Request for proposals

Seoul urban air quality planning and ecosystem mapping

RFP Overview

Contracting organisation	Clean Air Fund
Assignment	Seoul urban air quality planning and ecosystem mapping
Indicative duration	6-8 weeks, averaging 2-3 days per week
Location	Seoul, Republic of Korea, with a mix of in-person and remote working
Budget	Bidders should propose a budget inclusive of all applicable taxes and expenses
Submission deadline	16 December 2026
Contact	Dalma Dacyszyn, Clean Air Fund (email: Ddacyszyn@cleanairfund.org)

About the Clean Air Fund

The Clean Air Fund is a global philanthropic organisation working to create a future where everyone breathes clean air. We fund and partner with people and organisations that drive urgent reductions in air pollution to protect our health, climate and economies. Through funding, partnerships and advocacy, we generate better air quality data, support new evidence and solutions, and influence decision-makers to act.

Purpose

The Clean Air Fund is inviting proposals to support urban air quality planning in Seoul and identify the ecosystem of partners required to support implementation. The assignment will build on engagement undertaken to date with Seoul Metropolitan Government (SMG) and will be delivered in close collaboration with a small Seoul urban air quality working group. It will establish a shared strategic direction, recommend an initial focus for support, and identify the partnerships and delivery arrangements required to move from planning to implementation. Korea will hold the G20 Presidency in 2028, creating an opportunity to build on international momentum on clean air and the progress made under the South African G20 Presidency. This assignment will identify and map key Korean G20 stakeholders,

identify opportunities for influence, and recommend potential policy issues or framing likely to resonate with the Korean government.

Objectives and activities

1. Consolidate existing evidence and insights
   - Review existing Seoul air quality landscape materials, relevant SMG plans, and findings from engagement undertaken to date.
   - Prepare concise briefing notes on priority topics, drawing where appropriate on Korean language sources.
   - Synthesise the key opportunities, challenges and strategic choices for urban air quality action in Seoul.

2. Map the Seoul clean-air ecosystem
   - Identify key stakeholders across government, academia, civil society, communities, philanthropy and the private sector, with a particular focus on organisations relevant to the emerging priority areas.
   - Assess their roles, influence, interests, relationships and potential contributions to urban air quality action in Seoul.
   - Identify priority partnerships, coalition opportunities and potential delivery partners.
   - Highlight relevant existing networks and relationships that the work should build on, as well as material gaps in the current ecosystem.

3. Undertake stakeholder engagement
   - Work with the Seoul urban air quality working group to plan and undertake engagement with SMG and its affiliated institutions.
   - Support the preparation and follow-up of Clean Air Fund and partner visits and in person engagement in Seoul during the consultation period.
   - Conduct targeted interviews with SMG and external stakeholders, with particular attention to civil society, communities and organisations not yet sufficiently engaged.
   - Test and refine emerging priorities, strategic choices and partnership opportunities.
   - Facilitate at least one stakeholder dialogue or workshop.

4. Develop a Seoul urban air quality strategy

- Develop a proposed long-term vision, strategic objectives and intended outcomes for urban air quality action in Seoul, building on SMG's own plans and priorities.
- Assess the emerging areas of interest and recommend one or two priority workstreams for initial support, with a clear rationale, intended contribution and potential delivery pathway.
- Identify how Seoul can benefit from, and contribute to, wider international clean air networks and the Clean Air Fund's portfolio of city work.
- Set out the immediate decisions and actions required to move from strategy development to implementation.

5. Planning for Korea's G20 Presidency

Drawing on the wider ecosystem mapping and stakeholder engagement, the consultant should:

- Identify the main routes to understand Korea's emerging G20 priorities, including relevant government, C20 and civil-society, technical, academic and city-level actors, as well as media, campaigns and broader strategic communications.
- Validate the Clean Air Fund's existing stakeholder mapping, identifying gaps and the priority relationships the Clean Air Fund should develop.
- Propose initial policy issues and framings around clean air most likely to resonate with the Korean government.

Deliverables

- Stakeholder and ecosystem map, covering relevant organisations, relationships, roles, interests and influence, and identifying priority partnerships and potential delivery partners.
- Interim findings and emerging priorities, presented to the Seoul urban air quality working group around weeks 3-4.
- Draft Seoul urban air quality strategy, for review by the working group.
- Final Seoul urban air quality strategy, revised in response to agreed feedback.
- Seoul urban air quality strategy on a page, providing a concise summary of the vision, objectives, intended outcomes and initial priority workstreams.

