

***Debunking myths and shaping evidence-based communication
about air quality policies in Poland.***

Request for Expressions of Interest (EOI)

October 2024

Project Summary

The Clean Air Fund invites expressions of interest for a new project which will provide crucial communications services to the air quality field in Poland, in order to accelerate the implementation of ambitious air quality policies. The main objective of this project is to help the field to build public support for air quality policies and political will to introduce them. Clean Air Fund is seeking a partner organisation/consultant with a strong background in PR/media, market research and/or strategic communications, ideally in air quality and/or climate change to lead this work. The organisation in question will provide narrative and messaging as well as, PR and marketing support for those working on the topic of air quality in Poland, including NGOs and local authorities, as well as ensure relevant research to evidence the social demand for clean air.

Background to Clean Air Fund

Clean Air Fund is a global philanthropic organisation that works with governments, funders, businesses and campaigners to create a future 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.
www.cleanairfund.org.

Background to the project

The problem

Recent years have demonstrated that various stakeholders in Poland, including local governments, NGOs, and social movements, have the authority, expertise, and experience to introduce and advocate for clean air policies. However, there are several critical gaps and blockages to progress:

- 1) The majority of these stakeholders lack the resources (communication skills, resource, time) to effectively communicate proposed solutions.
- 2) The highly polarised debate on clean air (e.g. around bans on smokers in heating or low emission zones) has shown that it is difficult for a single organisation to identify and debunk misinformation publicly.
- 3) Fake news and myths, fuelled by emotions, often target air quality champions and can hamper progress.

The solution

To address this problem, the Clean Air Fund is seeking to support a project that will provide crucial communications support to Polish stakeholders advocating for clean air.

Project outcomes and prospective activities

This Expression of Interest (EOI) invites experienced organisations to register their interest and provide a high-level summary (3 pages) of their approach, relevant experience and indicative budget. This will be followed by an invitation to an interview for authors of expected 3-5 best offers and preparation of a full offer by the selected partner. Further guidance is provided below.

Expected outcomes

Outcome 1: Significant decrease of the number and reach of fake news and myths around anti-smog resolutions, Low Emission Zones, and the Clean Air (subsidy) Programme and significant increase of the number and reach of reliable information around these topics in top-tier mainstream media in Poland.

Outcome 2: Significant increase in awareness among the general public in Poland about the risks connected with burning solid fuels for heating as well as around benefits of switching to clean alternatives increases

Outcome 3: Significant increase in awareness as to the benefits and public support for clean transport policies in Warsaw and 3 additional cities in Poland (such as Krakow, Wroclaw or Poznan).

Activities

Activities which are expected to lead to the outcomes mentioned above should be carried out in collaboration with Clean Air Funds' partners and include especially:

Research:

- Establishing baselines with use of media monitoring tools: number and reach of fake news and myths around anti-smog resolutions, LEZ, Clean Air Programme; number and reach of reliable information on these topics. Tracking progress (quarterly).
- 2 representative opinion polls (H1 2025 – establishing baseline, and H2 2026) among the Polish public (nation-wide) and in 4 cities of focus and their functional areas (Q1 2025 and Q2/Q3 2026) to gather insight over the perceived necessity and urgency of ambitious clean air policies, including special focus on monitoring changes in public support towards LEZ in Warsaw and 3 additional cities (such as Krakow, Wroclaw or Poznan). Inclusion of specific survey questions from Clean Air Fund's partners. Presentation of the results to politicians by experts and NGOs.

- Two pieces of qualitative research (H2 2024 – establishing baseline, and H1 2026) among the local political, social and opinion leaders in 4 cities of focus (agreed with Clean Air Fund) to gather insight over the perceived necessity and urgency of the ambitious clean air policies, such as LEZs. Mapping attitudes towards clean air, energy transition and development, monitoring changes in perceptions.
- Two Media Monitoring reports (Q1 2025 and Q3/4 2026) measuring sentiment in the media towards clean air policies, especially: policies for household heating replacements by clean technologies; sustainable urban transport policies including LEZ, sentiment towards development of public transport and regulations aiming at reduction of private cars use in selected cities' functional areas.

