

Request for Proposals: Developing a strategy to guide community engagement and campaigning for Breathe Cities

08/09/2023

About Breathe Cities

Breathe Cities, a partnership between Clean Air Fund and C40 Cities, is a new initiative to improve urban air quality and tackle climate emissions. Supported by Bloomberg Philanthropies, our goal is to achieve a 30% reduction in air pollution by 2030, compared to 2019 levels, in participating cities.

Cities account for the majority of global carbon emissions and are the setting of high exposures to deadly air pollution. Two-thirds of the world's population will live in cities by mid-century and progress in tackling urban air pollution has been uneven and inadequate. In many of the world's most populated areas, air quality is deteriorating.

Breathe Cities will work to drive clean air action at the city level through three interlinked pillars:

1. **Data:** creating evidence of the scale, sources and impacts of air pollution in cities, including differences in impacts between neighbourhoods.
2. **Community & Campaigns:** mobilising public support to increase awareness of air pollution and create the political mandate for equitable action.
3. **City delivery:** supporting city governments to identify, finance and implement ambitious policies that address air pollution, leaving no community behind. Breathe Cities will anchor its work on one to two priority policy actions cities intend to advance over the next several years.

We expect to launch Breathe Cities in approximately 10 cities in 2023/2024 (geographically spread across different regions of the world, with a leaning toward countries in the Global South), with a longer-term plan to scale the program to 100 cities by 2030.

Project Summary and Background

Working with communities to campaign and mobilise public support for ambitious action on air pollution is a core pillar of the Breathe Cities theory of change. The Breathe Cities team will identify and fund partners in participating cities around the following activities under this pillar:

- Initiatives to raise public awareness of air pollution¹
- Coordinated campaigns to build support for key policy asks, with independent local partners
- Building, where possible, grassroots community participation in identifying policy asks and in the development of policies

The intended outcomes of these activities are to:

- generate widespread public awareness of air pollution
- increase demand for equitable action
- support the successful implementation of ambitious air quality policies

¹ [Breathe London website](#) and [CAF blog on Grassroots Campaigning Tips](#) providing more detail on these activities

Breathe Cities' community and campaigns pillar will be built upon and informed by prior work on building awareness on air pollution in cities, including experience from existing Breathe pilot cities ([Breathe London](#), [Breathe Warsaw](#), [Breathe Sofia](#)), broader Clean Air Fund work, [C40 Inclusive Climate Action](#), and best practice from other grant-making programmes in cities around the world.



Evidence generated by our pilot Breathe cities and existing urban air quality networks has shown the theory of change to be successful. However, the approach taken to engaging local communities and building campaigns has been somewhat ad hoc in each city. This new large-scale, international Breathe Cities expansion provides an opportunity to find commonalities and consistency for our approach to working with communities and campaigning for air quality, for example by documenting and building on experience and learnings about what has and hasn't worked in other cities, developing guiding principles, or templates, guides or blueprints for this pillar of work.

While the purpose of this work is to provide that consistency as we scale, it is clear that the design of city-level strategy needs to be driven by local stakeholders or partners so that it meets the needs of the people impacted to the greatest extent by air pollution. This work is therefore intended to support our local teams in developing and implementing campaigning strategies consistently by serving as a guide, rather than a restrictive framework to apply. It will be an important component to helping us scale Breathe Cities as a project quickly and effectively.

What we're looking for

We are seeking proposals to help Clean Air Fund and our partners to develop the strategic approach to Breathe Cities' campaigning and mobilising public support component. The overall goal of this work is to develop guidance that supports city-level Breathe Cities staff in developing a strategy and identifying grantees in support of this strategy.

This guidance should help Breathe Cities staff to develop their strategies more easily, by providing some pointers to best practices and past learnings, and how to assess cities political context and needs that will shape the strategy. It should also help to ensure that CAF, as a reganter, is well equipped to play its enabling and convening role and provide support to civil society organisations to support movement building around air pollution. It should ultimately help provide a certain level of consistency in the campaigning and mobilising public support component across cities, whilst recognising the variety of needs and local contexts.

