programme on piloting, learning, and scaling up what works and is needed.

5. About Climate Outreach

Climate Outreach is a team of social scientists and communication specialists working to widen and deepen public engagement with climate change. Through our research, practical guides and consultancy services, we help organisations communicate about climate change in ways that resonate with the sense of identity, values and worldview of their audiences and stakeholders. Informed consent and support from people across society and around the world creates what we call a social mandate for climate action – and we believe it's how real change happens.

We have nearly 20 years experience working with a wide range of international partners including central, regional and local governments, international bodies, academic institutions, charities, businesses, faith organisations and youth groups.

Climate Outreach has been invited to Australia to apply our expertise in narrative research and training.

6. Key work packages up to March 2025

The work packages forming Phase B of the programme will all be delivered in Australia and led by the Australia Programme Lead, with significant remote capacity from Climate Outreach staff in the UK built into each.

1 Launch Australia Talking Climate research and toolkit (by early September 2024)

- Co-design (with cohort of partner organisations) and launch Australia Talking Climate (working title) research and toolkit.
- Deliver bespoke briefings on Australia Talking Climate to our two first core partners (MLI and C4C).
- Hold knowledge exchange for the cohort (above), exploring what Australia Talking Climate means for their work.
- Promote Australia Talking Climate widely, including in media and to influential bodies and decision-makers.

2 With partners MLI and C4C, train and support the first 50 climate ambassadors (ongoing throughout Phase B of the programme)

- Test different ways to reach and galvanise trusted messengers from within target communities.
- Deliver a first wave of ambassador training, based on the tools of Climate Outreach's UK [Climate Ambassadors](#) scheme.
- Provide bespoke messaging support to the highest profile ambassadors, if needed.
- Through active learning, scale up the most impactful elements of training, network and peer learning support.
- Collate a first tranche of climate stories from ambassadors and with partners explore different ways to effectively showcase these stories.
- Explore future partnership prospects.

3 Pilot place-based work in a transition community (by December 2024)

- Scope partnership with an organisation building dialogue in transition places.
- Pilot light-touch bespoke support for partnership in one place.
- Share learnings and implications widely.
- Reflect on how to scale this work in future.

4 Position Climate Outreach at the heart of the Australian climate communication ecosystem (ongoing throughout Phase B of the programme).

- Formally launch Climate Outreach's presence in Australia in an online event in Q1 2024, and secure media coverage and other profile-raising activity.
- Scope media partnership(s) to elevate ambassadors' stories in medium and long term.
- Outline workplan and strategy for further phases of the programme and beyond, reflecting on learnings and scaling what works and is needed.

- Work with Climate Outreach and the Macdoch Foundation to secure wider funding for further phases of the programme and beyond, including engaging with large international climate funders.
- Expand strategic relationships to guide activity in the run up to COP31.

7. Indicative Budget

The below outlines the available budget for the delivery of this contract in Australia. The management of this budget can be agreed when developing the contract.

Total maximum internal personnel costs	\$270,000*
Australia based events / networking (including travel)	\$80,000
External contractors/service fees e.g. survey provider etc.	\$185,000
TOTAL	\$535,000**

*Inclusive of costs deployed for additional staffing at your discretion

**inclusive of all relevant taxes, bank fees and exchange rate charges

International travel and event costs, where requested by Climate Outreach, related to knowledge exchange with Climate Outreach will be paid by Climate Outreach, in accordance with our prevailing policies.

8. Evaluation and Selection criteria

All proposals that meet the requirements of this RFP and are submitted by the deadline will be considered. The following criteria will be used for evaluating proposals received and selecting the successful candidate(s):

- A. Use of the required format (see section 9 below).
- B. Comprehensive specification of how each of the:
 - (i) activities forming the general scope of work described in section 2 above;
 - (ii) the key work streams described in section 3 above; and
 - (iii) the work packages described in section 6 above,
 would be delivered, including proposed allocation of personnel and other resources, anticipated timing, and the individual activities or steps that would be taken as part of that delivery.
- C. The proposal's ability and likelihood of achieving the desired outcomes of Phase B of the programme (see the section headed 'Quality of delivery' below).
- D. Past performance of the candidate's similar services.
- E. The experience and expertise of the candidate's management and staff.
- F. The apparent goodwill, reputation and standing of the candidate.
- G. The proposed budgeted costs for Phase B of the programme, bearing in mind the indicative budget set out in section 7 above.
- H. Other factors we think are relevant at the time.

