



Request for Proposals: Communications Contractor for EDF Economics

Background

One of the world's leading international nonprofit organizations, Environmental Defense Fund (EDF), creates transformational solutions to the most serious environmental problems. To do so, EDF links science, economics, law, and innovative private-sector partnerships. With more than 3 million members and offices in the United States, China, Mexico, Indonesia and the European Union, EDF's scientists, economists, attorneys and policy experts are working in 28 countries to turn our solutions into action.

EDF's Economics team includes nearly 30 economists and researchers using economic research and principles to advance effective climate policy. We examine every environmental problem through an economic lens, working with communities, policymakers and other partners to use economic forces for good. EDF economists, often partnering with academic institutions around the world, produce leading research, modeling and analysis to inform economically sound environmental policies. In a warming world, we are helping to develop climate solutions that create jobs, build resilient communities and cut pollution in an effective, equitable way.

Environmental Defense Fund is seeking a communications consultant to support the EDF Economics team in promoting its research, advancing thought leadership, and communicating its climate policy objectives. Reporting to the Communications Director for Economics, the core objectives of the Scope of Work include developing messaging and a communications strategy to build the thought leadership of EDF's new Chief Economist; continue to advance EDF's leading research and policy expertise on the impacts of climate change on the U.S. insurance market; and organically building up the audience for EDF's Economics ongoing communications products and platforms.

The term of this contract would run from March 31, 2025 to September 30, 2025, with an opportunity to extend through 2025.

Scope of Work:

- **Thought Leadership**
 - In consultation with the Communications Director and the Chief Economist, develop key messaging and talking points to distill the perspective, expertise and thought leadership of the Chief Economist.



- Develop and execute a communications strategy to build and promote the Chief Economist to key audiences, leveraging media relations and EDF's brand social media accounts.
 - Identify and pursue opportunities for op-eds, face-to-camera videos, speaking engagements, and other communications strategies to promote and disseminate work products of the Economics team.
 - Conduct media outreach to build strategic media relationships between the Chief Economist, other economists, and target reporters.
 - Work with EDF's social media team to develop and disseminate content promoting EDF Economics to target audiences.
- **Insurance Crisis Awareness and Advocacy Campaign**
 - In collaboration with the Communications Director and members of the Economics team, develop a communications strategy to raise awareness among target U.S. audiences around the links between climate change and the insurance crisis in key states (Louisiana, Florida, California).
 - Working with the Communications Director and members of EDF's communications team (Global Media Unit), +Business team, and other Mission teams, align on a protocol for rapid response media to leverage the expertise of the Economics team during relevant breaking insurance and disaster news moments in target media markets.
 - Create a social media content kit and editorial calendar to advance the expertise and thought leadership of EDF's insurance and economics experts, partners, and stakeholders with the aim of reaching target audiences with compelling content.
 - Develop policy briefs, fact sheets, and other policy materials to educate policymaker audiences around the links between climate change and the insurance crisis in key states (Louisiana, Florida, California).
- **Audience-Building for Economics Products and Thought Leadership**
 - Draft and produce EDF's quarterly Economics newsletter for Quarters 2 and 3, 2025.
 - Create and execute a plan to organically grow the audience of EDF's Quarterly Economics Newsletter, promoting the product among academic, NGO and policymaker audiences.



- Create and execute a plan to organically grow the audience of EDF's Monthly Economics Seminar Series, promoting it among academic, NGO and policymaker audiences.
- Track and document the analytics of the Quarterly Newsletter and Seminar Series for the contract's duration.
- Create a document of key recommendations to improve the quality and reach of the Quarterly Newsletter and Seminar Series.
- Liaise and coordinate with other Mission communications staff across EDF to support the communications of EDF Economics.

Preferred Qualifications:

1. Four to six years of experience in communications, preferably demonstrating knowledge and experience of climate communications, climate policy advocacy, academic communications, and/or environmental economics.
2. Strong writing skills, especially for writing media and social media materials, opinion editorials, blog posts and other communications assets.
3. Access to a wide network of relevant media contacts, or a record of accomplishment of effective experience in media relations.
4. Experience leveraging social media, digital storytelling tools (video, infographics, etc.), and creative communications strategies to convey complex topics in effective and compelling ways.
5. Up to 15-20 hours of availability per week.
6. Background or familiarity with economic concepts preferred.

Submission Requirements: Email the following materials to syesenofski@edf.org.

1. One-page statement of qualifications of the consultant or consulting team.
2. Resume
3. Hourly Rate Quote
4. Two references

Proposals due 3/21/2025

Evaluation Criteria



EDF is committed to a transparent selection process, including the selection of a vendor for this project, with the intention to secure the best possible partner for EDF's ongoing needs while ensuring an optimal financial and operational outcome and the best value to our funders.

- An evaluation team will review, in detail, all proposals that met the submission criteria to determine the selected vendor. Following the initial review and screening of written submissions, using the selection criteria described below, the leading bidder will be invited to participate in negotiation of a final agreement.
 - Understanding of Objectives: Demonstrated comprehension of the project goals and deliverables.
 - Technical Expertise: Proven experience in messaging, media relations, and strategic communications
 - Cost Effectiveness: Alignment of the proposed budget with the scope of work.
 - Experience with Content and Themes in the Scope of Work: Familiarity and experience with environmental economics, climate policy and advocacy, and/or crafting communications to academic and policymaker audiences.

The decision to respond to this RFP is at the vendor's discretion. Nothing about the solicitation or submission of a proposal imposes or implies a contract or legal agreement between the parties.

Discretion: EDF may, at its sole discretion and during or after the evaluation process, eliminate any vendor for any reason, choose to issue as many or as few agreements as needed to meet EDF's business requirements, or not to issue any agreement as a result of this process.

Offers/Quotations: Prices must be inclusive of all costs, including taxes and fees, in US Dollars. Quotes and prices should remain valid for one hundred and twenty (120) calendar days from the final submission due date.

Code of Conduct and Conflict of Interest: Operating with integrity is the highest priority for EDF, and EDF requires all vendors to agree and adhere to its published Code of Conduct. <https://www.edf.org/ethical-conduct>.

There is no reimbursement for costs associated with the preparation, submission, presentation, or possible award negotiation of proposals in response to this RFP.