

**REQUEST FOR PROPOSALS (RFP) INVITATION NOTICE RFP No. RFP/2024/001  
WGEO PROGRAMMING AGENCY FOR THE YEAR 2024**

**RFP Information Table**

Issue Date: 5<sup>th</sup> February 2024

Deadline for Questions: 7<sup>th</sup> April 2024

RFP Closing Date: 15<sup>th</sup> April 2024

RFP Closing Time: (10:00am Gulf Standard Time)

Proposal and Questions Submission Address: [info@worldgreeneconomy.org](mailto:info@worldgreeneconomy.org)

1. The World Green Economy Organization ("WGEO") invites proposals for the above-mentioned assignment.
2. Submitting a proposal in response to this RFP constitutes an acceptance of the terms indicated herein and WGEO reserves the right to reject the proposal of any entity that does not comply with, or does not accept, these terms.
3. This RFP shall not be construed as a contract or a commitment of any kind. This RFP in no way obligates WGEO to award a contract, nor does it commit WGEO to pay any costs or expenses associated with the preparation or submission of proposals.
4. For audit and efficiency reasons, this RFP process is being managed electronically, and bidders must email their proposals to [info@worldgreeneconomy.org](mailto:info@worldgreeneconomy.org)
5. Proposals must be received by WGEO by the RFP Closing Time and on the RFP Closing Date, all as indicated in the above RFP Information Table.
6. Unless otherwise indicated, proposals shall be submitted in pdf and should be split into two separate folders, one for commercial proposal and one for your technical proposal.
7. The subject line of your attachment must be labelled as follows:
  - a. RFP/2024/01/001 - Organization Name – Technical Proposal
  - b. RFP/2024/01/001 - Organization Name – Commercial Proposal
8. All communications regarding this RFP shall be in writing or via email at [info@worldgreeneconomy.org](mailto:info@worldgreeneconomy.org) as indicated in the above RFP Information Table.
9. Any communication between a Bidder and WGEO regarding this RFP, which is not through the designated channel ([info@worldgreeneconomy.org](mailto:info@worldgreeneconomy.org)), may invalidate such Bidder's proposal.

## **ATTACHMENT A: STATEMENT OF WORK**

### **I. BACKGROUND**

The World Green Economy Organization (WGEO) was launched in October 2016 to be owned by a wide range of stakeholders, including state and non-state actors, to promote the green economy agenda, and to serve as an international platform dedicated to facilitating public and private partnerships, and promoting international cooperation and knowledge sharing. WGEO is uniquely placed to provide systematic and holistic catalytic support to the promotion of the green economy, addressing all the various aspects of the promotion of green economy. For more information on WGEO, please visit the organization's corporate website: <http://worldgreeneconomy.org>.

WGEO's mandate is as follows:

A multi-stakeholder organization, as reflected in its governance structure, WGEO serves as the premier platform for international cooperation between State Members and Platform Members (Public Sector, Private Sector, Civil Society, Academia and Youth, Cities, Financial Institutions and International Organizations) to come together in concerted effort towards promoting the green economy agenda to enable and implement bankable and sustainable green projects and programs in the areas of energy, water and infrastructure by linking technology, capacity building and finance.

WGEO's objectives are as follows:

1. Access to technical and financial assistance
2. Transfer of knowledge, technology and green economy tools
3. Dialogue on green economy policies, strategies and methodologies
4. Capacity building
5. Creation of employment opportunities

WGEO has seven platforms which are the key mechanism for the implementation of WGEO's activities, which serve as a framework for the cooperation and collaboration between State Members and Platform Members. Every platform is run by a certain group of stakeholders. These platforms are:

1. Public Sector
2. Private Sector
3. Financial Sector
4. Cities
5. Academia & Youth
6. Civil Society
7. International Organizations

### **II. SCOPE OF WORK**

WGEO is seeking proposals from qualified programming agencies to provide services for the development and management of various projects related to our upcoming events. We are looking for a programming agency with expertise in Concept Development, Project Management, Content Development, Public Affairs, and Green Economy & Finance Strategy.

