

REQUEST FOR PROPOSALS

C40 Cities Finance Facility Website – 24th February 2017

1. Introduction

The C40 Cities Finance Facility (CFF) facilitates access to finance for climate change mitigation and resilience projects in urban areas by providing technical assistance to develop cities' sustainability priorities into bankable investment proposals. Funded by the German Federal Ministry for Economic Cooperation and Development and the United States Agency for International Development, the initiative is implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH together with the C40 Cities Climate Leadership Group. Bogotá and Mexico City are the first two cities to receive technical assistance in the CFF's pilot phase.

2. Proposal guidelines

This RFP outlines the objectives and requirements of an independent CFF website.

a. Current status

The C40 Cities Finance Facility (CFF) was established in December 2015. Since June 2016, the CFF has been hosted on a temporary webpage within the C40 website, at <http://www.c40.org/programmes/c40-cities-finance-facility>. This page includes introductory content about the CFF, links to recent announcements and events, and basic acknowledgements of its funding and implementing partners. **The new website is expected to replace this page as the official CFF interface** (the current page will remain as a placeholder for the CFF on the C40 website).

The CFF currently owns a number of web domains (where the page is expected to be pointed), namely: c40cff.org; c40cff.net; c40cff.com; c40cff.co.uk, etc.

The developer, as part of the task, is expected to propose options about where to host the website. The CFF team will then make a final decision, according to cost, contracting and data protection requirements.

Funding partners:



Implementing agencies:



b. Objectives

| Objective | Target audience |
|--|--|
| a. Demonstrate to all stakeholders how the CFF can be helpful and how it can contribute to their efforts on urban development and climate change. Each stakeholder should be directed to the section most relevant to their interests. | - Cities - Funders/partners - Financiers - Externals/public |
| b. Explain and direct potential partner cities to an online application portal. | - Cities (both if eligible for CFF support or not) |
| c. Facilitate engagement with resources about municipal finance, explaining key concepts and directing users to the most appropriate source of support. | - Cities - Externals/public |
| d. Outline the CFF's activities and objectives, e.g. its focus on project preparation and capacity development. | - Cities - Funders/partners - Externals/public |

c. Target audience

The primary target users are:

- City officials;
- Senior and junior managers at potential CFF funding partners, e.g. bilateral development agencies and philanthropies;
- Senior and junior managers at potential CFF implementing partners, e.g. multilateral development banks, national development banks, UN agencies;
- Financiers, i.e. representatives of institutional investors, private banks, fund managers, etc.;
- Experts in the fields of urban development, development finance and climate change finance.

The table below illustrates three example users:

1. This user is an infrastructure specialist working in Lagos's municipal Department of Finance. The city is planning three Bus Rapid Transit routes, but has only secured funding for one and therefore senior managers have recommended the specialist to apply for technical assistance from the CFF. The user wants to submit an application and wishes to contact the CFF team to maximise chances of receiving assistance.

2. This user is a Mayoral aide working for a medium-sized city in Asia (not a C40 member), evaluating options to finance sustainable infrastructure through green bonds. He wants to apply for CFF support to facilitate this process. The user should be quickly notified that only C40 cities may apply, but that a number of CFF's partner organisations can offer this type of support, and are listed on the website.

3. This user is an account manager at a national development ministry (e.g. UK DfID). The new Minister has promised a focus on sustainable cities, and the department is looking for opportunities to invest in the sector. The user should be directed to a section on partners, where they understand the CFF's unique selling points, and are encouraged to browse a fundraising brochure and to contact the CFF team.

d. Requirements

The CFF website must fulfill a number of requirements for each of its three main constituent parts, namely (1) the overall website, (2) the online application portal, and (3) its knowledge library. The website must also reflect the CFF's visual identity throughout (see Appendix 5).

The CFF website should include around 20 pages: a draft website architecture can be found in Appendix 3.

Ongoing/live changes to the content will be managed by the CFF team, not by the developer. The developer may choose to use a Content Management System (preferably open source) or custom build an administration panel, provided that the CFF team can update content (including text, images, and links) regularly. The frequency of updates is listed below for each of the website's main constituent parts.

