

REQUEST FOR PROPOSAL (RfP)

Video stories showcasing benefits of clean air action for urban communities (working title: 'Humans of Breathe Cities')

<21 July 2025>

1. Background

Breathe Cities: Breathe Cities is a first-of-its-kind initiative from Clean Air Fund, C40 Cities, and Bloomberg Philanthropies to clean our air, cut carbon emissions, and enhance public health in cities around the world. Launched in June 2023 by Michael R. Bloomberg, the UN Secretary-General's Special Envoy on Climate Ambition and Solutions and founder of Bloomberg Philanthropies, and London Mayor and C40 Cities Co-Chair Sadiq Khan, it aims to break down barriers to action and ensure communities around the world have access to clean air.

Breathe Cities brings together air quality data, communities, and city leaders to reduce air pollution and planet-warming emissions by 30% across participating cities by 2030 compared to 2019 levels, which would prevent 55,000 premature deaths and around 111,000 new cases of asthma in children, save \$147 billion in avoided hospitalizations and deaths and avoid 394 megatonnes of CO₂e emissions.

Project:

The Breathe Cities initiative is supporting cities around the world to implement policies and practices that deliver clean air and support healthy and thriving communities. To truly achieve this, cities must design and implement clean air policies that are people centred and that deliver benefits fairly. Clean air action that is designed with people at the heart, to support healthy and thriving communities, has the potential to deliver multiple benefits for cities: wins for air quality, climate, health, and people.

Embedding people's perspectives in policy-making is at the heart of ensuring that clean air action supports communities to thrive. The Breathe Cities initiative supports the targeted mainstreaming of this approach across clean air policy action in 14 champion cities across Latin America (Rio de Janeiro, Bogota & Mexico City), Europe (Sofia, Warsaw, Milan, Paris, Brussels & London), Africa (Johannesburg, Accra & Nairobi) and Southeast Asia (Jakarta & Bangkok). These and other cities around the world are already demonstrating the multiple opportunities to support [healthy and thriving communities through clean air action](#).

Breathe Cities is currently accepting proposals from a consultant or consortium to build a visual video showcase of Breathe Cities-supported projects focusing on the residents, workers, volunteers, and any other 'humans' that are directly involved, delivering, benefitting from and championing Breathe efforts in our cities. This video series will carry, complement and ground key messages being shared by Breathe Cities projects and broader air quality communications and campaigns initiatives.

The provider is expected to deliver a series of video stories across cities in the four Breathe Cities regions mentioned above. The protagonists and storytellers for each video will be identified in collaboration with the global and local Breathe Cities teams.

The videos will bring a dynamic perspective from people on the ground in cities around the world, they will be short and catchy, informative and inspiring, and should be launched in 'batches'. These should be launched in line with priority themes identified that will resonate with messaging being delivered at or around those global events and that support Breathe Cities effort. For example:

- **"Batch 1"**: Designed to support Breathe Cities' presence at high-profile global events in early November such as the C40 World Mayors Summit and COP30, where the audience includes mayors, funders, and multilateral partners.

- **3 - 5 human stories** that can be played in loop at major conferences
- **Wrap-around video:** bringing together snippets of Batch 1 for audience of Mayors.
- **“Batch 2”**
 - **3 - 5 human stories** that can be used on social media are disseminated around other key global commemoration and celebration dates (to be identified and agreed) and other key moments for Breathe Cities around December 2025 until March 2026.

The videos will echo the key messages shared through Breathe Cities’ communications and campaigns efforts. They will elevate the messaging particularly emphasising the role of clean air action in supporting healthy and thriving communities. The story of the chosen protagonists will help showcase specific Breathe Cities projects, whilst at the same time demonstrating the people-centred opportunities that emerge because of delivering clean air action. These messages will be brought to life, with stimulating visuals and first-person narratives of people sharing their experiences of impact “on the ground”.

The series should generate empathy and an emotional response and connection. They should act as a powerful way to connect with Breathe Cities audiences, build awareness and support for the Mayors and communities that are engaged in delivering ambitious clean air action through the initiative – as well as instigating curiosity in non-familiar audiences to know more about the initiative and to support its efforts on the ground.

