



Global Energy Alliance
for people and planet

Request for Proposal Media & PR Agency

Background

The Global Energy Alliance for People and Planet builds transformative public, private, and philanthropic partnerships to end energy poverty and accelerate green economic opportunity. Founded in 2021 by The Rockefeller Foundation, the IKEA Foundation, and the Bezos Earth Fund, we work to unlock finance, strengthen institutions, and transform markets — delivering progress that goes beyond individual projects to drive lasting systems change. Through our two interconnected global pillars — **Grids of the Future**, focused on innovation and infrastructure, and **Powering Opportunity**, focused on jobs and livelihoods — we work toward our vision: a world where everyone has access to affordable, reliable, clean electricity and the means to use it to improve their lives. With work in more than 30 countries across Africa, Asia, Latin America, and the Caribbean, our alliance aims to reach 1 billion people with clean electricity, prevent 4 billion tons of carbon emissions, and create or improve 150 million jobs.

A full overview of Global Energy Alliance’s work is available in our inaugural impact report, [Powering People and Planet 2025 Impact Report](#).

Global Energy Alliance is seeking to engage a public relations (PR) agency to collaborate in delivering an effective media strategy aimed at building the organization’s brand, enhancing its visibility, and communicating its goals and impact to key audiences. This strategy will focus on top-tier print and broadcast media in Africa, with additional emphasis on trade outlets covering energy, climate, and development issues. The contractor will also work closely with Global Energy Alliance’s Africa and Asia Communications & PR agencies but will not be responsible for media activities in those regions.

Project & Scope of Work

The team is seeking a communications agency to work collaboratively on delivering Global Energy Alliance’s Communications Strategy in Africa. The contractor will work closely with the Global Energy Alliance Africa team and the



Global Energy Alliance Communications, Partnerships & Events team based in Nairobi, Delhi, London, and New York. The agency will be asked to work in both English- and French-speaking countries and should have speaking and writing abilities in both.

Specifically, Global Energy Alliance is seeking a contractor to support its mission across the following areas.

Strategic Communications

- Delivering an audience- and insight-led communications approach for Global Energy Alliance's work in Africa.
- Developing a narrative and brand voice that ensures contextual and cultural relevance in Global Energy Alliance's key markets in Africa including Kenya, Ethiopia, DRC Congo, Malawi, South Africa, Zambia, and Nigeria.
- Building and managing the public persona of Global Energy Alliance's VP for Africa, including ghost-writing op-eds, developing keynote speeches, preparing briefing materials, and directing a dedicated LinkedIn strategy.
- Establishing top-tier media relationships and securing speaking engagements, broadcast spots, and podcast appearances that cement Global Energy Alliance as an authority across the continent.
- Providing ad hoc review and input on communications materials.

Responsibilities of the PR Agency

Media

- **Media strategy and execution:** Develop and implement a comprehensive media strategy and campaign tailored to Global Energy Alliance's mission and priorities, with a strong emphasis on top-tier print and broadcast media in Africa, as well as relevant trade outlets in the energy, climate, and development sectors.
- **Proactive and reactive media engagement:** Support reactive media engagement and drive proactive media opportunities. Proactively pitch Global Energy Alliance stories to target top-tier media outlets while responding to media inquiries with timely, relevant, and accurate statements and support.
- **Media relationships:** Leverage strong existing media contacts and build and nurture relationships with key journalists and outlets covering climate, energy, development, and policy issues. Establish new media contacts, with particular focus on top-tier journalists in Global Energy Alliance's target regions.
- **Media briefings:** Develop media briefing notes, talking points, and other key content needed to support media interactions, ensuring alignment with Global Energy Alliance's messaging and strategy.
- **Press releases and statements:** Draft and pitch press releases that align with Global Energy Alliance's key messaging and priorities, tailored for local, regional, and international media.
- **Media lists:** Develop and maintain comprehensive media lists for key regional and global journalists across print, broadcast, and trade media.
- **Thought leadership:** Work with Global Energy Alliance editorial desk to draft and pitch editorials, op-eds and thought leadership articles. The ability to edit or draft high-quality editorials will be considered an asset but is not required if the contractor's expertise is in media relations.
- **Monitoring and reporting:** Regularly monitor media coverage, track performance metrics, and provide media clippings and analysis to gauge the success of PR activities.