Overall website

- **Page/space/content section types types:** Homepage (including sections/spaces on news, projects, application portal, knowledge library and partners), 10+ content pages/spaces/content sections (see Appendix 3).
- **Updates:**
 - Monthly changes to news section.
 - Quarterly changes to projects, staff, and partners sections.
 - Wholesale review of content every 12 months.
- a. Users can access the application portal and knowledge library through multiple links across the homepage
- b. Users can find 3-4 latest news articles about the CFF on the homepage
- c. Users can sign up to the newsletter mailing list on the homepage
- d. Users can find information on the CFF's activities, objectives, and funders & partners

- e. Content managers must be able to update news articles on the homepage monthly
- f. Content managers must be able to change the content of all sections on the general website, when necessary and subject to yearly review
- g. Sleek, professional-looking design throughout, and uncomplicated user interfaces. It is crucial that the website is visually appealing

Application portal

The portal can either be custom-built and hosted within the website, or embedded from an externally hosted application (e.g. SurveyMonkey, Podio). The application (see Appendix 2) only includes 12 questions, including open, multiple choice, and dropdown list questions. No logic is required between questions. There will be quarterly or bi-annual deadlines for applications (including both a soft and hard deadline), and the portal should be able to be closed for a limited period after the deadline.

- **Page/space/content section types types:** Overview pages (portal open, portal closed), application form (custom or embedded), content page (for non-eligible cities).
- **Updates:** Small changes to questions' content whenever necessary. Wholesale review of questions every 12 months.
 - h. Users can easily access the portal from the homepage
 - i. Users are directed to a page outlining eligibility for CFF support, and can move to the next section if they deem themselves eligible. If ineligible, they should be able to access a page outlining what support is available
 - j. Users are directed to a page outlining the information required as part of the application
 - k. Users can complete the application online. All fields should be compulsory. Word limits should be in place (if feasible)
 - l. Users can also download an editable PDF and submit that for CFF consideration via email
 - m. Content managers must be able to change the questions and word limits in the portal.
 - n. Content managers must be able to close the portal after application deadlines, or if necessary for other reasons; a replacement page should be devised in these cases and be displayed when needed
 - o. The CFF team must be notified when an application is submitted

Knowledge library

The library will include materials to answer key questions that cities ask about financing and climate change. If possible, the different content types should be laid out in a single front page, as envisioned in Appendix 4.

- **Page/space/content section types:** Overview and content (one for each content type or on a single page/space/content section).
- **Updates:** Small content changes every three months. Wholesale content changes every 12 months.

Good examples from related sites include:

- <https://www.greenclimate.fund/newsroom/publications>
- <http://futurecities.catapult.org.uk/resources/>
- <https://ppiaf.org/resources>
 - p. Users can access a variety of features, including: training videos, infographics, reports/papers, assessments
 - q. Users can find materials answering key financing questions relevant to their city or project idea (e.g. green bonds, Green Climate Fund accessibility, adaptation business case)
 - r. Users can be directed to partners' resources, including the (upcoming) FSC platform (WRI-C40) and PPIAF's Resources page
 - s. Users can download resources
 - t. Content managers must be able to upload new content and rearrange the order of existing content to highlight specific resources

e. Related sites

There are a number of related sites to draw inspiration from, in particular:

- PPIAF: Recently updated website, streamlined layout and content.
 - Pros: Clean homepage, sleek appearance, corporate identity evident.
 - Cons: Back pages still content-heavy, informative rather than action-oriented, application portal not visible enough.
- CCFLA: This website was launched in late 2015.
 - Pros: Clean homepage, limited content, minimal links.
 - Cons: Too many sections require continuous updating (events, news), not tailored to specific stakeholders, overuse of all-caps and bold.
- Global Innovation Fund: Launched in 2014, website from 2015/16.
 - Pros: Short and sweet homepage, application portal is easy to find and explains the process clearly.
 - Cons: Text too small, latest news not visible enough.
- 100 Resilient Cities: Website from 2013/14.
 - Pros: Striking first impression, 'cities' section is visually fantastic and really easy to navigate.
 - Cons: Homepage lacks focus, hard to navigate.

- Green Climate Fund: Website from 2015.
 - o Pros: Lots of information but catalogued neatly, relevant news yet also comprehensive, short homepage, menu on the top right corner instead of multiple links across the top.
 - o Cons: Requires lots of upkeep, both content and layout-wise.

We highly recommend taking a look at these websites and using them to inform your proposal.

