

Request for Proposals: Writer and editor for CAF's Progress and Evidence Review

The Clean Air Fund (CAF) is seeking an excellent writer with **specialist expertise in synthesising and presenting complex, technical concepts and evidence**. The writer must be able to turn a large volume of information into a concise, clear and engaging summary for CAF's Board of Trustees and other non-technical audiences.

CAF has been operating for more than six years. During this time, the organisation has grown significantly, contributed to important progress and major wins for clean air, and built a substantial body of evidence and learning.

CAF now wants to bring this material together in one accessible and useful summary. The review will look back at CAF's 2023-2026 strategy, setting out its biggest wins, the main progress made, and what CAF has learned about funding and scaling solutions that provide clean air for all. It will be written first for CAF's Board of Trustees, but will also become a central communications asset for donors, partners and the wider clean air sector, and will be suitable for publication online.

Background to Clean Air Fund

Launched in 2019, the Clean Air Fund (CAF) is a philanthropic initiative with a mission to tackle air pollution around the world. Our aim is to help build and support a powerful global movement for clean air. We achieve this by bringing together funders, researchers, policy makers and campaigners working on a wide range of issues to find and scale solutions that will provide clean air for all. We work where the need and potential for impact are greatest: in the EU, Ghana, India, Indonesia, Poland, South Africa and the UK and global cities across Africa, LatAm, Asia and Europe. We also have global thematic programmes, raising air pollution up the international climate and health agendas. Our global themes span data, health, advocacy, Super-Pollutants and Private Sector Engagement. More information about the Clean Air Fund can be found on our website: www.cleanairfund.org

Background to assignment

With the current organisational strategy coming to completion and a new strategy soon to begin, CAF has an opportunity to take stock of the progress made during the last four years and to bring together, in one place, the evidence about what it has achieved and learned.

CAF has already done a great deal of background and preparatory work. Our Monitoring, Evaluation and Learning (MEL) team has reviewed and analysed a large body of evaluations, reviews, research and internal reflections and has produced an internal summary of CAF's main learning and evidence. We have also compiled a summary of CAF's major achievements, progress and key wins since CAF's inception.

What we need now is an exceptional writer who can turn this material into a short, engaging and accessible publication. The successful writer will not be expected to carry out new analysis. Instead, their role will be to identify the strongest messages, shape a compelling narrative, and translate complex evidence and organisational learning into language that is clear, engaging and easy for non-technical audiences to understand.

The proposed Impact and Learning Review will have two closely connected elements. The first will present CAF's biggest wins and the main progress to which it has contributed since 2023. The second will summarise what CAF has learned and the evidence it has built about what works to fund and scale clean air solutions. Where useful, it should also explore what these findings mean for CAF and for others working in the sector.

This is a retrospective review, not an evaluation and not a technical monitoring, evaluation and learning report. It will be honest, evidence-based and proportionate about CAF's contribution, while providing a clear and engaging account of progress.

The final review should be no more than 15 designed pages. It must use plain, non-technical English, avoid jargon and explain unfamiliar concepts clearly. It should be easy to read, engaging and accessible to senior and non-technical audiences, while remaining faithful to the underlying evidence.

Project objectives and scope

The assignment is to develop a concise, publication-ready narrative that:

- Summarises CAF's most important achievements and major areas of progress since 2023.
- Explains CAF's role accurately, making clear its contribution without over-claiming.
- Synthesises the main lessons from CAF's evidence and experience about what helps clean air solutions succeed and scale.

- Presents the evidence clearly, without overstating certainty or impact.
- Draws out practical implications for CAF and, where relevant, for other organisations and funders working on clean air.
- Creates one coherent narrative for the Board of Trustees that can also be shared with donors, partners and the wider sector and published online.
- Works closely with CAF team members to check factual accuracy, sharpen the narrative and ensure the final text reflects CAF's voice.

The main sources available to the writer will include:

- An internal Evidence and Learning Review that synthesises findings from CAF's evaluations, programme reviews and research studies.
- CAF's Strategy Results Framework, which contains up-to-date information on CAF's progress towards its main intended outcomes.
- A Track Record summary describing in more detail some of the major wins to which CAF has contributed.
- A long-list of CAF's wins, including a short summary of CAF's role in supporting each one.
- Relevant evaluations, annual and donor reports, case studies, research, programme reviews and supporting source material which can be used to verify or enrich the narrative.
- An initial narrative structure for the review, key messages, and list of examples to be included.
- A small number of interviews with selected CAF team members, if these would add important detail, examples or insight not already available in the documents.

The assignment does not require the writer to collect any new information beyond these optional limited interviews. CAF will provide access to the agreed sources and identify relevant staff.

Outputs

1. Document review and inception

Review the core documents and hold initial conversations with key CAF stakeholders, including the MEL team. The writer will review and provide

recommendations on the proposed narrative structure, key messages, and major wins and examples as well as the tone of voice and writing principles.

The inception stage should also identify any information gaps, additional fact-checking needs, possible interviews, and any early requirements for images, graphics, case studies or design. Before drafting begins, CAF will agree the proposed structure and content to be included. This is intended to ensure alignment on the overall narrative and focus of the review at an early stage.