Primary audience

| Audience | Think | Feel | Do |
|--|---|---|---|
| Residents in Breathe Cities and other large cities impacted by air pollution | <p>“Air pollution affects the health, wellbeing and possibility to thrive of people like me”</p> <p>“The mayor of my city / this campaign in my city / action for clean air is:</p> <ul style="list-style-type: none"> - helping people like me to be protected from air pollution - helping people like me find opportunities to improve wellbeing and thrive through clean air policies/action” | Empathy, inspired, motivated by new/ acquired knowledge | Ask for more information about Breathe Cities, research and connect with others |

Secondary audiences

| Audience | Think | Feel | Do |
|---------------------------------------|--|--|--|
| Breathe Mayors and non-Breathe Mayors | <p>“Air quality action that delivers opportunities for communities to thrive is supported better and by more people”</p> <p>“Breathe Mayors are doing incredible work on air quality and part of their success is that this work supports opportunities for their residents to thrive in their city”</p> | <p>Excited, proud, ownership</p> <p>Inspired by Breathe Mayors, interested and motivated to join Breathe Cities initiative</p> | <p>Share the videos in their channels, talk about the projects and the people / protagonists in the videos</p> <p>Ask for more information</p> |

| | | | |
|---|---|---|---|
| | “The Breathe Cities model could help my city deliver more ambitious action in a way that is fair and benefits everyone” | | about Breathe Cities, research and connect with others |
| Community based organisations advocating for cleaner air, healthier environments, more just societies | “This initiative is helping to clean the air and also [improving livelihoods, access, inclusion, wellbeing etc] .. I want to be a part of these efforts and get involved” | Inspired, motivated to join | Learn about Breathe Cities work, advocate for clean air action; talk and spread the word, share the video series |
| Non-city decision-makers: such as coalition partners, private sector, including architects, urban planners, business leaders, and developers. | “Clean air action has the potential to change people’s lives for the better, delivering it in this way can help build support for it...” “I can use this video to build support for the policies in my city” | Inspired, motivated, curious, supported | Learn about Breathe Cities, get in touch, seek contact and engagement; talk and spread the word, share the video series |
| General audience attending major events about clean air, health and climate justice around the world | “This looks interesting... I wonder what is happening in my city.” “This is great, I’d like Breathe to come to my city/event/university to present this work” | Inspired, intrigued, excited, curious | Talk and spread the word, share the video series; invite Breathe Cities to present/talk/showcase |

Take-aways from broader audience / viewers:

- People are at the heart of the work that Breathe Cities does.
- When clean air action is delivered by people, for people, everyone benefits
- Clean air action is not only about cleaning the air, but also about improving health, access, income, wellbeing and information
- The Breathe Cities model, which puts people at the heart of clean air action, should be supported by civil society, funders and academia with resources, data and connections

2. Proposal Guidelines

2.1 Proposal Requirements

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **17.00pm EST, August 14th, 2025**. Any proposals received after this date and time will not be accepted. All proposals should include clear timetables, a description of how you will work with Breathe Cities, clear costs, and details on your experience in this area.

The proposal should give the Breathe Cities team evaluators all the information they need to assess your bid. Proposals should be limited to **10** pages (front and back), not including a cover page / letter and attachments. All applications must be submitted in PDF and Microsoft Word formats with at least one inch margins. The text type must be 11 points or larger. **The proposal needs to be submitted in English.**

Your proposal must include adequate information about how it responds to the evaluation criteria, assumptions about the project, risks you have identified, and appropriate mitigation measures. In addition, your proposal also needs to show that the costs were calculated to enable evaluation of cost reasonableness. Your proposal should be organised accordingly and should include (but is not limited to) the information below:

1. Organisational Profile and Key Staff
2. Proposed Workplan and Timeline
3. Management Plan
 - a. Explanation of how the service provider proposes to work with and involve the local city teams and work with local suppliers to generate high quality content, coordinate capture of footage, develop meaningful narratives with city protagonists etc. - key roles and responsibilities, reporting, change requests, escalation of issues, sign-off of work stages and acceptance criteria.
4. Risk Management Approach
 - a. Description of any risks and assumptions made in planning the project, along with appropriate management and mitigation strategies. Details on how a risk assessment would be completed and what it would include.
5. Budget
 - a. A clear rationale for the potential number of videos that can be produced with the budget allocated and all other costs. A minimum of five video stories is required but we invite proposals that offer more than five within the allocated budget. Please do not propose more than fourteen.
 - b. A minimum of the first five must be completed within the project timeframes (see project timelines section) and must include the four Breathe Cities regions. These first five are likely to require filming in any five of the following regions and cities: Africa: Accra, Johannesburg, Nairobi; Southeast Asia: Bangkok, Jakarta; Latin America: Bogota, Mexico City, Rio de Janeiro; Europe: Brussels, Milan, Warsaw, Sofia, Paris and London.
 - c. Detailed breakdown of costs in USD for each project task. You must include adequate information about how your costs were calculated to enable evaluation of cost reasonableness.
 - i. Please include any details on sub-contracting local teams for filming and proposed approach in the case where there may already be teams collecting footage and how the provider would suggest working with them, managing

