

REQUEST FOR PROPOSALS

Plastic Program Marketing Support

September 2022

1. BACKGROUND

Verra is a mission-driven non-profit organization helping to tackle the world's most intractable environmental and social challenges.

In 2021, Verra launched the [Plastic Waste Reduction Program](#) (the "Plastic Program"), a framework used for consistent accounting and crediting of a variety of plastic collection and recycling activities. It drives investment into projects that increase the collection of plastic waste from the environment and/or its recycling. The Program enables the independent auditing of projects to determine the extent to which they have reduced plastic waste in the environment and/or increased recycling. Credits are issued based on how much plastic is collected and recycled above baseline rates (i.e., what would have happened in the absence of the project activity). Plastic Credits are sold to companies to compensate for the parts of their plastic leakage that cannot yet be eliminated, demonstrating progress toward achieving commitments around plastic waste reduction. This plastic crediting mechanism provides an efficient and powerful means of financing activities that verifiably reduce plastic in the environment anywhere in the world.

2. OBJECTIVE & NEED

To ensure and communicate Verra's leadership in the plastics and plastic credits field, we seek a consultant to design and launch a marketing campaign. To accomplish this, Verra requires support in the following areas:

- 1) **Increase adoption of the Plastic Program:** We intend to develop and implement a comprehensive marketing strategy that leads to an increased uptake and use of the Plastic Program by a variety of stakeholders including companies, credit buyers, project developers, NGOs and the media. This strategy should focus on a) explaining how the standard works, making it easily understandable and accessible; b) clearly and definitively articulating the Plastic Program's role in the assessment and reporting of the impacts achieved by the registered projects; and c) communicating the robustness of the program through its quality assurance principles.

- 2) **Position the Plastic Program as the leader in the plastic credits space:** In recent months, multiple voluntary standards and frameworks have emerged in the plastic credits space. By claiming the greatest share of the market through its application and use, we intend to establish the Plastic Program as the international flagship standard. The Plastic Program should be positioned as the most reputable standard, with the highest level of integrity available in the market for measuring impacts of plastic waste collection and/or recycling projects.

We are looking to engage a consultant with marketing expertise to help us in the above areas. We envision this work to take place from October 2022 to February 2023.

3. SCOPE OF WORK

The Scope of Work includes the following:

- 1) **Develop a Plastic Program marketing strategy** to increase adoption of the program and establish it as the most reputable, international flagship standard vis-a-vis other similar standards in the market. This will require the following actions (non-exhaustive):
 - a. Identification of key target audiences in the plastic credit ecosystem (e.g., corporations, project developers, brokers, intermediaries, traders, environmental and social NGOs, ratings agencies, and waste and plastic-specific media outlets).
 - b. Identification of challenges facing the Plastic Program (e.g., perceived risk of greenwashing, absence of a standard for corporate accounting and claims, lack of clear demand and supply signals, insufficient understanding of the role and benefits of plastic credits, emergence of multiple new standards with lack of harmonization between them).
 - c. Development of a strategic outreach plan for reaching the identified key stakeholder groups and addressing the identified challenges with clear objectives, deliverables, and expected outcomes.
- 2) **Develop assets to support the marketing strategy**, including (but not limited to):
 - a. Fact sheets, FAQs, case studies, informative videos, press releases, newsletter content, webpage content, positioning statements, of the Plastic Program.
 - b. Materials for presenting the Plastic Program at relevant external events and conferences.
 - c. Media contact list and relationships for a range of different forms of global media, focusing on sustainability, waste, and plastic and packaging-focused outlets. This also includes tracking of media mentions of other standard developers during the contract period.

- d. Content calendar for the period January – December 2023 along with the content template, distribution list and publishing process and cadence.
- 3) **Conduct marketing and media outreach** for the identified target audience, including monitoring and evaluation of results.
- 4) **Staff training in media engagement**, which may include capacity building sessions on identifying the right outlets, cultivating contacts, developing pitches, conducting outreach and monitoring post outreach engagement. This may also include establishing a standard operating procedure for media interviews and relationship management with media outlets.

4. TIMELINE AND DELIVERABLES

The table below 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.

Deliverable/Milestone (Tentative)	Timeline (Tentative)
Plastic Program marketing strategy	
Initial work plan	Within one week of contracting (tentatively by 21 October 2022)
Draft strategy, including identification of key stakeholder groups, challenges facing the Plastic Program with methods to address them and development of an outreach plan for reaching identified stakeholder groups	7 November 2022
Marketing strategy finalized	7 - 20 November 2022
Marketing assets developed and finalized	20 November - 15 December 2022
Marketing outreach conducted	15 - 30 January 2023
Collaboration opportunities identified and finalized with the interested target audience	30 January - 25 February 2023
Media outreach	
Comprehensive media list built including sustainability, waste, plastic and packaging specific media outlets, and contacts established	Start of the contract period - 31 October 2022
Content calendar developed for the period January – December 2023, along with the content template, distribution list and publishing process and cadence.	20 - 30 November 2022

Tracking and reporting of media reports, mentions or quotes by other plastic standard developers	7 November through the end of the contract period
Staff trained in media engagement including capacity building sessions on identifying the right outlets, cultivating contacts, developing pitches, conducting outreach and monitoring post outreach engagement.	30 November - 7 December
Media outreach conducted, including tracking and evaluation of results	15 - 30 January 2023
Collaboration opportunities finalized with the media outlets including (but not limited to) blogs, press releases and thought pieces and outreach schedule	30 January - 25 February 2023

5. KEY PERFORMANCE INDICATORS

- Number of stakeholder groups identified and contacted through the outreach plan using specific marketing assets developed
- Number of media outlets that have positively reported on the Plastic Program
- Number of new alliances developed and/or partnership opportunities identified with the target audience, that can directly support the fulfillment of objectives as per section 2 above (i.e., increase adoption and use of the Plastic Program, and position the Plastic Program as the leader in the plastic credits space).
- Number of inbound queries received about the Plastic Program that can be traced back to the marketing outreach

6. BUDGET

The maximum budget for this work is US\$50,000. Follow-on work, if any, would be remunerated on a per diem basis. Please also provide daily or hourly rate(s) for ongoing advice and support.

7. RESPONSES TO THE RFP

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

- Description of how the consultant plans to undertake the scope of work described; in 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 scope of work described 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 scope of work described;
- Resumes/CVs of the consultant’s team, if applicable, may be attached as supplemental materials (not to exceed two pages each); and
- Cost proposal

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

All documents must be submitted to Komal Sinha, Director, Plastics and Sustainable Development Policy and Markets, ksinha@verra.org (cc Robin Rix, Chief Legal, Policy, and Markets Officer, rrix@verra.org), by 30 September 2022. A shortlist of candidates will be invited to an interview. We intend to finalize the selection of the consultant by early October 2022.

8. 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.