Content Creation

- **Social media toolkits:** Plan, produce, and create a programme of digital content for use around key Africa regional events, media moments, and announcements.
- **Illustrations and graphics:** Produce illustrations and graphics for Global Energy Alliance reports, articles, and case studies. Specific expectations for each product will be determined by the topic, intended use, and similar factors, and may include illustrations for short expert comment pieces and articles on specific issues or for general use by the communications department. The Global Energy Alliance communications team will work closely with the PR agency at project initiation to identify the expectations and style of specific illustrations.
- **Photo, video, and audio production:** Develop innovative formats for storytelling, such as video series, podcasts, or interactive reports, to engage diverse audiences and support the communications team by producing and editing relevant photos, videos, and audio.
- **Infographics and data visualizations:** As a learning- and sharing-focused organization, Global Energy Alliance often uses a range of visualizations to support its reports. The agency may be asked to help produce visualizations that illustrate datasets, research findings, and trends relevant to this work.

Stakeholder Engagement

- **Events calendar:** Develop and maintain an annual events calendar in collaboration with Global Energy Alliance's events and partnerships team.
- **Influencer mobilization:** Map regional and national influencers (both celebrity and activist), conduct outreach, and manage ongoing engagement.
- **Stakeholder engagement strategy:** Provide strategic advice, including drafting messaging and briefers, that aligns with Global Energy Alliance two interconnected global pillars — Grids of the Future and Powering Opportunity as well as global and regional policy discussions (e.g., COP, G20, UNGA) in support of Global Energy Alliance's advocacy goals.
- **Event and forum support:** Provide ideation and support for regional events (e.g., Africa Energy Forum, Africa Energy Indaba, Africa Climate Week, Africa Food Systems Forum), including suggestions on event run of show, speaker outreach, and content development.
- **On-the-ground events support:** Provide on-the-ground events support in Global Energy Alliance partner countries, including media pitching, social media support, and content capture.

Crisis Communications

- **Crisis and reputation management:** Advise on crisis communications planning, issues management and rapid-response media engagement.

Desired Outcomes

Success is the combination of strong foundations early, sustained authority and reach over time, and a partnership that can scale as additional resources unlock, in line with the RFP's stated intent to find a long-term partner.

Short-term (0–6 months)

- Foundations are in place: approved media strategy, messaging framework, brand guidelines, annual editorial calendar, validated media lists and a crisis playbook.

- A dependable reactive capability is operating to agreed Service Level Agreement (SLA), and the first proactive top-tier placements are secured.
- Baseline metrics are established for share of voice, sentiment and social engagement, creating the yardstick for future quarters.
- Global Energy Alliance's Africa and global comms teams experience the agency as a responsive, well-integrated thought partner.

Medium / long-term (6–18 months and beyond)

- Greater understanding among priority audiences of Global Energy Alliance's unique role as a partnership platform that unlocks finance, strengthens institutions and transforms energy markets, beyond individual projects or announcements.
- Global Energy Alliance is recognised as a go-to authority on clean energy, climate and development across Africa, in both English- and French-speaking markets.
- Strengthened recognition of Global Energy Alliance's role in Mission 300 and broader energy access efforts.
- The VP for Africa is established as a sought-after voice on energy, jobs and economic opportunity through op-eds, keynotes, broadcast spots and podcast appearances.
- Top-tier coverage grows steadily in priority markets, share of voice rises against a defined peer set, and ≥80% positive / neutral sentiment is sustained.
- A stable, warm roster of top-tier journalist relationships is maintained and continually expanded.
- Brand and messaging are consistent across regions and channels, with high-quality multimedia and data storytelling amplifying flagship moments (annual impact report, AEF and similar).
- A mobilized influencer and stakeholder network amplifies advocacy around priority policy moments.
- Greater visibility and engagement for Global Energy Alliance's key announcements, reports, and convenings.

Required Expertise

The selected agency will be a thought partner to Global Energy Alliance, with deep expertise in strategic communications, established relationships with pan-African media outlets, and demonstrated experience working with not-for-profit organizations (preferably in the energy and climate sector).

The specific qualifications for a successful contractor include the following.

- Strong experience in media relations, particularly in the energy, climate, and development sectors.
- Extensive networks of top-tier media contacts across Africa.
- Working capacity in both English and French, including translation abilities.
- Proven ability to develop and execute strategic media campaigns that drive measurable results.
- Expertise in drafting press releases, editorials, op-eds, media briefings, and other written materials.
- Experience working with international, multi-regional teams, and the ability to adapt communication strategies across diverse media markets.

- A strong understanding of the climate, energy, and development sectors, and the ability to translate technical topics into compelling stories for broader audiences.
- Passion and drive to advance opportunities and visibility for the Global Energy Alliance mission.
- Experience working with not-for-profit organizations, preferably in the clean energy and/or climate sector.