- footage quality, coordinating and communicating with those local teams to collect the materials and generate the video stories.
- ii. Please include details on the staff working on this project and how their time will be allocated.
6. Annex (not counted in 10 pages proposal):
- a. Examples of past work;
 - i. Examples of similar projects/ films and video stories, including links to 2-3 video examples (on YouTube, Vimeo or cloud storage service)
 - b. References
 - i. At least two recent references with phone numbers and e-mail contact details.
 - ii. Previous experience in guiding and supporting non-professionals on camera is essential

Please consider that the following information would add value to the proposal:

- *Resumes of proposed key personnel*
- *Timeframe for your tasks and completion of the project*
- *Any additional support that you need to make the project a success, including any inputs you will need from third parties or Breathe Cities staff;*
- *Proposed working partnership with Breathe Cities, including (as applicable) project governance and management, key personnel, key roles and responsibilities, and escalation procedure for issues.*
- *Information about the organisation's commitment to equity, diversity and inclusion and ethical alignment.*
- *Existing policies and/or trainings that your team has undergone for safeguarding and working with vulnerable populations considering the possibility that some storytellers may be underage and/or considered a vulnerable group.*

2.2 Supplier Diversity

Breathe Cities is committed to supplier diversity and inclusive procurement by promoting equity, diversity, and inclusivity in our supplier base. We believe that procuring a diverse range of suppliers gives us a wider range of experiences and thoughts from suppliers and thus best enables us to deliver to the whole range of our diverse cities and the contexts that they operate within.

We strongly encourage suppliers (individuals and corporations) that are diverse in terms of size, age, nationality, gender identity, sexual orientation, majority ownership and control by a minority group, physical or mental ability, ethnicity, and perspective to put forward a proposal to work with us.

2.3 Subcontracting

If the organisation submitting a proposal needs to subcontract any work to meet the proposal's requirements, this must be clearly stated. All costs included in proposals must be all-inclusive of any outsourced or contracted work. Any proposals that call for outsourcing or contracting work must include a name and description of the organisations being contracted.

3. Project Purpose & Scope

The scope of work is anticipated to include the following stages and activities. Responses may propose reasonable alternative approaches, provided all deliverables are met.

Work Package 1 – Pre-production

Activity 1.1 - Scoping & Defining

The Service Provider will liaise and engage via email and virtual/in-person meetings with Breathe Cities staff (global and local teams) to understand the vision, the need, agree on the exact locations and

storytellers and develop a project plan and deliver the pre-production activities detailed in the table below. The process may include introduction, and follow-up calls with Breathe Cities staff contacts. This will also include checking and obtaining all ethical requirements and approvals needed.

Outputs:

- Project plan with agreed locations and storyteller profiles
- Ethics review from partner organizations
- Ethics approvals from protagonists (consent form to be provided upon selection)

Activity 1.2 – Vision and audience study

The Service Provider will coordinate with the project leads and local teams to incorporate their experience and understanding into strengthening the vision for the project overall and local stories to be told. This will also include a series of co-design sessions with each local team and the project leads to 'build the story' of their human that will be incorporated into the storyboard.

To ensure the successful delivery of this vision, the service provider will carry out a brief study of the established primary and secondary audience, developing a clear rationale and storyline to ensure that the primary and secondary audience are reached and that the vision and objectives are met. The project vision, audience study and plan should include Breathe Cities approved messaging, and narrative, discussing how the target audience will be inspired and proposed platforms for the project.

During this work, the provider may be required to identify some key stats that can be used in the messaging, complemented with data available through the existing knowledge base of the Breathe Cities team and aligned with messaging used by the Breathe Cities. This will be addressed once the service provider is selected but examples of types of statistics shared in the proposal by the provider could help see the potential of the proposal.

This activity will ensure that there is a well informed and coherent approach to the delivery of the project that incorporates perspectives and guidance from the project leads and the local teams and that all expectations are aligned prior to initiating the project delivery.

Outputs:

- Audience study with recommendations
- Storytelling proposal (including guiding talking points for storytellers)
- A storyboard or shooting script outlining the narrative and creative direction for each film built in consultation with local teams and grantees and the main storyteller

Activity 1.3 – Logistics

The Service Provider will build a logistics plan and more detailed timeline that will help ensure all teams and people involved have a clear understanding of when their inputs and/or capacity will be needed, when to expect input and review time etc.

