

Travelling photo exhibition for super pollutants action at COP30 and beyond: Request for Proposals

Summary

The Clean Air Fund is seeking proposals from experienced creative agencies or exhibition designers to develop, produce, and deliver a photography exhibition focused on black carbon, a critical super pollutant that warms our planet and harms human health. This exhibition will showcase a curated selection of images from a newly commissioned global photo collection on black carbon's sources, impacts, and solutions. The exhibition is an advocacy and communications tool, designed to engage audiences at major climate, air quality and health events around the world, beginning in November 2025.

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.

A key focus of our work on super pollutants is [black carbon](#). Black carbon plays a unique role at the intersection of climate and health as both a climate pollutant and an air pollutant. At COP28, the Clean Air Fund launched [The Case for Action on Black Carbon](#). Our latest publication is [Tackling Black Carbon: How to unlock fast climate and clean air benefits](#).

Background

- Despite its urgency, black carbon remains under-communicated and poorly visualised. Common imagery is often impersonal, geographically limited, or scientifically inaccurate. There is a lack of accessible, visually impactful and compelling images that accurately and persuasively capture/portray black carbon and its impact on people and planet, as well as potential solutions to these problems. Most stories by the media or organisations on black carbon tend to use photos of blackened glaciers, which portray that issue as impersonal and distant.
- To fill this gap, the Clean Air Fund's Super Pollutants portfolio has commissioned [Climate Outreach](#) to produce a curated collection of high-quality photographs of black carbon and the communities most affected under their [Climate Visuals](#) initiative. These images will capture the sources, impacts, and potential solutions to black carbon pollution, and will be made freely available for public use. The images will be taken in Brazil, Nepal, Kenya and Nigeria. This project builds on a previous photo collection the Clean Air Fund commissioned from Climate Visuals focused on [air quality in general](#).
- We aim to display these photos in an exhibition intended to humanise the issue, support advocacy with visceral storytelling, and raise the profile of super pollutants in global

climate discourse – beginning with the 2025 Conference of Parties (COP) in Brazil and continuing at other global forums into 2026.

Scope of Work

Clean Air Fund seeks a creative partner with strong event design and expertise to:

- Collaborate with Clean Air Fund and Climate Outreach to ideate, design and execute a compelling photography installation for COP30 in Belem, Brazil from 10 November 2025 to 21 November 2025. This exhibition must be replicated at other major events worldwide, most immediately at the United Nations Environment Assembly (UNEA) in Nairobi, Kenya and the Clean Air Europe Forum in Bonn, Germany in December 2025.
- The exhibition will consist of 10-15 photos selected by Clean Air Fund and Climate Outreach. Photos are accompanied by text that contextualises the image and further tells the story in image, along with crediting the photographer. The exhibition must allow for displaying other text that provides an understanding of black carbon and super pollutants more broadly. Clean Air Fund and Climate Outreach will develop the final text for the exhibition.
- Exact details of the location and space in which we wish to display the exhibition at COP30 are still in development and may not be confirmed until a few weeks before the event itself. Proposals should allow for adjustments depending on the confirmed space. Potential exhibition space includes:
 - A Super Pollutants pavilion inside the COP30 high-level blue zone. Pavilion spaces can vary considerably, from [this](#) to [this](#).
 - An event space in Belem in which CAF will host an evening reception. We previously hosted a drinks reception in [this space](#) at COP29 and [this venue](#) at COP28. We have not yet secured a venue for our COP30 reception, and this won't be confirmed for several months.
 - A public space in Belem outside of the COP30 venues (e.g., a public park). Clean Air Fund has hosted previous art installations, like the '[pollution pods](#)'.
- The display space for UNEA and the Clean Air Europe Forum are also still unknown, but likely to be outdoors.
- An installation in the high-level zone at COP should work to engage conference delegates and enable us to invite delegations to visit and experience. An installation in a public space should engage members of the public and raise awareness among them of the need for action on black carbon.
- Exhibition deployment will ideally utilise local suppliers in Belem in November and Nairobi and Bonn in December. Justification for agency staff to travel on site must be provided.
- Proposals must consider sustainability of exhibition and how to make the most of resources in a climate-conscious manner.
- There is the potential for the selected supplier to be re-contracted for supporting the deployment of this exhibition throughout 2026, however the Clean Air Fund team may wish to lead this ourselves.

- The Clean Air Fund and its existing communications partners will manage all digital and media communications elements of this exhibition. The selected supplier will only be responsible for the design, delivery and replication of the exhibition through the end of 2025.

Deliverables/Outputs

- This will be outlined in the contract.
- The maximum budget for project is c. £30,000 GBP/\$40,000 USD (inclusive of VAT) for the development of the COP30, UNEA and Clean Air Forum exhibitions.

Target audiences of exhibition

- Climate, air quality and health decision makers at city, national, regional and global levels
- Development agencies and international financial institutions
- Other funders, such as philanthropic foundations
- Climate campaign groups and networks
- Global health institutions
- Relevant International NGOs
- General public
- International and local media

Proposal Requirements

Please share a proposal of **maximum three pages**, outlining:

1. Proposed idea for exhibition, including estimated measurements and power requirements.
2. Examples of experience [if any] in similar projects, including experience for such projects in the climate/environmental, global health, air pollution and/or international development fields
3. Total project budget, including staff times [Please specify different day rates for team members/levels].

Proposal timeline

Please get in touch if you have questions regarding the RFP by 16 July 2025. The deadline for submission of proposals is **23 July 2025**. Proposals must be submitted via email to superpollutants@cleanairfund.org. Top proposals may require a follow up call with the Clean Air Fund team as part of our decision-making process. Full timeline below.

Activity	Deadline
Publish RFP	9 July 2025
Deadline for questions	16 July 2025
Deadline for proposals	23 July 2025
Review of proposals	24-28 July 2025
Potential follow up call	29-30 July 2025
Clean Air Fund decision	31 July 2025

Contracting	1 – 22 August 2025
Project start	25 August 2025
Deadline for project completion	31 December 2025