



RFQ 2425-24

Annex A: Terms of Reference for Support to the Group on Earth Observations for the Delivery of Media Engagement Activities & Op-ed Workshop**1. Background**

The Group on Earth Observations (GEO) is an intergovernmental partnership comprising more than 100 national governments and over 100 Participating Organizations. GEO envisions a future where decisions and actions that benefit humanity are informed by coordinated, comprehensive, and sustained Earth observations. These observations are crucial for addressing global challenges such as climate change, biodiversity loss, disaster resilience, and sustainable development.

In November 2023, during the Ministerial Summit in Cape Town, GEO launched its post-2025 strategy. This strategy broadens GEO's role beyond its established leadership in coordinating and enabling the provision and use of Earth Observations. It introduces a path for GEO to co-produce products and services with and for users, facilitating more impactful decision-making across various scales, sectors, and geographies.

Making voices from the GEO community heard is critical to achieving GEO's mission. This can be done through the production and dissemination of compelling op-eds (commentaries) that express clear opinions and calls to action. If they reach the right target audiences, these op-eds can significantly influence public policy, raise awareness, and drive behavioural change to promote greater integration of Earth observation in decision-making. At the same time, these op-eds must be published in media that have real traction and influence over GEO's target audiences.

Recognizing the power of such products, GEO is committed to enhancing the narrative skills of its community members—especially youth—on op-ed writing, pitching, amplifying voice and message, and maximizing and measuring impact. Concurrently, GEO is looking for support to produce three op-eds, which will be pitched and published in relevant media outlets.

To support this work, GEO is looking for a service provider who can:

- a) Develop three op-eds (commentaries)**, commissioned with GEO support, which will be edited, translated, and shared with media outlets in all of GEO's member countries and selected non-GEO countries (subject to prior GEO's approval).
- b) Provide a 1.5-day in-person, capacity-building workshop** to a group of 20-25 people on the sidelines of the GEO Global Forum 2025 (5-9 May 2025 in Rome, Italy).

2. Purpose and Objectives

The purpose of these two activities is to:

- Ensure that perspectives and opinions from the GEO community are heard by wider audiences.
- Encourage actions and changes in behavior that support GEO's mission through persuasive and compelling narratives.
- Increase public understanding and awareness of the importance of integrating Earth observation in decision-making processes.

- Ensure that op-eds are published in influential media outlets that effectively reach and engage GEO's target audiences (see Annex D - Publications by country).
- Develop and improve the op-ed writing, pitching, and messaging skills of GEO community members, with a focus on youth.

3. **Scope of work**

After the delivery of the services:

- Three op-eds will be published in influential media outlets within and beyond GEO's member countries (see Annex D - Publications by country).
- Workshop participants will have the tools to outline, write, and pitch an op-ed, as well as understand how (and why) to measure the impact of their communications work.

4. **Approach**

Development and dissemination of 3 op-eds:

- a. Inception call between the author and a member of the GEO Secretariat.
- b. Draft text provided by GEO.
- c. Editing by service provider.
- d. Fact-checking by service provider.
- e. Translation by service provider into 10 languages: Arabic, Chinese, French, Russian, Spanish, German, Italian, Dutch, Portuguese, Polish.
- f. Dissemination to media outlets from the service provider's network of 200+ media in at least all GEO member countries (see Annex D - Publications by country).

Capacity building workshop:

- a. Pre-workshop preparation.
- b. Delivery of a 1.5-day (12-hour) workshop.
- c. Post-workshop survey.
- d. Delivery of a recap presentation for GEO, including pre- and post-workshop survey metrics, key takeaways, and recommendations.

5. **Key deliverables**

- a. Development and dissemination of 3 op-eds
 - Each op-ed will be edited, shaped, and fact-checked by the service provider's editors to create a compelling narrative.
 - Each op-ed will be translated into at least 10 languages: Arabic, Chinese, French, Russian, Spanish, German, Italian, Dutch, Portuguese, Polish.
 - Each op-ed will be sent to at least one publication in every GEO member country and globally across the service provider's network of more than 200 media in at least 100 countries (see Annex D - Publications by country).

b. Workshop

Pre-workshop preparation:

- Final sign-off (by GEO) on the workshop agenda.
- Pre-workshop survey to assess the skills and specific needs of the participants.
- Zoom call with all participants to introduce the trainers, discuss the workshop objectives, and align expectations.
- Follow-up email summarizing the Zoom call, including a link to the recorded session, and provision of preparatory materials or resources that participants should review before the workshop.

Workshop delivery:

- Intensive 1.5-day workshop that combines theoretical knowledge with practical exercises.
- The sessions should cover the following topics:
 - o How and why to use your voice / engage with the media
 - o What is an op-ed (commentary)? Why write an op-ed (commentary)?
 - o Op-ed writing best practices
 - o How to pitch
 - o Impact – What are you trying to achieve? How can you achieve it?
 - o Target audiences
 - o Impact outcomes and indicators
- Participants should be provided with opportunities to practice their op-ed writing and pitching skills through interactive activities and real-time feedback. This may include group exercises, individual presentations, and peer reviews.
- Each participant will receive personalized feedback from the trainers. This will help them refine their storytelling techniques and apply what they have learned to their specific area of expertise.

