Request for Proposal:

ICCT India Communications Strategy

September 30, 2021

Reply deadline: October 24, 2020, 10pm IST

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1. Summary overview
The International Council on Clean Transportation (ICCT) seeks a consultant in India to work with its researchers in the region, other program staff, and its U.S.-based central communications team to develop a strategic communications plan for the next two to three years. The plan will enhance dissemination of ICCT’s India research and its related policy outreach activities in the region, and align with ICCT’s Vision 2050.

2. Background
- The ICCT is an independent nonprofit organization founded to provide technical and scientific analysis to environmental regulators. Its mission is to improve the environmental performance and energy efficiency of road, marine, and air transportation to benefit public health and mitigate climate change. The ICCT is focused on decarbonizing the global transport sector by mid-century through 100% electrification of new vehicle sales—light-duty vehicles by 2035 and heavy-duty vehicles by 2040. The emphasis is on the major vehicle markets, including India.

- For more than a decade, ICCT's research has supported India in developing world-class pollutant emission standards and associated fuel quality standards, and fuel efficiency standards for passenger vehicles. The focus now is on India taking actions that lead to transport greenhouse gas emissions peaking by 2030, while continuing to mitigate the air pollution emissions from new and existing vehicles. So, while ICCT’s current activities include new fuel consumption standards for two-wheelers and more stringent fuel consumption standards for light-duty and heavy-duty vehicles that put India on par with the European Union, electrification across all vehicle classes is the key to achieving this goal. Specifically, ICCT’s electrification work will seek to support: (1) new fiscal
incentives for EVs, including adoption of a third phase of the FAME scheme; (2) adoption of zero-emission vehicle mandates for OEMs and fleets; (3) large-scale purchase of electric buses by cities; and (3) at least one fully electrified zero-emission freight corridor by 2025.

3. **Scope of work**

The consultant will work closely with ICCT staff on the following tasks:

i. Document the concise, comprehensive list of ICCT’s policy aims in India for the next three years, as a foundation for a coherent regional communications plan

ii. Identify groups/individuals with direct and indirect influence on, or decision-making power over, those policies, who can aid ICCT’s agenda

iii. Profile those groups/individuals ("audiences") with an eye toward: (a) describing in actionable detail where ICCT research etc. connects with their policy views, where it departs from their views, and simple gaps; (b) identifying communications channels and messengers that effectively reach those specific groups and individuals, and those that do not

iv. Based on that evaluation of audiences, and the communications channels that connect to them, draft a practical general plan of activities that ICCT India staff will undertake to reach those audiences with research findings and policy statements

v. Propose a staff training/capacity-building program that will aid ICCT staff in effectively taking on those outreach activities

vi. Identify a set of qualitative and quantitative metrics that will allow ICCT to reasonably measure how effectively it carries out the communications plan (not the same thing as achieving the policy aims), and where relevant or feasible conduct a baseline survey of ICCT’s current performance against those metrics

4. **Deliverables**

   i. Detailed audience profile, in the form of an interim progress report document with supporting documentation, that matches ICCT’s policy objectives in the coming three years. This should include a list of key stakeholders with summaries of why they are important and what kinds of outreach are best suited to connecting with them, all with reference to specific policy objectives.
ii. Critical survey and evaluation of relevant communications channels in India and assessment of ICCT’s current activities in utilizing those communication channels, also in the form of an interim progress report document with supporting materials. Specifically, we are interested in channels most used by our key stakeholders and others like them, and in evaluations of how to engage ongoing discussions of vehicle electrification, climate change, and greenhouse gas emissions.

iii. Final summary report setting out in detail the three-year communications and training plan for ICCT’s India work.

iv. A list of recommendations, with rationale, of recommended software tools that should be used to compile, analyze, and archive quantitative metrics.

Proposal selection criteria
The bids will be evaluated primarily on their ability to deliver on the scope listed above, and the detail with which they demonstrate how these tasks will be accomplished. After itemization of a scope that most closely matches the tasks above, selection criteria will include the demonstration of a project management plan, commitment to address ICCT input in analysis and write-up of the work.

See the attached “Guidelines for Proposal Submission” below for additional information about supporting information to be included in any proposal.

Guidelines for Proposal Submission

The RFP responses should include the following:

Transmittal letter

The transmittal letter shall be in the form of a standard business letter on the vendor’s letterhead, signed by an individual authorized to legally bind the vendor, and shall include the name, title, address, email address and telephone number of the individual(s) who can be contacted for questions regarding the RFP response. Disclosure of any real or potential conflict of interest must be provided based on the firm’s clients, proposals to pending clients, direct business or significant personal relationship with any ICCT council member, board member or staff member.

Methodology

- Describe your organization, its overall mission, customer service philosophy and culture, current staffing, and other pertinent resources related to this project.
- Please provide brief biographical information (education and experience) of the management group and key professionals that would be assigned to this project.
- Provide a separate listing of relevant analyses and reports that were conducted by the proposed researchers and are related to the tasks as proposed in this RFP.
• Provide a methodology describing how your team will perform the tasks detailed in this RFP, produce the requested deliverables, and achieve the overall RFP objectives.
• Describe your understanding of the deliverables of this project, and the extent to which they may differ from the description in this RFP.
• Provide a timeline for execution of the project.
• Please provide key assumptions used in formulating your cost estimates of delivering results and timelines.

Please do not include generic marketing materials.

**Project management process**

• Describe your firm's process for managing the project and dealing with clients, including the frequency, and method of regular communications regarding project status with client.
• Describe your firm's process for quality assurance and quality control, project cost controls, and timeline adherence.

**Fees**

• Please provide a breakdown of all fee areas (including by tasks and sub-tasks), hourly rates for individuals, and the breakdown of person-hours by major tasks and deliverables.
• Describe the frequency and timing of your preferred fee payment requirements.

**Terms and conditions**

The written RFP responses and any subsequent bids made during the procurement process will be considered binding commitments by the prospective vendors. The ICCT may request additional information or clarification of any obligation, if a contract is awarded.

The bidder agrees to be bound by this RFP response for a period of 45 calendar days from the RFP response due date during which the ICCT may request clarification of correction of the RFP response if necessary for the purpose of evaluation.

The cost of preparing the RFP response is the sole responsibility of the bidder, whether or not any award results from solicitation.

The ICCT reserves the right to add provisions to the contract consistent with the contractor’s bid and to negotiate with the contractor other additions to, deletions from, and/or changes in the language in the contract — provided that such addition, deletion, or change in contract language would not, in the sole direction of the ICCT, affect the evaluation criteria set forth herein, or give any bidder a competitive advantage.