Please note that the work packages (see section 6) are fixed and predetermined. However, despite any specified criteria in this RFP, Climate Outreach is open to a candidate's suggestions or proposals for alternative or varied delivery approaches that would achieve the objectives of the programme in a more efficient and/or effective manner, and any such suggestions or proposals should be clearly set out in the proposal submitted.

Quality of delivery

Anticipated quality of delivery will be assessed with regard to the following considerations:

- Understanding of the politics of climate change in Australia and experience of designing engagement or communication strategies within that context.
- Empathy with the lived experience and concerns of people distant from mainstream climate narratives.
- Strategic collaboration with existing, trusted networks of stakeholders across Australian civil society, place-based or related organisations.
- High-level relationship building and partnership working, particularly with representatives of organisations beyond the activist climate movement.
- Delivery of high-quality research products and toolkits / guides.
- Strong media performer and public speaker, able to talk in everyday language and resonate with 'everyday Australians' about climate change.
- Diligence and attention to detail.
- Ability to work strategically and efficiently with a high degree of operational independence, delivering objectives while being agile and adapting plans to what works and is needed.

9. Further required information

Candidates should provide the following items as part of their proposal:

- A. The legal nature of the candidate, including a copy of any certificate of incorporation or registration, if applicable. We welcome proposals from individual applicants, joint-applicants, existing organisations and individuals with intent to register a legal entity.
- B. The name, title, phone number, and email address for the best contact within your organisation for us for follow-up questions and/or to notify you of proposal updates stop
- C. Detailed description of relevant experience.
- D. List, title, and employment status of your organisation's management and employees who would be involved in Phase B of the programme (if applicable).
- E. References, testimonials, or samples of your work (as applicable).
- F. Resources you intend to assign to Phase B of the programme (including number, title, experience).
- G. Proposed timeframe for delivery and completion, including all relevant milestones.
- H. A detailed budget for your role in Phase B of the programme.
- I. Details of any licences or intellectual property you expect will be required from anyone other than you, and how you propose to obtain such licences or rights to use the intellectual property.
- J. Details of any anticipated factors or risks that will or may impact on timely delivery within budget, including any strategies you will implement to mitigate such matters.
- K. A brief communication plan setting out how you intend to communicate internally (if applicable), externally and communicate with us, to ensure progress and successful completion of Phase B of the programme.
- L. Details of any third-party contracting you envisage will be necessary, including details of likely costs, how you will ensure you are responsible for, and you can ensure compliance by, such third-party contractors. Please be aware that costs incurred in any third-party contracting must be borne exclusively by you.

- M. Programme management methods and details (being the processes, methodology and supervision you would apply to ensure successful delivery).
- N. Details of any actual or threatened litigation or government regulatory action involving you in the last 5 years.
- O. At least 2 referees we may contact to discuss similar work you have undertaken.
- P. If applicable, details of your professional indemnity/public liability insurance, including the name of the insurer and the amount of the coverage, or intentions to acquire relevant insurances.
- Q. Details of any relevant qualifications you or your entity hold including any ISO or similar accreditation.
- R. Candidate(s) should target no more than 10-15 pages.

10. RFP process & questions

Proposals will be accepted until 09:00 on Monday 4th December 2023 (London time) **being** 20:00 on Monday 4th December 2023 (Melbourne/Sydney time). Any proposal received after this time may, at our discretion, be rejected.

A proposal must be signed by an authorised officer of the candidate, and proof of authority must be provided at the time of submission.