Communication:

- Nation-wide campaign addressing misinformation and misconceptions related to clean air solutions. An ongoing nation-wide PR campaign on air quality, its benefits, harmful effects of pollution, and air quality solutions promoting new narratives on the clean air in media (e.g. focusing on economic benefits).
- Coordination and content support of big information and education campaigns on air quality, anti-smog resolutions and existing programmes for up to two regions (likely regions: Mazovia and Silesia).
- On-going communication support for the regions of focus and up to 6 cities (up to 3 cities per region of focus), championing coal phase out in household heating.
- Coordination and content support of big information and education campaigns on harmful effects of transport emissions, existing and planned transport solutions (including LEZ), benefits of sustainable mobility for city of Warsaw and up to three additional cities (to be agreed upon with Clean Air Fund) and their functional areas. Support for NGOs advocating for air quality. Anticipatory PR and communication; crisis communication.
- Supporting NGOs and experts (including those suggested by Clean Air Fund) involved in the pursuit of the air quality goals by furnishing top-notch content and cultivating a robust media presence within short-term partnerships and project collaborations (e.g. around publication of their research results).
- Establishing a "green" section of a leading Polish fact-checking initiative. Scanning the media sphere for fake news and myths on clean air, energy transition. Preparation of debunking articles and videos in cooperation with experts suggested by Clean Air Fund. Intervening whenever a top-tier or an opinion leader publishes content on air quality or related topic which includes misinformation: providing factsheets, explaining errors in reasoning, connecting with experts.

Capacity building:

- 2 workshops for journalists, especially from top-tier business, technology and political media.
- A series of workshops/meetings involving regional and local officials, environmental organisations, and social movements to facilitate the exchange of communication ideas and best practices.

- Facilitation of insights and best practices exchange as to communication on LEZs between the officials from cities of focus.
- Development and leveraging organisation's online pressroom – a reliable resource hub for Polish journalists on LEZs. Broadening its scope to include information on different air quality legislations, provide news updates and educational materials.

Project duration and budget

The project is foreseen to last between a period of 30 months, from end of December 2024 until December May 2027 (subject to confirmation by Clean Air Fund during contracting at latest).

Clean Air Fund has budgeted for a maximum contribution of \$400,000 for the entire duration of the project. We request that bidders provide an indicative split of these funds in their proposal, based on the project activities and outcome proposed in this EOI.

What is the Clean Air Fund looking for

The following criteria will be used to assess the proposals submitted.

1. **Experience and technical suitability:** demonstrable achievements in successfully leading similar PR, marketing or strategic communications projects, ideally for a social/environmental cause.
2. **Creativity:** in proposing an approach that meets the brief and ensures the success of the work.
3. **Value for money:** ensuring the long-term viability that can succeed without ongoing (long-term) Clean Air Fund support.
4. **Recommendations** provided by organizations and/or individuals which received similar support, especially environmentally focused NGOs, experts and public authorities.

What to include in your expression of interest

Clean Air Fund is structuring this project by first inviting expressions of interest with the intention of understanding the range of different proposers and approaches that could deliver this work.

Please consider the following points in your EOI response:

- 1) **Strategic Approach:** How will you approach the project? Please outline your broad approach, including key activities, milestones, and the expected interim outcomes.
- 2) **Track record:** What are your relevant qualifications and expertise for delivering this project successfully? Please provide examples of previous projects that demonstrate your capability to successfully reach political decision makers, as well as communities and/or broader society. If possible, attach recommendations from partners who received similar type of support.
- 3) **Equity and inclusivity:** How will your organisation ensure a participatory and equitable approach in building and managing the project?

- 4) **Budget and timeline:** What are the indicative costs and timeline of the activities you are proposing under each of the outcomes listed above?

How to submit your expression of interest and process

To submit your expression of interest, please send your response to the four questions above and any additional information deemed relevant in document format to elanyon@cleanairfund.org by the 21st November 2024, as set out below. This should be limited to 3 pages: we are looking for a high-level concept at this stage.

For the expression(s) of interest that are the best fit for this funding, we will invite the authors to an interview with a panel of CAF's experts which will select the organisation, which presented the best fit for the purpose.

Timeline

Activity	Deadline
Publish Expression of Interest	11.11.2024
Deadline for questions/clarification	15.11.2024
Deadline for Expression of Interest	24.11.2024
Review of Expressions of Interest, Clean Air Fund decision to invite for an interview	27.11.2024
Interviews to take place	28.11-3.12.2024
Clean Air Fund decision on the winning offer	10.12.2024
Deadline for submitting the full proposal	13.12.2024
Contracting	20.12.2024