Post-workshop follow-up:

- Post-workshop survey to gather feedback on the workshop's effectiveness and identification of areas for improvement.
- Issuance of a presentation recap for GEO, including pre-and post-workshop survey metrics, key takeaways, and recommendations for future training sessions.

6. **Timeline**

a. Op-eds

October 2024	Release of the first op-ed
November 2024	Release of the second op-ed
April/May 2025	Release of the third op-ed

b. Workshop

Workshop -2 weeks	Workshop – 1 week	Workshop day	Workshop +1 week	Workshop +2 weeks
Final sign-off on the workshop agenda Pre-workshop survey	Zoom call with all participants Follow-up email Distribution of pre-workshop materials	Delivery of the workshop according to the agreed agenda and TORs.	Post-workshop survey	Issuance of a presentation recap for GEO

7. **Qualifications of the service provider**

- Extensive background in journalism, particularly commentary writing, with demonstrative ability to edit, translate, and amplify key messages, and communicate effectively on a wide range of topics related to climate change and other environmental topics.
- Proven experience in creating engaging and accessible narratives that effectively bridge the gap between complex scientific concepts and the general public's understanding.
- An extensive media network and the ability to place op-eds in influential media outlets around the world (see Annex D – Publications by country).
- The ability to translate content into multiple languages.
- A track record in providing op-ed writing trainings and workshops for international experts.

The service provider shall have a minimum of three years of business experience. At least 2 references for services similar to those covered by these Terms of Reference and performed in the past shall be provided.

The service provider's compliance with the following sustainable requirements would be an asset:

- a) Have a corporate environmental policy or an environmental management system (ISO 14001 or equivalent).
- b) Have at least one (1) female team member among the key personnel to be employed for the provision of the services under these Terms of Reference.
- c) Have an internal policy regarding the sustainability and monitoring of their supply chains.
- d) If the service provider is a member of the UN Global Compact, they shall share with the WMO a copy of their annual report.

Knowledge and skills

- Experience working with scientific and technical organizations, enabling a deep understanding of their operations and the ability to translate technical jargon into relatable stories.
- Expertise in op-ed commissioning and editing to shape content into compelling commentary for a global audience.
- Demonstrated experience in working with diverse, multicultural teams to build a cohesive organizational culture, shared values, and mutual understanding.

8. Application process

Timeframe

The proposal should include an indicative timetable for completion. The final evaluations are expected to be completed in accordance with the timeline and deliverables listed in the Terms of Reference. This time will also cover the periods needed for WMO review, feedback, and approval of the deliverables.

Structure of the proposal

Each proposal will be assessed first against mandatory eligibility criteria on a PASS/FAIL basis. Failure to comply with any of such mandatory criteria will result in the proposal being disqualified.

The proposals that pass this first evaluation will be evaluated on their technical merits and subsequently on their price. The proposal obtaining the overall highest combined score resulting from the technical and financial evaluations will be considered the proposal that offers best value for money and will be recommended for award of the contract.

- a. **Technical part:** The Technical Proposal should include but is not limited to the following:
 - Detailed understanding of GEO requirements
 - Proposed detailed timeline and milestones.
 - Project dependencies and assumptions
 - Expertise of Company detailing general and specific experience with similar assignments in the past years. The interested firms are requested to back up their proposals by providing:
 - Evidence in the form of job completion certificate, contracts and/or references.
 - Two recent case studies containing the following information:
 - Name of Client
 - Title of the Project
 - Year and duration of the project
 - Scope of the Projects/Requirements
 - Proposed Solutions and Outcome
 - Team members on each of the project and their specific roles
 - Project timelines (start and end date year, and any other information necessary)
 - Reference /Contact person details
 - Details of the Proposed Team for the assignment including the following information:
 - Title/Designation of each team member on the project
 - Educational qualifications and professional experiences
 - Experience in working on similar project and assignment – List similar projects they worked on and their roles on the project.
 - Project implementation and work plan showing the detailed sequence and timeline for each activity and person days of each proposed team member as necessary.
 - Quality assurance mechanism and risk assessment with mitigation measures put in place.
- b. **Financial part:** The price shall be fixed and firm and include all costs to complete the entire assignment based on the terms of reference.

The financial proposal should include an estimate of travel costs when needed. However, the final travel component will be agreed based on the effective work calendar. Travel costs will be pre-approved and reimbursed by WMO as per the WMO rules and regulations for travel for consultants i.e. irrespective of the distance and duration of the flight, most direct and economy flight ticket shall apply. The Daily Subsistence Allowance (DSA) rate should not exceed the UN DSA at the time of the travel.

General Terms and Conditions

[WMO's general terms and conditions](#) will apply to the contract awarded to the selected vendor. Please note that in the evaluation of the financial proposal, WMO will take into consideration any proposed amendments to the WMO General Terms and Conditions. Proposed amendments to the WMO general terms and conditions may negatively affect the evaluation of the proposal.

Miscellanea

All prices/rates quoted must be exclusive of all taxes as WMO is a tax-exempt organization. For evaluation, WMO shall use Swiss Franc (CHF) to evaluate all financial proposals. All proposals submitted in any other currency shall be converted to CHF using the prevailing UN exchange rate at the time of evaluation. Contracts shall be issued in the currency of the submitted proposal by the selected supplier. Invoicing will be in the currency of the proposal.