This will also include the plan for site selection, site visits where needed and any required coordination for identifying and sub-contracting of local film crews (where needed) and coordination with existing local teams that are already working on the ground (where available) in each city to work with the storytellers and shoot the videos in each city.

Outputs:

- Logistics plan including:
 - Video shooting coordination plan
 - Project delivery and review timeframes, roles and responsibilities
 - Travel plan if relevant

Work Package 2 – Production

Activity 2.1 – Coordination of teams, filming and material collection

Following the agreed project and logistics plan, the Service Provider will lead on the coordination of their own sub-contracted filming crews and where relevant any local teams supporting the filming process. This will include managing the preliminary site visits, filming crews, the collection of footage, interviews, equipment, photos etc.

Outputs:

- Transcript of interviews & voice-overs in original language
- A transcript of preliminary interviews conducted with storytellers in original language
- Transcripts translated into English
- Raw footage
- 10 high quality photos per site, including 3 of each protagonist

Activity 2.2 – Film stories

The Service Provider will manage the collection of high-quality footage and produce the film stories using the brand guidelines provided, following the narrative and messaging agreed upon. An initial draft of these stories will be requested for review by Breathe and partners.

The videos should capture the essence of day-to-day life and work life where relevant. They should look and feel natural and realistic and the protagonist speaking directly to the audience. They should portray the protagonist's point of view with a mixture of footage of them in their day-to-day routines or work with colleagues, friends, family (depending on the relevance to their story) - to offer a holistic view of their day and keep the audience engaged. Please refer to [this storyboard example](#) and [this video](#) as an example.

Outputs:

- Draft 1 of film stories

Work Package 3 – Post-Production

Activity 3.1 – Creative direction and editing of film stories

The Service Provider will lead on following feedback, editing, adding music, subtitles in English and deliver the five film stories in high quality sets of 16:9 for YouTube and events & a 9:16 cuts for Instagram Reels.

Outputs:

- *Humans of Breathe Cities* film stories in **draft** form

Activity 3.2 – Final delivery of film stories

This will involve coordinated collection of feedback from Breathe global and local teams and approval from senior management and project leads.

Outputs:

- **Final** delivery of *Humans of Breathe Cities* film stories

Notes:

- Each human video story should be submitted as:
 - 1 clean version in original language with no subtitles

- 1 version with English subtitles burned in
- Video stories should be no longer than 90 seconds
- All original media including video rushes, audio files, caption files and video editing project files delivered in 4K at 25 frames per second (per the deliverables table) and signed consent forms.

4. Budget

The total contract amount for this project will be no more than USD 70,000, including applicable taxes.

5. RfP & Project Timeline

RfP Timeline

| Step | Date |
|----------------------------------|---|
| Request for Proposals sent out | [July] [21], 2025 |
| Answering queries | [July] [21], 2025 - [August] [7], 2025 |
| Deadline for receiving proposals | [August] [14], 2025 |
| Evaluation of written proposals | [August] [18], 2025 - [August] [19], 2025 |
| Presentation on Proposal | [August] [20], 2025 |
| Selection decision made | [August] [21], 2025 |
| All bidders notified of outcome | [August] [22], 2025 |

Project Timeline

| Phase | Activities | Description | Outputs | Due Date |
|--|--------------------------------------|---|--|------------------------------------|
| Work Package 1 <i>Pre-production</i> | <i>1.1 Scoping and defining</i> | Contracting and ethics approvals, all needed documentation cleared for contractual purposes; project plan developed & approved. Obtain ethics approvals including from those being filmed, identification of honorariums if and where needed (esp. for support staff holding interviews in local language) | Ethics review from partner organizations Ethics approvals from protagonists Project plan | w/o 1 st September 2025 |
| | <i>1.2 Vision and audience study</i> | Visioning sessions with Breathe cities local teams and project leads, studying audience to deliver on this vision, building concept for local stories and creating content outlines for the shoot | Audience study with recommendations Storytelling proposal (including guiding talking points / | 8 th September 2025 |