Below is a set of indicative questions we would like this work to help us answer. We welcome proposers to suggest additional questions to effectively target this work:

- *How can CAF and its partners best support its city-level Breathe Cities staff to identify and respond to the needs in terms of campaigning and mobilising public support for air quality, building on past experiences, whilst acknowledging the specificities of each city's context?*
- *What examples of air quality city-level campaign (or other relevant type of campaign supporting city-level policy change) successes and failures could Breathe Cities learn from, and are there any learnings and best practices from these examples, that can be useful to Breathe Cities approach?*
- *Are there any key principles that should be followed by all Breathe Cities to have a consistent, yet locally tailored approach to mobilising public support at city level for ambitious air quality action?*
- *How can we integrate past learnings around how to build public support for specific air-quality policies that comes with specific challenges (for example Low Emission Zones)?*
- *Are there any common tools or process guidance that can be developed to support city-level Breathe Cities staff (for example to assess the campaigning and community engagement needs and priorities, conduct stakeholder/partners mapping or negotiate grants)?*
- *How can campaigning and mobilising public support component join up with the other pillars of Breathe Cities: using data to drive awareness and change, taking into account that cities are supported to enact ambitious policies, creating complementary insider/outsider approaches while*

maintaining the independence of all parties? How can CAF and C40 support this across pillars and actors?

- *What guidance, principles, lessons, or best practices are there for constructive engagement between civil society organisations (grantees) and city governments, to create dialogues that can build relationships and drive change, and how could the campaigning and mobilising public support component of Breathe Cities support grantees to effectively engage with cities?*

We are asking applicants to propose a set of deliverables in their application that will help translate these questions into concise, accessible and useful guidance for our city staff. As an indication, deliverables could include some of the following, among other ideas:

- Case studies of air pollution (or related) campaigns in a variety of contexts including Global South Cities,
- In depth analysis of past air pollution campaigns to identify what worked and or did not work and what increased public engagement,
- A recorded training webinar/presentation about how to identify and support effective air quality campaign grants
- A list of best practices or principles for gaining public support for specific type of air quality policies and to follow for the campaigning and mobilising public support component of Breathe Cities in general,
- Blueprints or templates to support staff identify needs and most appropriate approach to community engagement in specific contexts.

To note, there will be the opportunity to directly work with one or several cities that will be developing their strategies at the time of the consultancy, to test and pilot ideas.

Proposal requirements

- We welcome consortia of organisations/consultants to bid, to bring in broader expertise, where necessary
- Breathe Cities will be primarily delivered with global south cities, and we encourage applicants to consider how this geographical diversity will be reflected in delivery.
- Proposals should:
 - o include organisation/company profiles and short bios of project team members (in annex)
 - o provide a clear outline of proposed deliverables and how they contribute to the goal
 - o provide a timeline and budget based around key activities and/or milestones
 - o declare any conflict of interests, or possible vested interests, which could influence the strategic choices recommended
- Participants should be prepared to hold regular project calls with the Breathe Cities team who are based in UK and USA time zones.
- Skills expected:
 - o The ability to bring people together, work in partnership
 - o Deep experience in strategy development, ideally for large, philanthropically funded programmes
 - o Deep experience with community engagement and campaigning
 - o Demonstrated experience applying equity lens to project planning and development
 - o Comprehensive technical understanding of air pollution
 - o Ability to communicate complex subjects in succinct and layperson-friendly, accessible ways
 - o Ability to work quickly

We envisage the strategy development and associated deliverables in this brief to take not more than 3 months. We invite respondents to propose a deliverables list, with a short rationale as to how this will

reach the goal, and a budget, or different budget options, to deliver the proposed work. Value for money will be assessed as part of the selection criteria.



Proposals and questions should be sent to Lucile Brethes lbrethes@cleanairfund.org, before the deadline. Please note the expected timeline below (subject to changes):

Steps	Deadline
Publish Request for Proposal	08/09
Deadline for questions	21/09
Deadline for Request for Proposal submission	25/09
Review of Proposals	26/09-04/10
Follow up with applicants on proposals	28/09-04/10
Final CAF decision	05/10
Intended project start date	October
Intended project end date	January