Proposals must be sent by email to Martha Wiltshire at australia@climateoutreach.org. It is your responsibility to ensure your proposal is sent in sufficient time for it to be received by us by the deadline. We do not accept any responsibility under any circumstances for non-delivery of a proposal.

The successful candidate(s) will be required to enter a contract with Climate Outreach in relation to the work to be undertaken (the **Programme Contract**). We will prepare this contract following receipt of the successful candidate(s) proposal, and we will provide it to the successful candidate(s) for review. We and you must then negotiate the Programme Contract in good faith. If we request, you must agree that all or part of your proposal be incorporated into the Programme Contract.

If you have any questions in relation to the programme or this RFP, please email them to Martha Wiltshire at australia@climateoutreach.org. Responses to questions from candidates about the RFP will not necessarily be circulated to any other candidate.

11. Miscellaneous matters

- A. We may ask further questions of you in the course of evaluating your proposal. You must promptly respond in writing to these questions within any reasonable timeframe specified by us.
- B. Climate Outreach reserves the right to determine successful candidate(s) as and when it sees fit.
- C. Climate Outreach reserves the right to vary the terms of this RFP at any time, and if we do so we will notify each candidate in writing.
- D. Climate Outreach reserves the right to suspend or terminate the RFP process and/or the acceptance of proposals at any time as we see fit, for any reason. If we do so, we will notify each candidate in writing.

- E. Climate Outreach will not disclose the content of any candidate's proposal to any other candidate without the consent of the candidate who submitted the proposal.
- F. This RFP is confidential information of Climate Outreach and no part of it may be disclosed to any person outside your organisation, and only to those within your organisation who need to know about it for the purposes of preparing and submitting a proposal.
- G. If at any time you decide not to respond to the RFP, you must destroy any electronic or hard copy of this RFP and confirm your non-participation to us in writing.
- H. In submitting a proposal you warrant that in doing so you are not infringing the intellectual property rights, or moral rights, of any person.
- I. You may not use any trademark, logo or branding of Climate Outreach without our prior written consent (which may be withheld in our absolute discretion).
- J. Candidates bear all their own costs in responding to the RFP.
- K. By submitting a proposal you confirm that the terms (including pricing) in your proposal remain valid and open for acceptance for up to 3 months following the date of submission.
- L. Where any statement or other information submitted by you is, or is subsequently found to be, inaccurate, misleading or deceptive, we may exclude you from further participation in the RFP process.
- M. We are not obliged to provide any candidate with a reason for rejecting a proposal.
- N. Nothing in this RFP, or in any communication between us and you occurring at any time, constitutes or may be taken as constituting a contract or representation between us in relation to the subject matter of this RFP, except for the entering into of a Programme Contract.
- O. We have prepared this RFP in good faith, however to the extent permitted by law, we exclude any liability (whether in contract, negligence or otherwise) for any incorrect, misleading or deceptive information contained in this RFP.
- P. The contract between us formed by your participation in the RFP process is governed by the laws of Victoria, Australia.

12. Procurement timeline

The RFP process will be undertaken in accordance with the following timetable:

	EVENT	TIMING (ALL TIMES ARE MELBOURNE/SYDNEY TIME)
1	RFP submission window opens	Tues 7th November 2023
2	Proposals due	20:00 on Mon 4 December 2024
3	Proposal assessment period	Mon 4th December to Fri 15th December 2023
4	Successful candidate(s) notified	No later than Tues 19th December 2023
5	Unsuccessful candidate(s) notified	No later than Fri 22nd December
6	Programme Contract provided to successful	On or around Mon 8th January 2024

	EVENT	TIMING (ALL TIMES ARE MELBOURNE/SYDNEY TIME)
	candidate(s)	
7	Negotiation of Programme Contract	2 weeks from receipt of contract
8	Execution of Programme Contract	No later than 22nd January 2024.
9	Successful candidate(s) commences work on the Phase B of the programme	As soon as the Programme Contract is signed. We expect this to be no later than 29th January 2024.