3. Timeline – Submission and evaluation of proposals

- **24 February 2017:** RFP published online.
- **27 February – 8 March 2017:** Bidders to submit questions on the RFP to amoro@c40.org.
- **10 March:** Response to bidder questions sent out.
- **17 March 2017:** Proposals to be sent in PDF format to amoro@c40.org.
- **20 – 24 March 2017:** Evaluation of proposals.
- **24 March 2017:** Bidders informed of evaluation decision.
- **27 - 29 March 2017:** If necessary, presentation of proposals to take place.
- **31 March 2017:** Final bidder selected and all other bidders notified of the outcome.

4. Timeline – Project

- **10 April 2017:** Planned task kick-off. In-person or remote meeting.
- **10 April – June 2017:** Web development period. Daily check-ups and as needed contact with the CFF project manager will be used to monitor and evaluate progress.
- **Late June 2017:** The CFF expects the task to be completed by this time. It is hoped that the launch of the CFF website, and of its online application platform in particular, will be included in the quarterly CFF newsletter (planned for the last week of June 2017), and will also be included in other external communications activities planned for that period.

5. Budget

All proposals must include a detailed breakdown proposed costs to complete the tasks described in the proposal guidelines. Costs should be stated as one-time/non-recurring costs or as monthly recurring costs.

6. Format for proposals

Interested parties should submit a brief proposal outlining:

1. Technical and website requirements
 - Please explain the process you will follow to build the website, including major milestones and periods for user testing/acceptance
 - Information on the intended programming language(s), platforms, and other software or integration recommendations/requirements
2. Initial sketch of website
 - Please provide example wireframes of the homepage as described above. We welcome creative designs.
3. Timeline and costs
 - Please provide approximate timeframes for building the website
 - Provide a detailed breakdown of costs, including line-item details to understand the allocated budget for each development stage or element, as we may wish to refine our requirements depending on cost projections.
4. Professional experience
 - Please document your experience or list example web apps that you have delivered for projects of similar size/scope or visual needs. If possible, please reference experience in designing online application platforms and/or knowledge libraries.
 - List the project team and attach 1-page CVs of each team member.

The proposal should be in PDF and must be in English. We highly recommend taking a look at the related sites (Section 6) and using them to inform your proposal.

The proposals will be initially evaluated according to overall proposal suitability. An in-person or remote presentation may be required to inform the final selection, according to the timeline outlined above.

Contact details

The CFF team will be available to answer any questions about this RFP or about your proposal and submission. Please contact:

(Mr) Aris Moro, Project Officer, C40 Cities Finance Facility

- Email address: amoro@c40.org
- Phone number: +44 (0)778 4395 493

Appendix 1 - Background to the C40 Cities Finance Facility

Introduction

Access to finance is one of the most significant barriers that mayors and city leaders face in delivering on their climate change plans. This challenge is particularly acute in cities from developing countries and emerging economies where there is a shortage of expertise in securing investment for infrastructure projects. At the same time, these cities have enormous potential to reduce greenhouse gas (GHG) emissions while being highly vulnerable to the impacts of climate change.

In order to address this issue, the C40 Cities Finance Facility (CFF) was launched at the C40 Forum during COP21 in Paris in December 2015. The CFF supports C40 cities in developing and emerging countries to prepare and deliver sustainable, low carbon and climate adaptation projects. The CFF is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and the United States Agency for International Development (USAID), with additional in-kind assistance by the Inter-American Development Bank (IADB). Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and C40 together serve as implementing agencies of the CFF.

Objectives

The ultimate objective of the CFF is to reduce GHG emissions and increase climate resilience in cities by mobilising financing for city-level climate change action. The CFF will aim to achieve the following project outcomes:

- **Project preparation** of urban climate change projects for sustainable financing;
- **Capacity development** of city administrations to mobilise and access a broad range of financing instruments;
- **Knowledge sharing** beyond CFF partner cities via peer-to-peer learning and CFF stakeholders;
- **Partnerships** between cities, investors/financiers and their representations.

The CFF advances the implementation of the Paris Agreement, the New Urban Agenda, and the Addis Ababa Action Agenda. It also contributes to the 2030 Agenda for Sustainable Development, in particular Goal 11, by promoting sustainable, resilient and inclusive urban development.

