



**CEO
WATER
MANDATE**

**WATER
RESILIENCE
COALITION**



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New York, NY 10017
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ceowatermandate.org

REQUEST FOR PROPOSALS

WATER RESILIENCE COALITION: HUMAN IMPACT STORY SERIES

MAY 2022

About the Water Resilience Coalition

The Water Resilience Coalition (WRC) is an initiative of the CEO Water Mandate (a partnership between the United Nations Global Compact and the Pacific Institute), established with the explicit mission of significantly accelerating progress against the global water crisis in stressed geographies, powered by leading corporations with the direct and the personal involvement of their senior leadership.

To help build a water resilient future and drive collective action across the world's largest companies, the CEO Water Mandate - along with some of the world's most influential brands - launched the Water Resilience Coalition (WRC) in 2020. Members of the WRC have pledged to make essential changes in their business practices and investments in their own operations and work together through collective action, to:

- Achieve net positive water impact by 2050
- Support a water resilient value chain
- Raise the ambition of water resilience through public and corporate outreach

Find out more about our collective initiative at www.ceowatermandate.org/resilience.

Project Summary

As part of the WRC work to increase awareness of the water crisis, recruit new member companies and highlight the positive impact of collective action, the WRC is planning to launch a series of video assets. The video stories, bound together with a cohesive look/feel and overall theme, told with a human-interest approach, will demonstrate how member companies and partner organizations are working together to facilitate change in local communities. We'll surround these stories with social media content, which can be leveraged by the member companies as a 'digital toolkit' to help promote the WRC and the positive impact they're helping drive.

The WRC will leverage the launch story – profiling the work of several WRC members in support of The Nature Conservancy's (TNC) Water Fund in Brazil – as a template as to how we tell future stories.



As Brazil and others accelerate their work on water scarcity, this first story in the ‘Impact’ series is an opportunity to highlight the role of collective corporate action in funding local solutions – and the positive impact the WRC is driving in local communities. We’d plan to feature key WRC members, NGO partners and community leaders to create powerful stories that humanize not just the challenges we face but explore the latest tools and solutions available today.

Main Objectives

Our main objectives with this project are to:

- **Increase awareness of the Water Resilience Coalition’s mission and progress**
- **Inspire other companies to join the Water Resilience Coalition, and**
- **Highlight collective action as the clear pathway toward water resilience by providing examples of actual company action on the ground and distancing the narrative from just commitments.**

Audiences

We expect the series to target primarily the leadership of large, multinational companies headquartered around the world who might become a part of the Water Resilience Coalition and scale its work. Secondly the series would target influential opinion leaders from NGOs and civil society that can promote and legitimize our messages.

Scope of Work

Category	Needs	Deliverables
General branding for Human Impact Stories Series	<p>Development of a general concept (graphic and narrative) for the human impact stories</p> <p>Templated approach to story assets to be leveraged for future stories</p>	<ul style="list-style-type: none"> • At least 2 concepts for the story series • Overall theme • Graphic look and feel • Series name • Tagline • Narrative voice and tone • Editable templates for: <ul style="list-style-type: none"> • Full video • Teasers • GIFs • Social media cards • Infographics • Paid media spreads • Press releases • Website sections
First Story of the Series (TNC Brazil Water Fund)	Create a compelling launch of the series with the	<ul style="list-style-type: none"> • Clear timeline for deliverables to be finalized



	<p>development of the first story to be promoted through different channels by WRC members, its secretariat and partners.</p>	<p>including processes, production, and tactic implementation scheduling</p> <ul style="list-style-type: none">• 2- to 3-minute video to be used as a 'content centerpiece' to drive interest / engage media and tell the story of water stress in Brazil and the impact of the WRC collective action<ul style="list-style-type: none">• Include 2 to 3 'talking head' interview clips (NGO partner, member company, community member, etc.)• Leverage stock B-roll, existing videos and virtual shooting to maximize efficiencies• 2 teaser cuts of the full-length video to be used on social media by WRC and member companies• Clean cut story and related b-roll• 1 infographic• Social media plan that includes:<ul style="list-style-type: none">○ Up to 15 social media assets (GIFs, media cards, social media stories, carousels, etc)○ Social media copy for Twitter and LinkedIn with tags to companies, NGOs, partners and other relevant stakeholders<ul style="list-style-type: none">• At least 5 social media posts before the launch• At least 5 social media posts during the launch• At least 5 social media posts after the launch
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		○ 1 social media guide on how WRC members can use these materials to amplify the message in their own channels
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General Timeline

Milestone	Tentative Completion Timeline
Proposal Reception Deadline	09 June 2022
Proposal Pitches	13 to 24 June 2022
Final Selection	28 June 2022
Establish project work plan and timeline	08 July 2022
Final approved deliverables for first story package	30 September 2022
Expected release date for first Human Impact Story in the Series	October 2022

Budget

The Water Resilience Coalition has budgeted up to USD \$45,000 to cover all deliverables and their production. We welcome feedback and suggestions for utilizing the total budgeted amount differently. Please also provide us with your daily or hourly rate(s) for ongoing advice and support as described in the timeline and milestones.

Selection Criteria

The criteria below will be used as minimum requirements to assess proposals and build a pool of appropriate candidates. The successful consultant has experience or relevant qualifications in:

- **Delivering work products in each of the categories above, including an understanding of the complexities of developing a campaign in the following areas:**
 - **Developing compelling and cohesive concepts and narratives that can be implemented in the future by other stakeholders.**
 - **Proficiency translating complex concepts into ideas that can easily be adopted by audiences and capturing their connection to experiences on the ground.**
 - **Experience working with private sector and corporate brands ensuring the legitimacy of messaging and a genuine connection to audiences**
- **A demonstrated focus on non-profit sector, with specific expertise appreciated in water, climate, sustainable development, public policy, corporate social responsibility, and/or environmental spaces. Experience working with the UN system and/or SDGs specifically appreciated.**
- **An active approach toward achieving equity for all people, considering systemic issues and how these impact individuals.**



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Application Process

Please submit proposals not to exceed 4 pages that include the following:

- **Description of how the consultant plans to undertake the described scope of work (please briefly describe the products that will be developed for these tasks);**
- **Description of the consultant's qualifications to undertake the described scope of work;**
- **Examples of similar projects or clients the consultant has served and resulting products, specifically including final assets created, including videos and social media content;**
- **An active and demonstrated approach toward achieving equity for all people, considering systemic issues and how these impact individuals;**
- **Description of how the consultant would avoid any conflict of interest in undertaking the described scope of work;**
- **Cost proposal (please note the above comment on the budget; if the proposed costs in the response deviate from the draft budget, please include some brief explanatory comments outlining the rationale for the modifications); and**
- **Resumes/CVs of the consultant's team, if applicable, may be attached to the proposal and will not count toward the proposal page limit (each resume/CV is not to exceed one page).**

Note: All proposals and documents submitted to Pacific Institute will be kept confidential. Please submit all documents to iruiz@pacinst.org by close of business on 09 June 2022. Please use the subject WRC Human Interest Stories Project in the subject line of your email and let us know where you found this listing. Follow-up calls will take place with top candidates.