- Partnership and implementation roadmap, setting out immediate next steps, priority partners, proposed delivery arrangements and the recommended engagement approach.
- G20 opportunity report, setting out likely areas of Korean government interest, priority routes to influence, key stakeholders and potential synergies with urban air quality work in Seoul.
- A final presentation and debrief call with the Clean Air Fund and relevant partners, covering the principal findings, recommendations and questions arising from the written outputs.
- Given the time available, the G20 deliverable is expected to provide a focused initial assessment and practical recommendations rather than a fully comprehensive report. The precise format of all deliverables will be agreed at inception. The consultant will be responsible for producing the analysis, recommendations and draft outputs. The working group will provide strategic direction and consolidated feedback, with final approval of contractual deliverables resting with the Clean Air Fund.

Ways of working

The assignment will use a flexible, iterative co-creation approach rather than a fixed consultancy process. The successful bidder will help shape the work as evidence and stakeholder perspectives emerge.

The consultant will work closely with a small Seoul urban air quality working group, led by the Project Director at the Clean Air Fund and working in close partnership with relevant technical and regional partners. The consultant will report contractually to the Project Director.

Day-to-day working arrangements, including responsibilities for individual strands of engagement, will be agreed with the working group at inception. The consultant will prepare drafts and recommendations for review. The working group will provide consolidated direction and feedback, and the Clean Air Fund will approve final contractual deliverables.

Engagement with SMG will be planned and coordinated through the working group. Regional technical partners will play a central role in the SMG relationship and related engagement, with responsibilities agreed as part of the workplan.

The consultant will not make policy, funding or partnership commitments on behalf of the Clean Air Fund or its partners.

The work should combine international good practice with strong local knowledge and Korean-language research and stakeholder engagement.
Emerging areas of interest should be treated as hypotheses to test rather than predetermined projects.

The Clean Air Fund anticipates that this collaborative assignment will be particularly well suited to an experienced individual consultant or small organisation able to work responsively with local partners.

Indicative timetable and level of effort

The target start date is December 2026. The assignment is expected to run for 6-8 weeks, with an average input of 2-3 days per week. In addition, around 6 additional days may be allocated to the G20 component (objective 5 and the G20 opportunity report). Bidders should propose an achievable workplan and level of effort within this envelope, including time for stakeholder engagement, iterative review, the final debrief and finalisation. The anticipated start date and final completion date will be confirmed before contracting.

Supplier profile and requirements

- Demonstrated experience in strategy development, project coordination and urban air quality, climate, public health or a closely related field.
- Strong knowledge of Seoul's institutional and policy context and the wider Korean clean-air ecosystem.
- Established relationships with relevant institutions and stakeholder networks in Seoul, enabling the assignment to mobilise engagement within the proposed timeframe.
- Professional Korean and English-language capability sufficient for stakeholder engagement and the production of high-quality written outputs.
- Ability to undertake in-person engagement in Seoul during the assignment.
- A responsive and adaptable working style suited to an evolving assignment.
- Ability to work collaboratively within a multi-organisation team while maintaining clear accountability for agreed outputs.

Proposal requirements

Interested bidders should submit:

- A short proposal setting out the proposed approach, workplan and indicative allocation of effort.
- A summary of relevant experience, or a CV where the bidder is an individual consultant.
- A brief description of relevant knowledge, networks and established relationships in Seoul.
- A financial proposal showing the total fee and any assumptions. The proposed budget must include all applicable taxes and expenses.

Assessment of proposals

Proposals will be assessed against the following elements:

- Quality and practicality of the proposed approach and workplan, including the strength of the co-creation approach.
- Relevant experience and evidence of delivering comparable assignments.
- Knowledge of Seoul's institutional and policy context, relevant local relationships, Korean-language capability and ability to work in person in Seoul.
- Ability to work collaboratively and responsively within a multi-organisation team.
- Overall value for money.

Submission process

Proposals should be submitted by 16 December to Dalma Dacyszyn (email: Ddacyszyn@cleanairfund.org). Any clarification questions should be directed to the same contact. Further submission and contracting details will be confirmed before publication.

Expected outcome

A locally owned, evidence-based urban air quality strategy for Seoul, supported by a clear understanding of the city's clean-air ecosystem, priority partnerships and a practical pathway from planning to implementation.