## **A. Event Management**

1. Project Management – Overall event coordination and management
  - a. Develop a comprehensive event plan, including timelines, milestones, and key deliverables.
2. Content Development
  - a. Develop Programme, agenda and brochure.
  - b. Engage in critical research and program development for sessions.
  - c. Identify tentative speakers, moderators and presenters.
  - d. Side events
3. Script Sessions and speeches
  - a. Research & draft briefing documents for each session with talking points & background reading.
  - b. Prepare sessions description.
  - c. Prepare remarks and speeches.
4. Cast - Secure Speakers, presenters, and moderators.
  - a. Build Database
  - b. speakers and moderators' validation
  - c. Invitations & RSVP
  - d. Compile full profile document of all speakers and moderator's bios & photos.
  - e. Conduct online virtual briefing sessions with all speakers and moderators.
  - f. Manage feedback queries & edits from speakers on talking points.
5. Produce
  - a. Welcome and direct speakers, presenters, and moderators onsite.
  - b. Manage all audience outreach for Q&A from the floor.
  - c. Manage all speakers, presenters, and moderators on stage positioning.
6. Moderate and Note Taking
  - a. Moderate sessions when applicable
  - b. Transcript Transcribe Audio Recordings of All Sessions
  - c. Capture TOP 10 Recommendations from Break-Out Session
  - d. Write up takeaway into Editorial Format – Report
7. Report
  - a. Research & draft feedback survey.
  - b. Surface datapoints & editorials
  - c. Design & layout feedback report.
  - d. Write Report

The above scope of work is applicable for the following events:

1. World Green Economy Summit (WGES)
2. Sustainable Finance Day (planned to be organized on the margin of WGES)
3. WGEO Participation at COP29

## **B. Public Affairs - Global Alliance on Green Economy (GAGE)**

1. Public Affairs Team
  - a. Set up a public affairs support system to attract members for the Global Alliance on Green Economy (up to 7 countries)
2. Presentation file, book appointments, meetings, reports, and follow up with Ministries and Governments.

3. Stakeholder Analysis:
  - a. Conduct a thorough analysis of stakeholders, including government agencies, NGOs, businesses, and international organizations relevant to GAGE
  - b. Identify key influencers and decision-makers in the field of green economy and sustainability.
4. Strategic Communication Planning:
  - a. Develop a comprehensive strategic communication plan aligned with GAGE's goals and objectives.
  - b. Outline key messages, target audiences, and communication channels.
5. Media Relations:
  - a. Introduce relevant journalists, editors, and media outlets.
  - b. Develop and distribute press releases, media kits, and other materials to generate positive media coverage.
  - c. Coordinate interviews, op-eds, and features to position GAGE as a thought leader in the green economy space.
6. Digital Presence and Social Media Management:
  - a. Enhance GAGE's online presence through website optimization and content development recommendations.
  - b. Support social media platforms, creating engaging content and facilitating discussions.
  - c. Implement targeted online campaigns to reach specific audiences and promote GAGE initiatives.
7. Advocacy Campaigns:
  - a. Design and execute advocacy campaigns to influence policymakers, industry leaders, and the general public including:
    - i. Conduct 3 continental webinars in 2024 (speakers, agenda, concept notes).
    - ii.
  - b. Leverage partnerships and alliances to amplify advocacy efforts.
  - c. Monitor and respond to relevant policy developments and public discourse.
8. Event Management:
  - a. Plan and execute events such as conferences, webinars, and workshops to promote GAGE's objectives.
  - b. Support the coordination of and amplify invitations, and participant engagement.
  - c. Ensure a strong online and offline presence during events.
9. Publications and Content Creation:
  - a. Develop compelling written and visual content, including reports, articles, and multimedia materials.
  - b. Ensure consistency in messaging across all communication channels.
  - c. Collaborate with subject matter experts to create authoritative content.
10. Monitoring and Evaluation:
  - a. Establish metrics to measure the success of public affairs efforts.

- b. Regularly assess the impact of communication strategies and adjust tactics accordingly.
- c. Provide comprehensive reports on media coverage, online engagement, and campaign effectiveness.

