

**Request for Proposals: Commemorating the International Day of Clean Air for Blue Skies
2025 in Nairobi.**

1. Introduction

The Clean Air Fund is seeking proposals from qualified organizations to deliver a comprehensive city-led campaign in commemorating International Day for Clean Air for Blue skies which is observed globally on the 7th of September. In 2025, Nairobi will host a dynamic week-long celebration highlighting progress under the Breathe Cities Initiative, amplifying the voices of communities most affected by air pollution, and showcasing innovative local actions in education, civic engagement, art, and media that advance global air quality goals and inspire collective responsibility for clean air.

2. Background

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. Nairobi is one of the fourteen cities of the Breathe Cities initiative.

3. Clean Air Fund

Launched in 2019, the Clean Air Fund 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.

More information about the Clean Air Fund can be found on our website: www.cleanairfund.org.

4. Scope of Work

The project has one key outcome: Enhanced public awareness and community engagement on air quality.

Outcome Activities:

1. **Week-long Awareness and Media Campaign:** A cross-platform media campaign to enhance public awareness and community engagement on air quality.
 - a. **Social Media Efforts:** Utilize social media platforms to share informative posts, videos, and infographics about air quality.

- b. **Broadcast and Print Media Outreach:** Engage with local radio, TV stations, and newspapers to feature expert interviews, community perspectives, and investigative pieces on air quality issues.
2. **Murals on Air Quality in Nairobi City:** Engage community based local artists to create murals, strategically installed in key areas such as Nairobi City County schools and health facilities, that depict the importance of clean air and sustainable practices.
3. **Community Cleanup Initiative:** Community groups will lead neighborhood clean-ups with training sessions on sustainable waste management, segregation, and recycling.
4. **Air Quality School Competition:** Through close collaboration with University of Nairobi's GeoHealth team, organize a week-long competition among ten Nairobi primary schools already engaged in air quality project culminating in a high-profile final competition and award ceremony on 6 September at the University of Nairobi.
5. **Finale Procession and Commemoration:** On the International Day itself, a colorful street procession will move through downtown Nairobi, ending at Uhuru Park. Participants will include schools, the public, cyclists, artists, and policy champions, culminating in a showcase of winning community art pieces/murals and student projects. Through close collaboration with NAPTA, recruit a few matatus (1 E-bus and 1 ICE bus) to be part of the procession to encourage use of public transport. Simultaneously, through collaboration with NAPTA, observe a 5-minute "stop engines" at one of the major public bus stations in Nairobi.

5. Deliverables

The successful bidder will deliver the following:

1. An inception report, including a Project plan with an outline of activities, roles and responsibilities, and timeframes.
2. Engaging and relevant social media content (images, videos, and infographics) for various platforms (X, Facebook, LinkedIn etc).
3. Media Engagement and Coverage Plan.
4. Media Monitoring Report – A compiled and dated list of all media mentions, articles, news segments, and social media posts referencing the commemoration, with links, screenshots, or clippings.
5. At least two air quality-themed murals co-designed, painted by community-based local artists and installed in strategic informal settlement locations in Nairobi city.
6. A curated folder of at least 30 high-resolution photos and video footage (minimum 1080p) highlighting the production and meaning behind the mural/painting. The video footage should have: (i) raw video footage capturing the full painting/mural process; (ii) a short, engaging video of less than 2 minutes tailored for social media sharing and public engagement; and (iii) a longer, high-quality video of around 3-10 minutes that documents the full scope of the mural or painting and the story behind it, suitable for use in future events, stakeholder presentations, and outreach efforts.
7. Conduct at least three neighbourhood clean-ups in Nairobi's slum areas, preceded by training sessions on sustainable waste management, waste segregation, and recycling practices.
8. A curated folder of at least 30 high-resolution photos and video footage (minimum 1080p) highlighting neighbourhood clean-ups and training sessions on sustainable waste management. The video footage should have: (i) raw video footage capturing the full neighbourhood clean-ups and training sessions on sustainable waste management; (ii) a short, engaging video of less than 2 minutes tailored for social media sharing and public engagement; and (iii) a longer, high-quality video of around 3-10 minutes that documents the full scope of neighbourhood clean-ups and training sessions on sustainable waste management, suitable for use in future events, stakeholder presentations, and outreach efforts.
9. Air quality school competition report.

10. A curated folder of at least 30 high-resolution photos and video footage (minimum 1080p) highlighting Procession and Commemoration. The video footage should have: (i) raw video footage capturing the full procession and commemoration; (ii) a short, engaging video of less than 2 minutes tailored for social media sharing and public engagement; and (iii) a longer, high-quality video of around 3-10 minutes that documents the full scope the procession and commemoration, suitable for use in future events, stakeholder presentations, and outreach efforts.

6. Proposal Requirements

Interested firms are invited to submit a proposal that clearly addresses the requirements outlined in this RfP. Proposals should be limited to 10 pages, not including a cover page/letter and attachments. All applications must be submitted in **Microsoft Word format** with margins not less than one inch. Text type must be 11 point or larger.

Proposals should at minimum include the following:

- i. **Organisational Profile and work team:** Details of the organisation, including type (NGO, private, etc.), where the organization(s) is(are) based and overview of relevant experience.
- ii. **Detailed technical approach and methodology:** Indicate how your organization would accomplish each of the activities outlined in this RfP, and implementation timeline.
- iii. **Management Plan:** Explanation of how your organization proposes to work with and involve Breathe Nairobi team and Nairobi City County Government.
- iv. **Risk Management Approach:** Description of any risks and assumptions made in planning the project, along with appropriate management and mitigation strategies.
- v. **Budget:** Detailed breakdown of costs in USD for each component and activity. It should include all taxes/VAT as relevant and adequate information about how your costs were calculated to enable evaluation of cost reasonableness.
- vi. **References:** At least two recent organizational references the service provider has worked with/for, including contact details, and information on the related projects e.g links to campaign videos, pictures etc.
- vii. **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 sub-contracted work.

7. Proposal Evaluation Criteria

Proposal evaluation committee comprised of representatives from Clean Air Fund and Nairobi City County Government will review all proposals against the evaluation criteria. Shortlisted applicants may be invited for presentations and further discussions.

Proposals will be evaluated based on the following criteria:

Evaluation Criteria	Weighting
Understanding of the project, workplan and methodology: Proposal demonstrates understanding of project requirements; Robustness of the project delivery and suitability of methodology; ability to meet the requirements listed.	40%
Expertise, Experiences and References: Capability, experience, and availability of the proposed team, along with references from other clients.	40%
Cost-effectiveness and competitiveness of the proposed budget.	20%

8. Submission Instructions

Any questions on the RfP should be submitted via email to vindasi@cleanairfund.org by 20 June 2025 at 17:00 EAT. The deadline for submission of proposals is 26 June 2025 at 14:00 EAT via email to vindasi@cleanairfund.org. Proposals received after this deadline will not be considered.

9. Project Budget

Total project costs, including all applicable taxes and other 'hidden' costs should not exceed 25,000.00 US Dollars.

10. RfP Timeline

RfP published	3 June 2025
Deadline to submit questions	20 June 2025
Deadline for receiving proposals	26 June 2025
Review of proposals and decision on preferred bidder	4 July 2025
Proposal finalisation and agreement	18 July 2025
Project start	21 July 2025
Project end	30 September 2025

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 to award a contract to a Potential Supplier as a result of this procurement, nor to accept the lowest price or any tender.