



**PROCUREMENT NOTICE NO 134
EXPRESSION OF INTEREST FOR COMMUNICATION CONTENT PRODUCTION SERVICES –
STATE AND TRENDS IN AFRICA 2021**

The Global Center on Adaptation (GCA) is an international organization which works as a solutions broker to accelerate action and support for climate adaptation solutions, from the international to the local, in partnership with the public and private sector, to ensure we learn from each other and work together for a climate resilient future.

GCA works as a solutions broker to catalyze action and support for adaptation solutions, from the international to the local, in partnership with the public and private sector, to ensure we learn from each other and work together for a climate resilient future. Adapting to impacts of climate change provides a “win-win” for livelihoods, food security, water supply, health, security, and economic growth. The work of the GCA elevates the visibility and political importance of climate adaptation and facilitates solutions, such as smarter investments, new technologies and better planning to become more resilient to climate related threats. GCA is a rapidly growing organization with offices in Abidjan, Beijing, Dhaka, Groningen, and Rotterdam.

GCA is looking for a creative content production agency with a strong track record of delivering climate change-related communications to produce a package of communications content to promote the State and Trends Africa 2021(STA21) Report. The STA21 Report is the second in a series of annual GCA flagship reports, under the title State and Trends in Adaptation. The report series will inform and guide work done by the broad expert and policy-maker communities, for increasing knowledge of adaptation needs and solutions, and for setting priorities for adaptation planning, implementation and mobilizing investments. The agency will work in close collaboration with the External Affairs and Communications teams.

DELIVERABLES

In accordance with the above background, GCA seeks an agency that can deliver some or all of the following products highlighting the report’s key findings, case studies and general content:

- A series of subtitled, short-form videos profiling African adaptation case studies from the report in appropriate aspect ratios for each of GCA’s social media channels (Twitter, Facebook, LinkedIn, Instagram and YouTube). GCA must be provided with the video editing files and any original raw footage (with rights to reuse) after the project is completed.
- Social media cards including quote cards, infographics, and animated charts and graphs using datasets provided in the report.
- Suggested social media messaging to accompany social media assets.



REQUIREMENTS

If you wish to submit a proposal to provide the above services, please provide evidence of the following:

1. That you are a registered legal entity in your jurisdiction (if applicable) please provide Registration Documentation/Company Profile/CV or for a sole expert please provide a CV.
2. That your expert/s have professional experience in providing communications content production services with international and/or intergovernmental organizations (Please provide documentary evidence).
3. That your expert/s have led at least two projects in the last two years in communications content production services similar to the above requirements related to climate adaptation, climate action, or social environmental causes. (Please provide a short portfolio of case studies).
4. That your expert/s have experience operating and/or collecting footage from different African countries.

HOW TO EXPRESS AN INTEREST

If your company/organization would like to participate in this competitive procurement process please provide your covering letter expressing your interest and your organizational/company profile to the following email address only, with subject header "EOI - Communication Content Production Services – State and Trends in Africa 2021":

procurement@gca.org

The closing date for submissions is 20th October, 18.00hrs CEST 2021.

GCA looks forward to receiving your Expression of Interest.