### **C. Sponsorship, Membership and Partnerships**

1. Membership Strategy Development:
  - a. Agree with the Client on a comprehensive strategy to attract and retain diverse members from various sectors and regions.
  - b. Identify key value propositions and benefits for WGEO members.
2. Marketing and Outreach:
  - a. Create and implement a multi-channel marketing plan to increase awareness and interest in WGEO membership.
  - b. Support and recommend WGEO marketing collateral and promotional materials to highlight the benefits of WGEO membership.
3. Membership Recruitment Campaigns:
  - a. Design and execute targeted membership recruitment campaigns, leveraging key industry events and trends.
  - b. Implement online and offline strategies to attract new members.
  - c. Monitor and analyze the success of recruitment efforts, adjusting strategies as needed.
4. Sponsorship Strategy and Development:
  - a. Conduct research to identify potential sponsors aligned with WGEO's mission and values.
  - b. Develop in partnership with the Client a comprehensive sponsorship strategy, including sponsorship levels and benefits.
  - c. Create compelling sponsorship proposals tailored to different industries and organizations.
5. Sponsorship Outreach and Engagement:
  - a. Establish and maintain relationships with potential sponsors through personalized outreach.
  - b. Present sponsorship opportunities and benefits to potential sponsors.
  - c. Negotiate and finalize sponsorship agreements, ensuring alignment with WGEO's objectives.
6. Member and Sponsor Relationship Management:
  - a. Implement a robust system for member and sponsor communication and engagement.
  - b. Develop personalized communication plans to nurture relationships and ensure satisfaction.
  - c. Recommend exclusive events and activities for members and sponsors.

7. Performance Monitoring and Reporting:

- a. Establish key performance indicators (KPIs) for membership and sponsorship growth.
- b. Bi-monthly monitor and analyze the effectiveness of marketing, recruitment, and sponsorship efforts.
- c. Provide detailed reports on membership and sponsorship growth, highlighting successes and areas for improvement.

### III. TIMEFRAME AND DELIVERABLES

Interested agencies are invited to submit their detailed proposals by 15<sup>th</sup> April 2024.

### IV. CONTRACTOR REQUIREMENTS

WGEO requires the following to be included in the submission from the Contractors:

1. Company profile and relevant experience.
2. Proposed approach and methodology for each service.
3. Team qualifications and experience.
4. Proposed timeline for project completion.
5. Budget estimates for each service.

***In preparing the proposal for Scope of Work A, B, and C, it is imperative that the technical and commercial aspects be presented independently of each other.*** Each proposal section should be distinct and self-contained, ensuring a clear delineation between the technical details and the commercial terms associated with each scope. This approach is intended to facilitate a comprehensive evaluation of both the technical and commercial components, enhancing the transparency and clarity of the overall proposal submission.

The evaluation and subsequent decision regarding the contract award will be made separately for each scope, emphasizing the autonomy and distinct consideration of each technical and commercial proposal. This ensures that the contracting entity reserves the right to award contracts for individual scopes based on their respective merits and compliance with the specified requirements."

### V. CONDITIONS

The Contractor will be a supplier to WGEO and will act as vendor working under the overall guidance of the WGEO Director General.

## **ATTACHMENT B: EVALUATION CRITERIA**

WGEO will assess the extent to which proposals submitted in response to this RFP meet the evaluation criteria described herein.

In assessing each proposal, WGEO will take into consideration expertise and qualification as well as cost factors. A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being considered; the cost evaluation is only undertaken for technical submissions that score above the minimum.

The score assigned to each proposal will be of guidance in determining which proposal would provide the greatest value to WGEO. However, WGEO reserves the right not to employ raw scores in determining best value where it considers, in its sole discretion, that this would not be appropriate.

The evaluation criteria are divided into technical and cost factors. In assessing a potential Contractor's proposal, WGEO will allocate greater importance to technical factors than to cost factors and thus the evaluation is split 70% for technical factors, and 30% for cost. However, cost is carefully looked at and shall be a determining factor in the final decision.

### **A. Technical Evaluation Criteria**

The technical merit of proposals will be evaluated based on the following evaluation criteria:

- a. Methodological Approach - 40
  - a. Understanding of the objective and scope of work. The extent to which the proposal demonstrates responsiveness to the nature, scope and timeline and the environment in which the work must be delivered
  - b. Approach and tools: the appropriateness and relevance of methodologies
  - c. The nature, extent and feasibility of proposed activities and solutions
- b. Experience and capabilities - 40
  - a. The extent to which the proposal demonstrates the Contractor's experience in the subject of green economy
  - b. The extent to which the proposal demonstrates the necessary past experience to manage and complete the scope of work
  - c. Prior experience showcased with the same scope of work.
- c. Qualifications of applications - 20
  - a. The extent to which the applicants demonstrate to have enough capacity to undertake the scope of work with the necessary experience
  - b. Advanced professional proficiency and written English and Arabic.

A minimum technical score of 70 out of 100 is required to pass the technical evaluation. A proposal that fails to achieve the minimum technical threshold will not be considered further.

**B. Cost Evaluation Criteria**

Proposals will be evaluated in terms of best value to WGEO, price and other factors considered.

Cost proposals must be submitted in AED.