Submission Instructions

All proposals and supporting documentation must be submitted electronically in PDF format to contractsgeappafrica@energyalliance.org no later than **6 July 2026 5:00PM EAT** Please use the subject line: **'Proposal:**

Media & PR Agency - [Your Agency Name].

Vendor Presentation

The shortlisted vendors may be invited to present and explain their responses to the Global Energy Alliance team. Vendors will be informed of the arrangements for any such presentation.

The RFP Process

In furtherance of its core commitment to Expanding Equity and Economic Opportunities, Global Energy Alliance for People and Planet actively seeks partnerships with a diverse set of suppliers of goods and services. This includes minority-owned businesses (MBEs) and women-owned businesses (WBEs), as well as veteran-owned, service-disabled veteran-owned, and LGBTQ-owned businesses. It also includes socially and environmentally aware businesses, and businesses that make diversity, equity, and inclusion important components of their business models.

Accordingly, Global Energy Alliance seeks input from potential suppliers about their business ownership and their commitment to diversity, equity, and inclusion and their compliance with environmental and social regulations and guidelines. The information provided will assist Global Energy Alliance in choosing suppliers who maintain practices that align with its diversity, equity, and inclusion policies and who are, at the same time, best positioned to provide high-quality, competitively priced goods and services.

We believe the information presented in this RFP provides enough detail for you to begin analyzing our requirements. If you need any further questions answered during this process, please do not hesitate to contact us. We reserve the right to distribute answers to all participants.

The anticipated timeline for this RFP is as follows.

Key Activity	Target Date
Issue RFP	24 June 2026
Intent to Bid / Proposers' Questions	26 June 2026
Response to Proposers' Questions	30 June 2026
Deadline for Submission of Proposals	6 July 2026
Selection of Shortlisted Finalists	13 July 2026
New Contract	29 July 2026

Proposal Requirements

The following must be included in your proposal.

- **Company background:** Provide a brief description of your company, including its office size, history, resources, the types of services you customarily provide, your location(s), and portfolio size.
- **Organization and staffing:** Provide an organizational chart of your company, the names of the proposed team members who would work with us, and the principal representative.
- **Attributes and approach:** State the qualities and attributes your firm brings to the project that may distinguish it from others.
- **Experience:** Provide specific examples of similar services you have completed or are currently providing, with a particular focus on your experience delivering high-impact media and public relations services, and specific KPIs from those engagements. Where possible, please include examples involving not-for-profit organizations.
- **Other information:** Provide any additional information that you believe supports your firm's credentials and qualifications.
- **Pricing overview:** Based on the requirements listed in this RFP, provide a breakdown of the pricing model and all costs that could be incurred by the Global Energy Alliance for People and Planet over the term of the contract, together with a description of how your organization proposes to be compensated for these services.
- **Additional costs:** Provide an estimate of any additional costs the Global Energy Alliance for People and Planet might be responsible for paying.

Vendor references: Provide references.

Terms and Conditions

Reservation of rights

Global Energy Alliance reserves the right to reject any or all proposals submitted if it is deemed to be in the best interest of Global Energy Alliance.

All proposals and supporting documentation shall become the property of Global Energy Alliance, subject to claims of confidentiality in respect of the proposal and supporting documentation.

Global Energy Alliance reserves the right to check the accuracy of all information and to request official supporting documents. Applicants who provide inaccurate information may be excluded from the RFP process.

Confidentiality

Global Energy Alliance reserves the right to require any respondent to enter into a non-disclosure agreement.

Intellectual Property

Applicants should not use any intellectual property of Global Energy Alliance or its Funders — including, but not limited to, all logos, registered trademarks, or trade names — at any time without the prior written approval of Global Energy Alliance, as appropriate.

Governing Law

This RFP and your response to it shall be governed by the laws of the State of New York.

No Liability

Global Energy Alliance shall not be liable to any respondent, person, or entity for any losses, expenses, costs, claims, or damages of any kind:

- arising out of, by reason of, or attributable to prospective vendors responding to this RFP; or
- as a result of the use of any information, error, or omission contained in this RFP document or provided during the RFP process.

Global Energy Alliance assumes no obligation, no responsibility, and no liability for costs incurred by vendors responding to this RFP prior to the issuance of a contract.

Entire RFP

This RFP, any addenda to it, and any attached schedules constitute the entire RFP. If it becomes necessary to revise any part of this RFP, Global Energy Alliance will contact all participants.