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|--|--|---|--|-----------------------------------|
| | | that respond to the brief and creative concepts below** & Breathe cities team reviews 2 rounds Drafting of questions for storytellers/ protagonists. | questions for storytellers) A storyboard or shooting script outlining the narrative and creative direction for each film built in consultation with local teams and grantees and the main storyteller where possible [& Breathe cities team reviews 2 rounds] | |
| | 1.3 Logistics | Identify roles, responsibilities, and timeframes. Identify needs and logistical considerations for support to protagonist and site selection, site visits where needed and coordination of on the ground shooting. | Logistics plan including: Video shooting coordination plan Project delivery and review timeframes, roles and responsibilities Travel plan if relevant | 15 th September 2025 |
| Work Package 2 <i>Production</i> | 2.1 Coordination of teams, filming and material collection | Lead on the coordination of their own sub-contracted filming crews and where relevant any local teams supporting the filming process. Manage the preliminary site visits, pre-interview prep with the protagonist of each story, filming crews, the collection of footage, interviews, equipment, photos etc. Deliver interviews, transcript of interviews & editing in collaboration with protagonists** Filming in the five chosen cities. | A transcript of preliminary interviews conducted with storytellers & voice-overs – both in original language Transcripts translated into English Raw footage 10 high quality photos per site, including 3 of each protagonist | w/o 6 th October 2025 |
| | 2.2 Film stories | Edit five film stories** Manage and coordinate up to 2 rounds of feedback & reviews with Breathe Cities teams | Draft 1 of film stories for final round of feedback Draft 1 Wrap-around video | w/o 13 th October 2025 |

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|---|--|---|---|--------------------------------|
| Work Package 3 <i>Post-Production</i> | 3.1 Creative direction and delivery of film stories | Translating interviews and preparing captioning for videos Editing and sharing video drafts, incorporate feedback & Breathe Cities team review Videos signed off, mastering of audio and imagery & Breathe Cities team review | Batch 1. Humans of Breathe Cities film stories in draft form Wrap-around video | 15 th October 2025 |
| | | | Batch 2. Humans of Breathe Cities film stories in draft form | 28 th November 2025 |
| | 3.2 Final delivery of film stories | Final delivery of videos in required formats: 16:9 videos – 1 clean x 1 with English subtitles burned in [appropriate for YouTube and events] 9:16 videos – 1 clean x 1 with English subtitles burned in [for Instagram Reels] Videos must be 90 seconds maximum | Batch 1. Final video stories in appropriate formats | 20 th October 2025 |
| | | | Batch 2. Final video stories in appropriate formats | 27 th February 2026 |

**The service provider will be provided with brand guidelines, overarching messaging, contacts with potential interviewees, etc.

6. Proposal Evaluation Criteria

Please limit the proposal to no more than 10 pages. Team member CVs and references can be attached as an annex.

Proposals will be evaluated against the following criteria.

| Evaluation Criteria | Weighting |
|--|-----------|
| Project delivery approach proposed, interpretation of brief and quality of proposal. The proposal should demonstrate clear understanding of the needs at hand and ability to meet the requirements listed within the timeframe and to a high quality. The proposal should be clear, robust and concise. | 20% |

| | |
|---|-----|
| Specific technical expertise & quality of staffing. The successful applicant will need to demonstrate knowledge and skills to deliver this project successfully. The team members should demonstrate suitable experience, qualifications and availability to deliver the project successfully and of high quality following the guidance in the brief. | 30% |
| Project Management experience and record of similar projects: The supplier should demonstrate a track record and references of similar projects where capability, experience that demonstrate delivery of similar complex and global projects. | 20% |
| Cost Reasonableness: <ul style="list-style-type: none"> • Economy: minimising the cost of resources used / spending less • Efficiency: the relationship between the output from goods / services and the resources to produce them • Effectiveness: the relationship between the intended and actual results • Equity: the extent to which services reach the intended recipients fairly | 20% |
| Equity and Ethical Alignment: The service provider should demonstrate alignment with equity and ethics values and understanding of the importance of these when working across different cultures and contexts with local communities. Ten percent of the evaluation will focus on these factors, organisations that are based in the global south are strongly encouraged to apply. | 10% |

7. Submissions

Proposals will be accepted until **17.00pm EST, August 14th, 2025**. Any proposals received after this date and time will not be accepted. Please submit proposals via email to:

Luisa Miranda Morel

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 lmirandamorel@c40.org

and

Niyati Tripathi

Senior Analyst, Breathe Cities
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Disclaimer

Clean Air Fund will not accept liability or responsibility for potential suppliers' costs incurred in preparing a response for this RFP. Neither the issue of the RFP, nor any of the information presented in it, should be regarded as a commitment or representation on the part of the Clean Air Fund to enter into a contractual arrangement. Nothing in this RFP should be interpreted as a commitment by Clean Air Fund or C40 to award a contract to a Potential Supplier as a result of this procurement, nor to accept the lowest price or any tender.