## **ATTACHMENT C: PROPOSAL REQUIREMENTS, PROCESS, AND GENERAL INFORMATION**

### **I. PROPOSAL REQUIREMENTS**

The proposal should be concisely presented and structured, and should explain in detail your availability, ability, capacity and resources to provide the requested services. Proposals that are incomplete or not responsive to these criteria may not be considered in the review process. All proposals must be submitted in English and can be in pdf, MS-Word or MS Power Point including applicable schedules where defined.

Cost proposal and technical proposal must be submitted as two separate documents:

- RFP/2024/01/001 - Organization Name – Technical Proposal
- RFP/2024/01/001 - Organization Name – Commercial Proposal

#### **a. Technical Proposal**

The potential Contractor is required to submit a proposal not exceeding 7 pages describing:

- Understanding and background of the topic.
- Initial creative social media campaign
- Proposed semi-detailed work plan (at the level of weekly or bi-weekly milestones) which should show when the potential

#### **a: Proposed Approach**

- A summary of past experience and capabilities of the team.
- Qualifications of team members and their roles in the Contractor team

#### **b. Cost Proposal**

The cost proposal must cover all the services requested in the scope of work outlined in the proposal and should be in AED and should provide details of costs associated with various stages/deliverables as defined in the technical proposal.

Notes:

The cost proposal shall be inclusive of all direct and indirect costs as well as profit or fees and shall be fixed for the period of the contract,

The cost proposal must cover all the services requested in the scope of work. The cost tables and accompanying notes must show the composition of all cost elements, including hidden fees.

## **II. PROPOSAL SUBMISSION AND COMMUNICATIONS**

Proposal submissions and all communication shall be sent via email at [info@worldgreeneconomy.org](mailto:info@worldgreeneconomy.org) . The full proposal must be submitted no later than the **date and time indicated in the RFP information table on page 1** of this RFP.

## **III. SPECIFIC INSTRUCTIONS**

### **a. Period of Validity**

Proposals should be valid for a period of 60 days from the closing date of their receipt.

### **b. Modifications to Proposal**

No further additions to, or modifications on submitted proposals shall be allowed unless it is proven to be a bona fide typographical error or omission and that it may have material impact on the evaluation process. Such additions or modifications may only be effected with prior, written, approval from WGEO.

### **c. Tender Expenses**

Potential Contractors are solely responsible for their own expenses or losses, if any, in preparing and submitting an offer to this Request for Proposal. This would include any costs incurred during functional demonstrations and subsequent meetings and negotiations.

### **d. Currency and Language to be Used**

All costs in the pricing spreadsheets must be in AED only (for proposal). The currency of the contract will be in AED. All communication in respect to this RFP shall be in English.

## **IV. GENERAL INFORMATION**

WGEO may, at its discretion, change the closing date, cancel the RFP, or revise the terms of reference, by issuing an amendment to this solicitation.

It is the potential Contractor's responsibility to consult the WGEO website to ensure that they are aware of amendments to this RFP. WGEO may (a) reject any or all proposals, (b) accept for award a proposal other than the lowest cost proposal, (c) accept more than one proposal, (d) accept alternate proposals, (e) accept part of a proposal, (f) waive informalities and minor irregularities in proposals received, and (g) cancel this RFP.

WGEO may award one or more contracts on the basis of initial proposals received, without

discussions or negotiations. Therefore, each initial proposal should contain the potential Contractor's best terms from a cost and technical standpoint. WGEO reserves the right (but is not under obligation to do so) to enter into discussions with one or more potential Contractors in order to obtain clarifications or additional detail, to suggest refinements in the technical proposal or other aspects of the proposal or negotiate the cost proposal.

WGEO will be under no obligation to reveal, or discuss with any potential Contractors, how a proposal was assessed, or to provide any other information relative to the selection process. Potential Contractors whose proposals are not selected will be notified in writing of this fact and shall have no claim whatsoever for any kind of compensation.

This RFP shall not be construed as a contract or a commitment of any kind. This request for proposals in no way obligates WGEO to award a contract, nor does it commit WGEO to pay any cost incurred in the preparation of the proposal.

In addition to the written proposal, WGEO may request potential Contractors to make oral presentations in English or to participate in a pre-proposal conference. The date, time, and place for such (if any) will be communicated to all eligible potential Contractors. Any statement or presentation made during these meetings shall not in any way amend or modify the WGEO RFP Invitation Notice solicitation. Information obtained through oral presentations will be considered in the overall evaluation process.