2. Drafting of the review

Prepare the first full draft, bringing the evidence and examples into a clear, balanced and engaging narrative. CAF will then conduct a single structured review of the first full draft, covering factual accuracy, use of evidence, framing, tone and accessibility for the intended audience. Feedback will be coordinated by the MEL team, drawing on input from CAF Directors, the Communications team and other relevant staff as needed. CAF will provide one consolidated set of comments for revision.

3. Finalisation of the review

Revise the review in response to agreed feedback. The final text should be accurate, coherent, written in consistent plain English, and ready for design. It should include clear source notes or a simple referencing approach agreed with CAF, so that key claims remain traceable without making the review feel academic or technical.

4. Handover for design and publication

Provide the final copy in an editable Word document, with a clear hierarchy of headings, captions, callouts and any instructions for graphics or images. CAF will manage design and publication internally using its house style. The writer may be asked to answer a small number of final copy queries arising during design.

Key outputs:

- Short inception document with recommended narrative structure and contents.
- Draft Impact and Learning Review.
- Final Impact and Learning Review, ready for design and publication.

Approach

The work should be collaborative, practical and evidence-led. The writer will work from CAF's existing material and ask targeted questions in any cases where context is missing. The writer should prioritise clarity over completeness and help CAF make disciplined choices about what to include within the page limit.

The review must distinguish clearly between evidence, interpretation and wider implications. Claims about CAF's role and achievements must be accurate, proportionate and traceable to source material. The writing should be concise, engaging and easy for a non-technical audience to follow. Technical terms should be avoided where possible and explained clearly when essential.

The review must be clear, accessible and easy to read. It must avoid internal language, acronyms and unexplained technical terms. It should elevate the material above an internal evidence report while remaining more grounded, balanced and precise than a marketing publication.

Target audience and users

Primary audience:

- CAF's Board of Trustees. Board members need a concise and evidence-based account of CAF's progress, achievements and learning over the 2023-2026 strategy period. They should be able to understand the main messages quickly without specialist knowledge of air quality, grantmaking or monitoring, evaluation and learning.

Secondary audiences:

- Existing and potential donors and funding partners.
- Organisations, practitioners and decision-makers across the clean air, climate and health sectors.

Timing

The writer should be available to start by Monday 5 October 2026 and provide final copy by Friday 13 November 2026. This will allow time for CAF to design, quality-assure and publish the review by the final deadline of 27 November 2026. A proposed high-level schedule is below:

Phase	Deliverable	Date
Inception and document review	Kick-off, review of core materials and compilation of a short inception document with recommended structure, narrative, voice, information gaps and design needs	5–14 October 2026
Drafting	First full draft of the Impact and Learning Review	28 October 2026
CAF review	Consolidated factual, evidence, framing and tone feedback	29 October – 2 November 2026
Revision	Revised draft for final CAF check	10 November 2026
Finalisation	Final review report, ready for design and publication	13 November 2026

Costs

The maximum available budget for this assignment is £10,000, inclusive of all fees and expenses but exclusive of VAT where applicable.

Proposal format and requirements

Applicants should provide:

1. A short email or one page cover note confirming interest, suitability for the assignment, availability and ability to meet the deliverables and timetable.
2. A CV for the lead writer and for any other proposed team member(s).
3. One or two writing samples that show the ability to turn complex evidence or technical material into clear, engaging content for senior and non-technical audiences. Applicants should briefly explain their role in producing each sample.
4. A proposed total fee, including the number of days, day rate(s), any expenses and VAT where applicable.
5. Contact details for one relevant referee or client, if available.

CVs, writing samples, fee breakdown and referee or client contact details can be provided as annexes to the cover note.

The successful writer or team will be expected to demonstrate:

- An excellent track record in long-form writing, editing and evidence synthesis for senior and public audiences.
- Exceptional plain-English writing skills and the ability to explain complex ideas without jargon or loss of accuracy.
- Strong editorial judgement, including the ability to identify the clearest narrative, select the most compelling material and make difficult choices about what to leave out.
- Experience writing for Boards, senior leaders, donors or comparable senior audiences.
- The ability to handle evidence carefully, preserve nuance and avoid overstating organisational attribution or impact.
- A collaborative and responsive working style, with confidence in interviewing senior staff and managing structured feedback.
- Ability to meet deadlines.
- Experience working with foundations, charities, international organisations, research organisations or other mission-led bodies is preferred but is not essential.
- Knowledge of air quality, climate, health or philanthropy would be useful but is not essential.

CAF may invite a small number of applicants to a short interview. Selection will be based on the quality and relevance of writing samples, relevant experience, approach to evidence and plain-English communication, availability and value for money.

Timeline and submission

The deadline for submissions is Friday 25 September 2026. Submissions should be sent by email to palur@cleanairfund.org

Activity	Date
Request for Proposals issued	September 2026
Deadline for submissions	Friday 25 September 2026
Short interviews, if required	Week commencing 28 September 2026
Decision and contracting	By Friday 2 October 2026
Project start	Monday 5 October 2026
Final copy submitted	Friday 13 November 2026
CAF design, quality assurance and publication	By the end of November 2026