Principles of Operation

The CFF is guided in its operation by the following principles:

- **Demand-driven** – Cities apply for CFF support to advance their sustainability priorities.
- **City-focused** – The CFF works in the best interests of supported cities and their projects, rather than a specific capital provider, financing mechanism or construction company. Cities and their residents are the targeted beneficiaries of the CFF and its interventions.

- **Strategic climate change action** – Support is targeted towards strategic and transformational projects identified in city climate action and climate resilience plans as well as in the overall vision and master plans of the city.
- **Financial and technical sustainability** – Projects supported must be based on a feasible plan for operation and maintenance as well as for cost-recovery, ensuring the long term sustainability of the project.
- **Ownership and capacity development** – City administrations and their officials are the key actors in the project preparation process and are the recipients of technical assistance for project structuring and use of financing mechanisms.
- **Catalytic nature** – The CFF supports cities in sharing their learning and experiences, and catalyses action.
- **Transparency** – The CFF promotes transparency in all areas of project and city selection and project preparation and carries out regular monitoring and reporting.
- **Outcome-oriented** – A key objective is that projects achieve financial close.

Pilot cities

The CFF pilot phase will last until December 2017 and will focus on up to four C40 member cities. The cities will each receive up to \$1m in dedicated technical assistance and capacity development support. The first two pilot projects were announced in September 2016: the CFF will support a cycling transformation in Bogotá through the development of new cycling infrastructure, and assist with the development of a green transportation corridor with a fleet of clean electric buses in Mexico City.

The CFF aims to secure additional funding beyond 2017 to bring CFF support to a wider group of C40 cities located in countries that are eligible for official development assistance. These cities should be able to demonstrate well-conceived investment projects, committed and stable municipal leadership, and transparent and predictable financial performance. Projects will be selected primarily for their delivery of climate change mitigation and resilience outcomes.

Technical assistance and capacity development

The CFF will support cities in developing bankable investment proposals, and act as an intermediary between cities and potential financiers to facilitate investments. City-based technical experts will work to determine the city's capacity needs and the project requirements, while ensuring the city's own project team are fully involved in the project preparation, thereby developing capacity within the city. Successful financing and project structuring models and mechanisms will be shared with other cities in C40's Networks and with secondary cities to increase the CFF's impact.

About C40

The C40 Cities Climate Leadership Group connects more than 90 of the world's greatest cities, representing more than 650 million people and one quarter of the global economy. Created and led by cities, C40 is focused on tackling climate change and driving urban action that reduces greenhouse gas emissions and climate risks, while increasing the health, wellbeing and economic opportunities of urban citizens. The current chair of the C40 is Paris Mayor Anne Hidalgo; three-term Mayor of New York City Michael R. Bloomberg serves as President of the Board. C40 is governed by a Steering Committee made up of C40 member city mayors, elected by their peers to represent the geographic diversity of the network. C40's work is made possible by our three strategic funders: Bloomberg Philanthropies, Children's Investment Fund Foundation (CIFF), and Realdania.

About GIZ

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH provides services worldwide in the field of international cooperation for sustainable development. GIZ has over 50 years of experience in a wide variety of areas, including economic development and employment, energy and the environment, and peace and security. The diverse expertise of our federal enterprise is in demand around the globe, with the German Government, European Union institutions, the United Nations and governments of other countries all benefiting from GIZ services. The German Federal Ministry for Economic Cooperation and Development (BMZ) is GIZ's main commissioning party, but we also work with the private sector, fostering successful interaction between development policy and foreign trade.

Appendix 2 – Statement of work

1. Scope of Work

This RFP outlines the objectives and requirements of an independent CFF website. The CFF website must fulfill a number of requirements for each of its three main constituent parts, namely (1) the overall website, (2) the online application portal, and (3) its knowledge library. The website must reflect the CFF’s visual identity throughout.

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2. Term

24 February 2017: RFP published online.

17 March 2017: Proposals to be sent in PDF format to amoro@c40.org.

10 April 2017: Planned task kick-off

Late June 2017: The CFF expects the task to be completed by this time.

3. Fees

To be determined after selection.

4. Payment Schedule

To be determined after selection.

