1. BACKGROUND

Verra is a global leader helping to tackle the world’s most intractable environmental and social challenges. As a mission-driven non-profit organization, Verra is committed to helping reduce greenhouse gas emissions, improve livelihoods, and protect natural resources across the private and public sectors. We support climate action and sustainable development with standards, tools, and programs that credibly, transparently, and robustly assess environmental and social impacts, and that also enable funding for sustaining and scaling up projects that verifiably deliver these benefits. We work in any arena where we see a need for clear standards, a role for market-based mechanisms and an opportunity to generate significant environmental and social value.

2. Objective & Need

From our inception, greenhouse gas (GHG) emission reductions and removals have been at the center of Verra’s work. In recent years, we have expanded our focus to include elements of sustainable development (SD). In 2018, Verra launched the Sustainable Development Verified Impact Standard (SD VISta), a flexible framework for assessing and reporting on the SD benefits of project-based activities that helps unlock new sources of finance to support and scale up high-impact efforts. Projects certified by SD VISta can generate assets, or units representing SD benefits that can be sold or retired and claimed. SD VISta can also be used in conjunction with the Verified Carbon Standard, where Verified Carbon Units bear a SD VISta label indicating that an emission reduction unit was generated during a period in which a project was SD VISta-verified.

In order to ensure and communicate Verra’s leadership in the SD field, we seek a consultant to design and launch a marketing campaign. To accomplish this, Verra requires support in the following areas:

1) **Increase awareness and understanding of SD VISta:** We intend to develop and implement a comprehensive marketing strategy for SD VISta that clearly and definitively authoritatively articulates its role in assessing and reporting on the SD benefits of project-based activities. This
strategy should focus on explaining how the standard works, making it easily understandable and accessible to credit buyers, project developers, NGOs, and the media.

2) **Position SD VISta as a leader in an emerging SD space.** We intend to establish SD VISta as the international flagship SD standard with the highest level of integrity available on the market for measuring SD impacts.

We are looking to engage a company with marketing expertise to help us in the above areas. We envision this work to take place from mid-October through mid-December.

3. **SCOPE OF WORK**

The Scope of Work includes the following:

1) **Develop an SD VISta marketing strategy** to increase awareness of the existing program, explain how it works, and clarify its value proposition. This will require the identification of key SD audiences (e.g., corporations, brokers, intermediaries, traders, environmental NGOs and NGOs working with the SD space, supply and demand stakeholders, rating agencies, and carbon- and SD-specific media outlets).

2) **Develop materials to support the marketing strategy**, including:

   - a) Development of fact sheets, FAQs, press releases, webpage content, and positioning statements
   - b) Planning and development of materials for presenting SD VISta at relevant external events and conferences
   - c) Establishment of contacts and development of pitches for a range of different forms of global media, focusing on carbon- and SD-specific outlets
   - d) Staff training in media engagement.

4. **TIMELINE AND DELIVERABLES**

The below table sets out the timeline for the various deliverables, noting that proposals can suggest alternative deliverables and/or timelines if that is deemed a better approach.
<table>
<thead>
<tr>
<th>Deliverable/Milestone (Tentative)</th>
<th>Timeline (Tentative)</th>
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<tbody>
<tr>
<td><strong>SD ViSta marketing strategy</strong></td>
<td></td>
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<tr>
<td>Initial work plan</td>
<td>Within one week of contracting (estimated date 17 September)</td>
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<tr>
<td>Draft strategy, including drafts of marketing products (to be determined in the initial work plan, but may include fact sheets, FAQs, etc.)</td>
<td>11 October</td>
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<tr>
<td>Marketing materials finalized</td>
<td>25 October</td>
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<tr>
<td><strong>Media outreach</strong></td>
<td></td>
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<tr>
<td>Carbon- and SD-specific media outlets and reporters identified and relationships established</td>
<td>11-29 October</td>
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<tr>
<td><strong>Staff trained in media engagement</strong></td>
<td>4-15 November</td>
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<tr>
<td><strong>Distribution of materials to relevant stakeholders</strong></td>
<td></td>
</tr>
<tr>
<td>Stakeholder identification &amp; distribution plan</td>
<td>25 October</td>
</tr>
<tr>
<td>Materials distributed</td>
<td>Ongoing</td>
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5. BUDGET

The budget for this work is $50,000 (negotiable). Follow-on work, if any, would be conducted on a retainer basis. Please also provide us with your daily or hourly rate(s) for ongoing advice and support.

6. RESPONSES TO THE RFP

Respondents are welcome to submit clarifying questions on any of the above information. Proposals should not exceed two pages and include the following:

- 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);
● Description of how the consultant plans to undertake the described scope of work; with regard to the marketing strategy, please briefly describe the product that will be developed for this task;

● Description of the consultant’s qualifications to undertake the described scope of work and examples of similar projects or clients the consultant has worked for;

● Description of how the consultant would avoid any conflict of interest in undertaking the described scope of work; and

● Resumes/CVs of the consultant’s team, if applicable, may be attached (not to exceed two pages each).

Note: All proposals and documents submitted to Verra will be kept confidential.

All documents must be submitted to Jessie Herfurth at jherfurth@verra.org (cc to Robin Rix at rrix@verra.org and Sinclair Vincent at svincent@verra.org) by 10 September 2021. A shortlist of candidates will be invited to an interview. We intend to finalize the selection of the consultant by mid-September 2021.

7. Legal Nature of RFP

This RFP is an invitation for proposals and Verra is under no legal obligation to accept any proposal or proceed with the RFP. Verra reserves the right to amend the requirements at any time.