

Public Affairs Support for Better Air Quality Regulation in the EU Request for Expression of Interest (EOI) July 2026

About Clean Air Fund

Launched in 2019, the Clean Air Fund is a philanthropic initiative with a mission to tackle air pollution around the world. We bring together funders, researchers, policymakers and campaigners to identify and scale solutions that will provide clean air for all.

The Clean Air Fund is committed to both driving demand for cleaner air and supporting policymakers in designing and delivering policies that address air pollution. More information about CAF can be found on our website: www.cleanairfund.org

Context

Over the past three years, Clean Air Fund has developed a portfolio of grants with strategic partners in the EU to generate evidence, build demand and drive the development and adoption of the revised Ambient Air Quality Directive (AAQD). The updated legislation, adopted in November 2024, sets new limits on harmful concentrations on air pollution to protect human health. Its impact will very much depend on the robustness of implementation.

In response, the Clean Air Fund recently initiated a two-year technical assistance and policy advocacy funding programme focused on AAQD transposition and implementation across nine strategically chosen Member States (Romania, Bulgaria, Hungary, Greece, Spain, France, Ireland, Germany and Italy). The programme's aim is to support the most polluted regions within these Member States to meet Europe's new air quality standards by 2030 without delay.

While supporting action at the national and regional level is critical, continued engagement at EU-level in Brussels remains essential to ensure effective oversight, and alignment with related policy files as well as to sustain political ambition, support enforcement, and coordinate efforts across Member States. Such work at EU, national and regional levels requires strong technical expertise, understanding of institutional processes, and the ability to navigate a complex stakeholder environment.

Purpose of the assignment and scope of work

The selected service provider will deliver strategic public affairs support to the Clean Air Fund across EU and Member State policy processes relevant to air quality, notably AAQD implementation. This includes policy monitoring, political intelligence, stakeholder engagement support, strategic advice, campaign coordination, and preparation of written briefings and materials. The provider must demonstrate strong EU public affairs expertise and either direct capacity or trusted partner networks capable of providing coverage across the priority countries*.

**The Member States are Romania, Bulgaria, Hungary, Greece, Spain, France, Ireland, Germany and Italy. In light of the upcoming elections, the focus should lay on France, Greece, Italy and Spain.*

More specifically, the provider will:

- Provide intelligence and strategic advice to support the Clean Air Fund's EU-level engagement and grant-making on air quality and related policy files.
- Monitor and assess policy and political developments in up to nine priority Member States* relevant to AAQD transposition and implementation.
- Support engagement with policymakers, media and strategic partners in Brussels and selected Member States.

Deliverables

- Regular policy intelligence updates: weekly or bi-weekly updates on relevant EU and Member State political and policy developments, including analysis of implications for CAF's AAQD implementation programme and recommended actions where appropriate.
- Strategic advisory sessions: regular calls with CAF to discuss major developments, risks, opportunities, stakeholder dynamics and planned interventions.
- Stakeholder and policy mapping: mapping and periodic updates of priority institutions, policymakers, advisers, media, partner organisations, coalitions and relevant policy files at EU and Member State level.
- Briefing and engagement materials: meeting briefs, talking points, written inputs, event materials and follow-up notes for priority engagements as needed.
- Country intelligence notes: periodic analysis covering relevant political, policy and stakeholder developments in up to nine priority Member States.
- Ad hoc strategic support: rapid input on emerging opportunities, risks, policy developments or engagement needs where time-sensitive advice is required.

Expression of Interest Requirements

- EOI should not exceed 3 pages, excluding company profile, CVs and supporting annexes.
- Bidders should include their technical approach and methodology.
- Please include relevant experience (for previous clients, including NGOs), proposed team, language capacity and country coverage.
- Include a high-level budget estimate with activities and cost breakdowns, which includes a split between budget for EU-level policy advisory and national work.
- Proposal should also include a mapping of policy files relevant to air quality (at EU and MS level), their current status as well as a high-level overview of expected developments related to these files for the next 12 months.

Timeline, and contract details

Any questions related to the call for EOI should be submitted by COB 24 July 2026. The **deadline for submission of proposals is COB 31 July 2026**. Proposals should be submitted via email to hborst@cleanairfund.org

Contract Details

- This assignment is expected to be structured as a service contract.
- The maximum budget for this service agreement is 280k EUR.

- The expected contract start is September 2026 for a duration of 16 months, with the possibility of extension subject to performance, budget and organisational needs.

Evaluation Criteria

- Quality and feasibility of the proposed approach and quality and feasibility of the proposed approach and methodology.
- Understanding of EU air quality policy and advocacy landscape and of national policy and advocacy dynamics relevant to AAQD transposition and implementation.
- Relevant experience in EU public affairs and in up to nine priority Member States - with focus on France, Greece, Italy and Spain with the elections in 2027.
- Ability to connect EU-level developments with national implementation and advocacy opportunities across Member States.
- Strength of proposed team, language capacity and stakeholder network at EU and MS level.
- Value for money and clarity of the budget.