5. C40 Staff Point of Contact

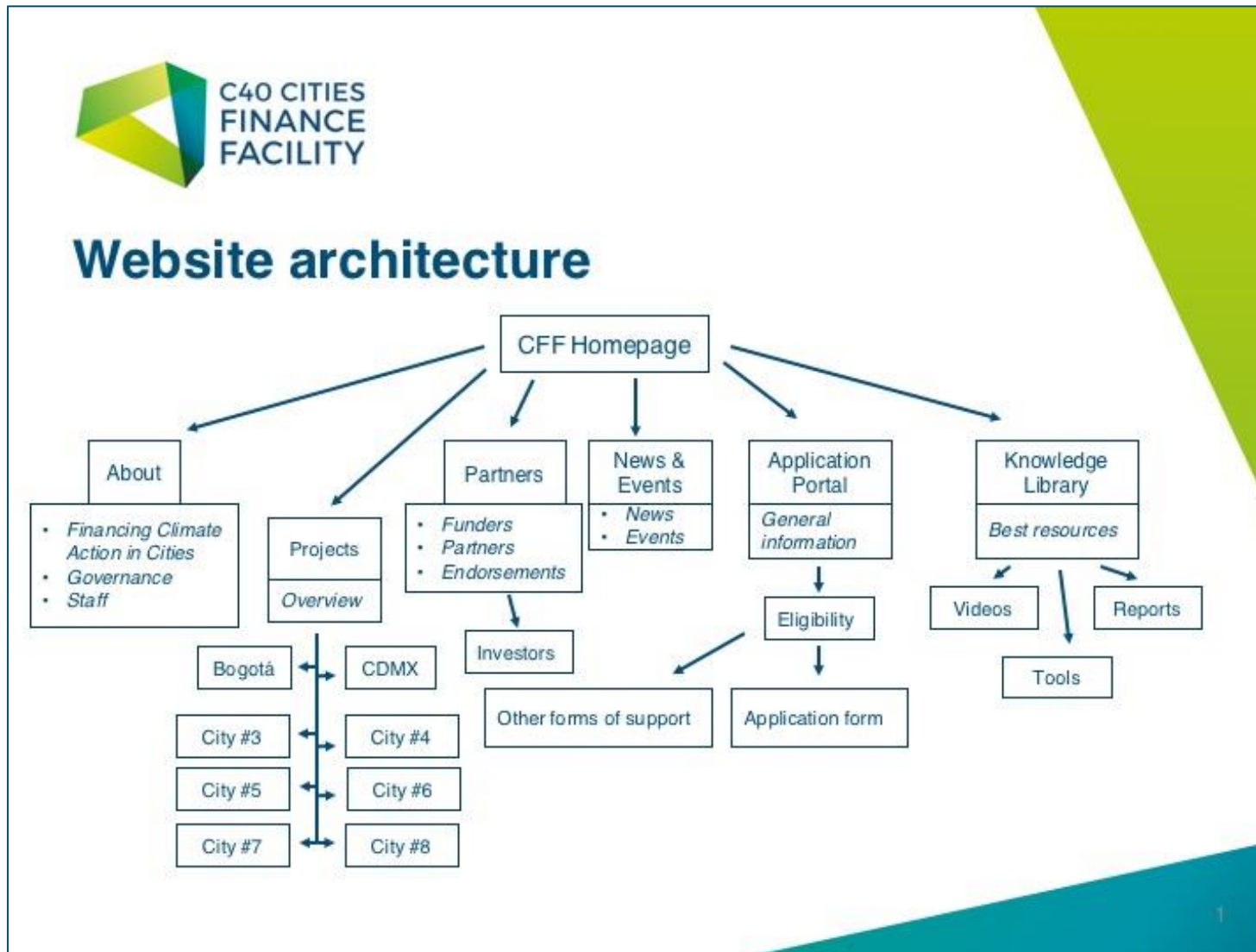
| | |
|---------------|--|
| Name | Aris Moro |
| Position | Project Officer, C40 Cities Finance Facility |
| Email Address | amoro@c40.org |

Appendix 3 – Questions for application portal

6. Project type: _____ (transport) _____ (adaptation)
7. Project title: _____
8. Project description (300 words):
9. How will the project contribute to cutting GHG emissions (if applicable)? (200 words)
10. How will the project strengthen urban resilience (if applicable)? (200 words)
11. Anticipated environmental benefits (200 words, quantify if possible)
12. Anticipated social / economic benefits (200 words, quantify if possible)
13. Anticipated project cost: _____ (currency _____)
14. How does the city intend to finance the project? (200 words)
15. What stage is the project currently at?
 - Preliminary consideration
 - Commissioning of pre-feasibility studies (indicate whether technical, financial or both)
 - Completion of pre-feasibility studies (indicate whether technical, financial or both)
 - Commissioning of full feasibility studies (indicate whether technical, financial or both)
 - Completion of full feasibility studies (indicate whether technical, financial or both)
16. What are the major challenges facing the city in financing this project?
17. Anticipated project completion date: _____ (month/year)

Please return to amoro@c40.org. If successful, you will be invited to submit a Stage 2 application requesting much more detail about the project.

