

Creative Installations for Clean Air Action at COP29: Request for Proposals

Summary

The Clean Air Fund is seeking an organisation, individual or agency with creative communication expertise to produce compelling multi-media artistic installations and a related communications campaign that drives awareness about the global issue of air pollution and promotes action on air pollution during the UN Climate Change Conference (COP29) in Baku, Azerbaijan from 11-22 November 2024.

About us

The Clean Air Fund is a global philanthropic organisation that works with governments, campaigners, researchers, funders and businesses to create a world where everyone breathes clean air. We fund and partner with organisations across the globe that promote air quality data, build public demand for clean air and drive action. We also influence and support decision makers to act on air pollution.

Background

- The Clean Air Fund's Advocacy Portfolio works to increase coordinated global and regional action on air quality. We seek to increase global awareness among decision makers and influential publics of the need to act on air pollution by putting the issue on the agenda at global gatherings. The 2024 Conference of Parties (COP) hosted by the government of Azerbaijan is one such opportunity.
- Air pollution is a trans-boundary issue that affects us all, but many low- and middle-income countries have very high levels of harmful pollution. It is a global crisis that worsens climate change, poor health and social inequity, but does not get the attention needed to address it. We aim to find compelling tactics and narratives to raise awareness of the problem, to highlight the numerous benefits of clean air, and to inspire political and public action.
- At COP28 in Dubai, the Clean Air Fund brought a creative installation to the high-level Blue Zone. The [Pollution Pods](#), designed by British artist Michael Pinsky, were a series of geodesic domes containing carefully crafted environments for visitors to safely experience air pollution levels from three cities: Beijing, London and New Delhi. The pods simulated specific levels and types of air pollution in these cities, allowing people to feel, taste and smell the polluted environments that are the norm for a huge swathe of the world's population. A fourth pod showcased solutions from around the world and connected clean air action to climate action.
- The installation successfully put air quality at the heart of COP28, attracted high level visitors and earned widespread international media coverage.

Scope of Work

Clean Air Fund seeks an organisation, individual or agency with creative communication expertise to:

- Collaborate with Clean Air Fund to ideate and then design and execute two compelling outdoor public installations and a related communications campaign, the first in the high-level zone at the COP climate conference and the second in another a high-footfall public location (ideally against an iconic backdrop) in Baku, Azerbaijan. The installations should drive awareness of air pollution as a global climate and health problem in an easy-to-understand way, they might include an experiential elements and must be visually striking. They should also convey the importance of clean air solutions. Suggested focus areas are the impacts of air pollution on health, child health and development, or on city residents.
- The installation in the high-level zone at COP should work to engage conference delegates and ideally have an experiential element which would enable us to invite delegations to visit and experience. The installation in a public location in Baku should engage members of the public in Azerbaijan and raise awareness among them of the need for action on air pollution. One or both installations should work as a photograph that visitors will photograph and photo editors will use to tell the story of COP29 in Baku. We are open to one creative idea being repeated at these different locations.
- This work should look to ensure the experiences of affected communities are represented.
- Install the installation for the duration COP29, between 11-22 November 2024.
- Collaborate with Clean Air Fund on a communications campaign and practical plan to drive engagement on social media and generate media interest, to promote the installation beyond Baku. The partner should also be able to advise on and/or track engagement.
- Subject to the ideas received there is also scope for this installation to be re-used at other global events.

Deliverables/Outputs

- This will be outlined in the contract.
- The maximum budget for project is c. \$200,000 (inclusive of VAT).

Target audiences of installation

- Climate, air quality and health decision makers at city, national, regional and global levels
- Development agencies and international financial institutions
- Other funders, such as philanthropic foundations
- Climate campaign groups and networks
- Global health institutions
- Relevant International NGOs
- General public in Baku and Azerbaijan

- International and local media

Performance/Coordination

- Managed by Head of Advocacy in the Strategic Partnerships & Communication team, working closely with other members of SP&C and other partners, as required.

Proposal Requirements

Please share a proposal of **maximum three pages**, outlining:

1. Proposed idea for public installations, including estimated measurements and power requirements.
2. Examples of experience [if any] in similar projects, including experience for such projects in the climate/environmental, global health and/or international development fields
3. Examples of experience [if any] of advising and contributing to communications strategy development, implementation and tracking.
4. Total project budget, including staff times [Please specify different day rates for team members/levels].

Proposal timeline

Please get in touch if you have questions regarding the RFP by 6 June 2024. The deadline for submission of proposals is **24 June 2024**. Proposals must be submitted via email to jirani@cleanairfund.org. Full timeline below.

Activity	Deadline
Publish RFP	23 May 2024
Deadline for questions	6 June 2024
Deadline for proposals	24 June 2024
Review of proposals	24 June –5 July 2024
Clean Air Fund decision on proposal to contract	9 July 2024
Contracting	9 –20 July 2024
Project start	30 July 2024
Deadline for project completion	30 November 2024