**Terms of reference for support to the Group on Earth Observations for**

**the production and publication of editorial content**

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.

Effective communication and storytelling are critical to achieving GEO's mission. Delivering thought leadership pieces can significantly influence public policy, raise awareness, and drive behavioural change to promote greater integration of Earth observation in decision-making. Recognizing the power of storytelling, GEO is committed to producing and disseminating compelling editorial content to better convey the significance of its work and its impact on global challenges to strengthen its positioning during the World Economic Forum (WEF) Annual Meeting (20 -24 Jan 2025).

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

* Produce a Question and Answers (Q&A) interview with a GEO senior official, in written.
* Disseminate this interview through a promotional campaign on social media and inclusion outreach platforms such as websites and newsletters ahead of/during and after the WEF Annual Meeting.
* Produce and edit a recorded video interview with a GEO thought leader.
* Disseminate this video interview through a promotional campaign on social media and inclusion in newsletters and other outreach materials in the wake of the WEF Annual Meeting.

1. **Purpose and Objectives**

The purpose of this activity is to:

* Broaden GEO’s network and connect with new audiences, governments and potential partners by publishing content before, during and after the WEF Annual Meeting.
* Enhance GEO's profile by showcasing its expertise, amplifying its influence and voice through the dissemination of thought leadership content.
* Promote GEO’s brand, vision, mission and value proposition.

1. **Scope of work**

After the delivery of the services:

* A Q&A interview, including 4-5 well-researched questions, video embeds, and pull-out quotes will be published.
* A targeted campaign on Twitter/X and Facebook will ensure high visibility for the Piece (between 300K-600K impressions is considered high visibility).
* A 1-3 minute video interview will be produced.
* A targeted campaign on Twitter/X and Facebook will ensure high visibility for the video (between 100K-300K impressions is considered high visibility).

1. **Approach**

Q&A interview

1. Kickoff call with a journalist to discuss ideas and topics and scoping of GEO's key audiences.
2. Development of 4-5 well-researched questions by the journalist.
3. Interview with a high-level GEO official conducted by the journalist.
4. Highlights from the conversation presented in an edited and polished transcript with a scene-setting introduction.
5. Inclusion of additional video embeds and pull-out quotes.
6. Execution of a targeted sponsored social media campaign promoting the Q&A piece to targeted audiences.
7. Dissemination of the Q&A interview through the Service Provider's website and newsletters.

Video interview

1. Kickoff call with a journalist to discuss ideas and topics.
2. Production of a 1-3 minute dynamic video combining an interview with a GEO thought leader and B-rolls for promotion on social media.
3. Inclusion of subtitles in English.
4. Dissemination of the video on social media and through the Service Provider's website and any newsletters (minimum 1) issued 1-2 weeks after the event.
5. **Key deliverables**

Q&A Interview

* A Q&A interview, including 4-5 well-researched questions, video embeds, and pull-out quotes, presented in an edited and polished transcript with a scene-setting introduction.
* Promotion of the Q&A interview through the Service Provider's website and newsletters.
* A targeted sponsored social media campaign promoting the Q&A piece to targeted audiences.

Video Interview

* A 1-3 minute edited interview video with additional video embeds and pull-out quotes.
* Promotion of the video through the Service Provider's website and newsletters.
* A targeted sponsored social media campaign promoting the video interview to targeted audiences.

Report

* A synthetic report outlining the performance of both products in terms of reach and engagement.

1. **Timeline**

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| --- | --- | --- | --- | --- |
| **November 2024** | **December 2024** | **January 2025 (before WEF)** | **January 2025**  **(during WEF)** | **February 2025** |
| Kickoff call with a journalist to discuss ideas and topics and scoping of GEO’s key audiences.  Development of 4-5 well-researched questions by the journalist. | Interview with a high-level GEO official conducted by the journalist.  Highlights from the conversation presented in an edited and polished transcript with a scene-setting introduction.  Inclusion of additional video embeds and pull-out quotes. | Execution of a targeted targeted sponsored social media campaign promoting the Q&A piece to targeted audiences.  Dissemination of the Q&A interview through the Service Provider’s website and newsletters. | Production of a 1-3 minutes dynamic video combining an interview with a GEO thought leader from GEO and B-rolls for promotion on social media.  Inclusion of subtitles in English. | Dissemination of the video on social media and through the Service Provider’s website and newsletters.  Submission of the performance report. |

1. **Qualifications of the Service Provider**

* A team of highly credible journalists with extensive experience in global development reporting.
* Demonstrated ability to produce insightful analysis, creative storytelling, and impactful journalism.
* Demonstrated expertise in climate adaptation, geospatial solutions, and sustainable development goals.
* Experience with digital content series and campaigns focused on these areas.
* Experience in engaging with a vast community of development professionals.
* Ability to leverage media influence to catalyze conversations and actions.

Knowledge and skills

* Deep understanding of recent (within five years) global development issues, climate change impacts, and sustainability practices.
* Ability to engage and influence key stakeholder groups through various content formats including written content and multimedia.
* Strong communication skills with the ability to convey complex issues in an accessible and engaging manner.
* Proficiency in leveraging audience demographics for targeted outreach by country location, sectors of expertise, and types of organizations.
* Experience in running highly targeted outreach campaigns to engage the right stakeholders.

**Application process**

Timeframe

The proposal should include an indicative timetable for completion. The final evaluations are expected to be completed in 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

1. **Technical part:** The Technical Proposal should include but is not limited to the following:

* Detailed understanding of WMO requirements
* Detailed Methodology/Approach to the evaluation demonstrating it meets or exceeds WMO requirements for this assignment.
* 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.

1. **Financial part:** The price should be provided in terms of the consultancy, flat rate 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.