Appendix 4 – Proposed (not final) website architecture



Each arrow represents a different page/space/content section for the CFF website. This proposed architecture includes a total of 21 pages/spaces/content sections, of which 15 will be published right away.

Appendix 5 – Knowledge library: proposed structure



GUIDELINES LOGO

C40 CITIES FINANCE FACILITY



**C40 CITIES
FINANCE
FACILITY**

1. The Logo

These user instructions guarantee a standardised and uniform appearance of the word mark and logo of C40 Cities Finance Facility. The design of the graphic elements and the text presented here is binding. Changes to the logo and the texts are not permitted.

1.1 Colour

The logo is displayed in colour. The grayscale version is only used in exceptions.

CMYK/RGB



B/W POSITIVE



B/W NEGATIVE



1.2 Image Scale

The minimum height of the word mark and logo is 15mm. A smaller scale risks to make the text unreadable. Use the small logo, when the logotext in the logo is too small to read.



1.3 File Formats

The logo has been submitted in different file formats. Each format serves a different application purpose:

EPS/PDF: vector data for print products (scalable into larger files, eps only for design software)

JPG/GIF: pixel data for online and email usage (only scalable into smaller files)

Colours:

CMYK: only for print products

RGB: for screen and web

1.4 Protected Space

The more space around the logo, the better a visual impression it makes. To ensure a minimum of space, we have defined a “protected space” in white around the logo that is obligatory for all utilisation. The size of the white space is defined by the height of one line of the word mark. The logo is always displayed on a white or light-coloured zone that corresponds to the size of the protected space. Within the protected space, no additional elements must be displayed.



2 General Remarks on the Logo

2.1 Proportions

When the logo is pasted into design and word processing programmes, it must not be distorted.



2.2 Background

The word mark and logo are displayed on a white or light-coloured background. A colourful background or photos are not admissible. In those cases, a white background zone is used to provide the necessary neutral background.



3 Colours

The overview below shows the colour values of the word mark and logo. Additional graphical elements that might be used with the logo can incorporate these colours.



CMYK: 96/66/28/13
RGB: 0/79/120
WEB: #004e77

Main Color

For headlines and graphical elements



CMYK: 100/0/32/0
RGB: 0/154/174
WEB: #0099ae

Additional Colors

For graphical elements



CMYK: 59/0/100/0
RGB: 125/182/28
WEB: #7db51c



CMYK: 13/0/100/0
RGB: 237/225/0
WEB: #ede100



CMYK: 84/0/100/0
RGB: 0/158/48
WEB: #009e2f

4 Typography

The overview below shows the colour values and fonts of the word mark and logo.

Hind for web and print (free to download from google fonts)

abcdefghijklmnopqrstuvxyzß
ABCDEFGHIJKLMNQRSTU
&1234567890(.,:;!)><--/)

Hind Regular

for body text

abcdefghijklmnopqrstuvxyzß
ABCDEFGHIJKLMNQRSTU
&1234567890(.,:;!)><--/)

Hind Light

for headlines

abcdefghijklmnopqrstuvxyzß
ABCDEFGHIJKLMNQRSTU
&1234567890(.,:;!)><--/)

Hind SemiBold

for headlines

Helvetica for email and external communication (when the font HIND is not available)

abcdefghijklmnopqrstuvxyzß
ABCDEFGHIJKLMNQRSTU
&1234567890(.,:;!)><--/)

Helvetica Regular

abcdefghijklmnopqrstuvxyzß
ABCDEFGHIJKLMNQRSTU
&1234567890(.,:;!)><--/)

Helvetica Bold

5.1 Usage with Software

Abcdefghijklm
Nopqrstuvwxyzß

Microsoft Word

Use always single space lines in a document

Headlines
2 Lines

Microsoft PowerPoint

Do not use more than 2-line headlines

