

Request for proposals – December 2024

Organisation of The Mayors Forum at the WHO 2nd Global Conference on Air Pollution and Health

The Clean Air Fund is seeking to engage an experienced event management consultant/company as of Q4 2024 to develop and implement a high-level agenda for cities at the WHO global conference on air pollution and health in Cartagena, Colombia, 25-27 March 2025. The consultant will have track record of planning, managing and delivering successful high-profile international policy-relevant events.

Background

WHO will host a 2nd Global Conference on Air Pollution and Health on 25-27 March 2025, in Cartagena, Colombia. A dedicated Cities forum will immediately follow the conference in the same venue, on March 27, 2025. Please see the WHO [conference website here](#). The event will convene high-level speakers including selected Breathe Cities Mayors and an audience of city and government decision-makers, and the global movement for clean air, and drive attention to city action on air pollution to improve health. It will particularly highlight the Breathe Cities initiative, which supports clean air measures in 14 cities: Accra, Bangkok, Bogota, Brussels, Jakarta, Johannesburg, London, Mexico City, Milan, Nairobi, Paris, Sofia, Rio de Janeiro and Warsaw.

Clean Air Fund is therefore seeking a consultant to plan, manage and implement delivery of the Cities agenda, in close coordination with Breathe Cities partners. Local knowledge to Cartagena/Colombia, experience in large-scale event planning in the country, and written and spoken fluency in both English and Spanish is required.

Details on the event

The Mayors Forum would be comprised by three key components:

- i) A high-level panel of mayors on March 27. The panel will look to feature mayors who are champions on clean air initiatives, including mayors from select Breathe Cities.
- ii) A high-level cocktail reception on March 27. The reception would be for approximately 100 guests.
- iii) An on-site exhibit to showcase the link between cities and clean air, ideally throughout the duration of the conference (March 25 to 27). The Clean Air Fund will provide details of the exhibits, e.g. art / photography exhibits, in due course to the selected consultant.

Overall, we expect the consultant to coordinate the necessary logistics for 6-8 mayoral delegations (including travel and accommodation bookings, visa requirements, etc. as necessary), with an emphasis on mayors from Latin America, to attend and participate at the WHO 2nd Global Conference on Air Pollution and Health.

Background to Clean Air Fund and Breathe Cities

Launched in 2019, the Clean Air Fund (CAF) is a philanthropic initiative with a vision for a world where everyone breathes clean air. Our aim is to help build and support a powerful global movement for clean air. We achieve this by bringing together funders, researchers, policy makers and campaigners working on a wide range of issues to find and scale solutions that will provide clean air for all.

Breathe Cities is an initiative delivered by [Clean Air Fund](#), [C40 Cities](#) and [Bloomberg Philanthropies](#) to clean our air, cut carbon emissions and enhance public health in cities around the world. We bring together air quality data, communities and city leaders in our mission to reduce air pollution and planet-warming emissions by 30% across participating cities by 2030.

More information can be found at www.cleanairfund.org and <https://breathecities.org/>.

Project objectives and prospective activities

Prospective consultants are invited to provide a draft Cities event management and implementation plan, including a high-level Mayors' panel, on-site exhibits and an evening reception.

The selected consultant will deliver the following proposed activities. These should be expanded on or edited in the proposal according to the consultant's suggested approach.

1. Event Planning and Coordination

- a. Develop an event concept note with key performance indicators (KPIs), timelines, and an exhibit layout design.
- b. Confirm arrangements with the WHO conference team and the venue in Cartagena, including catering, setup, materials, run-of-show, stage management, and logistical support.
- c. Serve as the primary local liaison with the venue and coordinate directly with all on-site teams.
- d. Weekly coordination calls with Breathe Cities partners.

2. Travel and Delegation Management

- a. Arrange travel, accommodation, local transportation and visas as necessary for participating mayoral delegations in consultation with Breathe Cities partners.
- b. If required, coordinate with Breathe Cities partners to support the facilitation of external services needed to ensure the participation of mayors and high-level attendees at the forum.

3. On-Site Event Production

- a. Oversee the setup and management of materials, staging, lighting, sound, and exhibits.
- b. Allocate and manage exhibit space to feature immersive installations, multimedia displays, and artistic elements that highlight Breathe Cities' work across the WHO Conference.
- c. Prepare green rooms for speakers (if necessary), manage timekeeping, and provide technical support for presentations and panels.
- d. Ensure all audio-visual systems (microphones, projectors, screens) are operational and meet event requirements.
- e. Ensure simultaneous interpretation in English and Spanish is available in the panel, presentations, and discussions, in line with the bilingual requirements of the event.
- f. Capture high-quality photos and videos of the event, including key moments and attendee interactions. Deliver edited visuals and video summaries for use in reporting and communications.

4. Guest and Attendee Management

- a. Manage check-in stations, distribute materials, provide guest assistance, and accommodate accessibility needs.
 - b. Control access to VIP areas, guide attendee flow, and implement safety and emergency protocols.
- 5. Catering and Hospitality**
- a. Set up catering areas, monitor service quality, and address dietary restrictions during the reception.
- 6. Real-Time Operations and Troubleshooting**
- a. Maintain a dedicated on-site team to address issues promptly, with a communication hub for seamless coordination.
- 7. Post-Event Activities**
- a. Oversee teardown, cleanup, and ensure the safe return of reusable materials while restoring the venue to its original condition.
 - b. Provide a detailed post-event report, including high-quality photos, short videos, attendance metrics, media reach, and participant feedback for Breathe Cities partners.
- 8. Other Duties as Needed**
- a. Perform additional tasks necessary for the successful delivery of the event.

1. Proposal format and requirements

The successful applicant will have a demonstrated track record of delivering similar event organisation and management activities.

Applicants should provide:

- Cover letter and CVs demonstrating skills and experience relevant to this project
- An expanded set of proposed activities, deliverables and associated deadlines to meet the project objectives.
- A detailed budget, including day-rate and number of days anticipated. The budget must be broken into clearly defined sections (e.g., travel, accommodation, production, etc.), with travel costs separated due to likely fluctuations around the number of mayoral delegations. All budget components should include a justification of the underlying assumptions.

After the application deadline the Clean Air Fund will review proposals and engage with preferred suppliers to expand on the project objectives and approach, and to develop an agreed set of activities and associated budget before contracting. Submissions may be shared with Breathe Cities partners.

Budget

Proposals must be under US\$200,000 including travel and visa expenses for (pre-agreed) speakers and moderators and all applicable taxes and charges.

Timeline and submission

The deadline for submission of proposals is end of day Mon 16 December 2024. Please submit all questions and proposals via email to info@cleanairfund.org with subject line “Request for Proposals for Mayors Forum [*consultant/company name*]” FAO Breathe Cities Sr Analyst.

Activity	Deadline
RfP	Mon 9 December 2024
Deadline for proposals	<u>Mon 16 December 2024</u>
Review of proposals and decision on preferred bidder	Wed 18 December
Proposal finalisation, and agreement	<u>Fri 20 December 2024</u>
Contracting and project start	Fri 27 December 2024
Deadline for first draft event plan and media strategy	Fri 28 Feb 2025
Deadline for final event plan and media strategy	Fri 7 March
Event and media launch	Tue 25 - Thu 27 March 2025