



Request for Proposals: Toolkit on air quality improvement

Summary

We are seeking an experienced organisation/consultancy to create an engaging air quality toolkit for bilateral and multilateral donors to be used when designing and reviewing projects with an air quality (co)-benefit. The toolkit will consist of two parts: 1) key information on air pollution to stimulate project initiation and 2) a practical guide to help design and review projects with air quality benefits. The toolkit needs to be developed within a short time window, with the final product to be disseminated at COP29, among other key events.

About us

The Clean Air Fund is a global philanthropic organisation that works with governments, campaigners, researchers, funders and businesses to create a world where everyone breathes clean air. We fund and partner with organisations across the globe that promote air quality data, build public demand for clean air and drive action. We also influence and support decision makers to act on air pollution. Find out more: cleanairfund.org

Background

Every year, the Clean Air Fund produces The State of Global Air Quality Funding report, providing the only global snapshot of outdoor air quality funding, along with recommending opportunities for international development funders to do more. Key findings from [last year's report](#) included that chronic underfunding persists, i.e., for every \$1,000 spent by a development funder, just \$7 was spent on tackling outdoor air pollution between 2015 and 2021. Only 2% of international public climate finance (\$11.6 billion) went towards tackling air pollution in that same period. Another was that notable funding gaps continue to exist as the majority (86%) of outdoor air quality funding (\$12 billion) was concentrated in five Asian countries.

Despite the limited pool of dedicated outdoor air quality funding, international development funders nonetheless channeled an additional \$101 billion to projects which delivered outdoor air quality improvements as a co-benefit of the intervention. While these projects are certainly beneficial for the clean air agenda, the lack of conscious programming into project design and delivery suggests that, for the most part, air quality outcomes continue to be overlooked or undervalued in most development interventions.

As the largest funders of outdoor air quality projects, MDBs and bilateral donors play critical roles in substantially increasing the availability of development finance for air quality. One of the key recommendations from this report was to invest in capacity building and training programs specifically tailored to air quality management practitioners in low- and middle-income countries, to maximise the investment made. Technical support programmes are essential to develop local air quality management guidance and action plans for all stakeholders, be it project managers to civil servants. A guide on designing and reviewing projects focusing on air quality improvement is a direct response to such recommendations and can increase the local knowledge base while simultaneously maximising investment.



Target audiences

The intended target audience of the toolkit are individuals in charge of designing, implementing and/or evaluating projects that (have the potential to) directly or indirectly improve air quality. As such, audiences will include;

- Project officers in multilateral development banks (MDBs)
- Government officials in departments focusing on international development, climate, health, transportation, etc.

Scope of Work

The scope of the work in brief includes:

- Production and design of a toolkit consisting of two parts, ready in time for COP29 [November 10-22, 2024]. A detailed specification of the toolkit, that we ask applicants to work towards, will be provided upon request (please contact Merel Krediet mkrediet@cleanairfund.org).
- Toolkit part 1 will include key information on air pollution, including but not limited to health and economic impacts, key linkages between air quality and climate change, existing air quality policies, programmes, key organizations and solutions.
- Toolkit part 2 will be a guide on how to design and/or review projects focusing on air quality improvement as the primary objective and/or as co-benefit.
- The development of both parts of the toolkit will require significant consultation with MDB and government partners, to ensure the guidance is fit for purpose.
- Develop materials that can be used to present and disseminate the toolkit to relevant stakeholders.

Activities and deliverables

We are seeking an organisation/consultancy that can conduct the research, analysis and process mapping necessary to deliver the work, including working in close collaboration with MDB and government partners to ensure the toolkit is fit for purpose. Expertise in communications, including presenting findings in a compelling and engaging way, is also required.

We will provide general project support and guidance to the organisation/consultancy. A core team will also work closely with the organisation/consultancy to 1) facilitate use of our existing knowledge; and 2) produce the designed report with agreed messaging, charts and graphics.

The main expected activities are outlined below.

Planning

- With CAF, define project timelines and coordination to ensure activities are completed in a timely manner and stakeholders are suitably involved throughout to provide feedback and review progress.
- Deliverable: Provide a timeline and project plan.

Data collection & analysis

- Working with us and our MDB and government partners, the organisation will conduct data collection to address the pre-determined report outline.
- Deliverable: Multiple drafts of the analysis and insights as they are generated over the course of the project.

Expert review

- Co-ordinate expert review of the draft toolkit:
 - Ensure review of toolkit by key experts and stakeholders from MDBs, private sector and government.
 - Ensure that the review process is equitable, including expert voices from the global south.
 - Deliverable: Work with Clean Air Fund to set up and coordinate inputs from their advisory group, including presenting and workshoping findings and recommendations with this group.

Presentation of the findings

- Collate the analysis and insights into a final toolkit and explanatory slide deck in collaboration with the Clean Air Fund team.
 - Final outputs – An informative and engaging, neutral-branded, public-facing toolkit, including innovative infographics, of circa 20 pages in length; and an engaging slide deck to be used to publicise the toolkit at events. The organisation/consultancy is expected to provide Clean Air Fund with drafts of the report and slides and provide opportunities for feedback and refinement. This will include joint working with Clean Air Fund to develop recommendations. The organisation will produce a final output which will be signed off by the Clean Air Fund and key project stakeholders.
 - Presenting to relevant third parties – while the Clean Air Fund will lead on dissemination and presentation of the report, there may be occasions where specialist contributions are needed from the contracted organisation around, for example, technical considerations around the toolkit design and use.
 - Design of the final toolkit – Must be available in PDF which can be published on websites and in slide deck formats.
 - PR and dissemination – The Clean Air Fund will lead on this element of the work although input and feedback on outputs such as a press release and key messages will be needed.
 - Deliverable: Initial drafts, work closely with the Clean Air Fund team to refine content, designed and written report which has undergone copy editor review (and which Clean Air Fund will also input on) and a final supporting slide deck. The organisation/ consultancy will lead on coordination over edits, proof reading and quality assurance.

Overview of proposal requirements

- Proposals should not exceed 10 pages, excluding company profile and team profiles.



- You must include CVs of project team members.
- Where a proposal is suggesting a different approach or not satisfying one of the above areas, the rationale for this change should be made clear.

Proposals must include the following components:

- Project approach toolkit part 1 (including information synthesis and analysis)
- Project approach toolkit part 2 (including a step-by-step process on how you would go about developing the guide, including who would be consulted to inform the approach).
- Report and slide deck creation
- Timeline
- Budget

Proposal timeline

Please get in touch if you have questions regarding the RFP and submit final proposals by 22 July 2024.

Proposals must be submitted via email to mkrediet@cleanairfund.org

Full timeline below.

Activity	Deadline
Publish RFP	3 July
Deadline for questions on toolkit specifications	12 July
Deadline for proposals	22 July 2024
Review of proposals	22-26 July 2024
Contracting	26-2 August 2024
Project start	5 August
First draft	1 September
Second draft	1 October
Deadline for delivery of final designed toolkit and slide deck	28 October, 2024
Toolkit Launch/ publication and project completed	Mid November, 2024 (exact date tbc)

Background Reading/Resources:

- [The State of Global Air Quality Funding 2023](#)

- [Strengthening Air Quality Management Guidance](#)