REQUEST FOR PROPOSALS: PRI NARRATIVE

February 2024

The PRI Association is inviting Requests for Proposals (‘RFPs’) from individuals or organisations qualified and interested in providing a review of – and recommendations for – the evolution of PRI’s narrative as a preferred supplier to the PRI Association (‘the PRI’).

BACKGROUND

The UN-supported Principles for Responsible Investment (PRI) is the world’s leading proponent of responsible investment (‘RI’). It is a global membership organisation founded in 2006 by a small group of investors in partnership with the UN Global Compact (‘UNGC’) and UNEP Finance Initiative (‘UNEPFI’). The organisation works to understand the investment implications of environmental, social and governance (ESG) factors and support an international network of investor signatories in incorporating these factors into their investment and ownership decisions. Since it was founded, the PRI has grown significantly, and responsible investment has entered the mainstream.

The PRI is a not-for-profit organisation with revenue primarily generated through annual membership fees payable by all signatories, and from training and events. It receives additional funding from grants, governments, foundations and other international organisations.

The organisation now has more than 5,300 signatories in over 80 countries with over $120 trillion in AUM – which is more than half of global institutional capital. Its more than 250 employees are located around the globe.

PRI’s narrative with signatories and other stakeholders externally has developed alongside this growth in the organisation and of RI throughout the world. The organisation is recognised as a leader, with the ability to convene investors around a variety of ESG thematics. The interests of signatories remains the focal point of the PRI’s mission.

As the organisation continues to evolve, and RI continues to mature, an opportunity exists for a strategic review of the organisation’s narrative, and to develop and activate its messaging (or ‘story’, put simply) going forward.

OBJECTIVES

Like any growing organisation, PRI is conscious of the need to continue to evolve its narrative so that it reflects the unique position the organisation holds in the RI ecosystem. In addition, it’s imperative that its message resonates as strongly as possible with its audiences which include signatories (asset owners, asset managers and service providers), policymakers, regulators, governments, partners in RI initiatives (including other not-for-profits in the RI space) and academics.

The PRI will be consulting signatories on the development of its future strategy alongside (but independent of) the work outlined in this RFP.
Following this review, recommendations for how to best tell PRI’s story – i.e. frame the narrative – are a key objective for this RFP. Finally, activating this narrative in a compelling, impactful way for external stakeholders (e.g. by video, blog, other channels) and PRI employees is another key objective of this work.

While this RFP is for a finite set of deliverables based on the objectives noted above, there is not (nor should there be) a specific end point to this work for the organisation.

**DEADLINE FOR SUBMISSION**

The deadline for submissions is 17:00 GMT 7th March 2024. We will aim to conduct interviews on 11-12 March with a view to appoint an individual or agency and commence work as soon as possible.

**KEY POINTS TO RESPOND TO IN PROPOSALS**

Please provide responses to the following points, limiting your response to each point to 500 words. You may provide supporting documents or materials in an appendix.

1. Please provide an overview of your organisation and experience in brand / messaging development – particularly in the area of sustainable finance and/or not-for-profits - including previous clients.
2. Please provide a suggested, phased approach for this work, including (please provide up to 500 words response on each of the three points following):
   a. Outline recommendations for the research phase of the project, including timelines and specific details on the tactics/approach (e.g. interviews, desk research etc). The proposal should also outline the likely time required of PRI colleagues – in particular the PRI CEO and Executive team – during this phase;
   b. Development of an actionable strategy including tactics;
   c. Activation / telling PRI’s story. This may include any number of tactics across PRI’s communication channels. Regarding activation, PRI’s internal team will help to deliver the work.
3. Approximate costs for each suggested phase of the work. Note that there will be an opportunity to refine this following a more in-depth interview for those individuals/organisations who progress to that stage.

*Please note:* PRI will not expect specific recommendations on PRI’s narrative in the RFP itself. Rather we will look for outlines of a recommended approach.

For clarity, this RFP does *not include* developing PRI’s visual brand identity (e.g. logo).

**SELECTION CRITERIA**

The applicants will be judged on prior experience, recommendations for how to approach this body of work to review and evolve PRI’s narrative, and approximate fees. An estimated fee guide is not being provided in this RFP, but respondents should be conscious that PRI is not-for-profit organisation. That said, it recognises the importance of this work.

An agency/individual able to approach this work in a hybrid way – i.e. some on-line work and some in-person at PRI’s London offices – is preferred but not essential.
TIMING

PRI will look to appoint an individual/agency to start work in early March 2024, continuing work in March/April, with delivery likely to conclude with the end of the PRI strategy consultation with signatories in May 2024.

SUBMISSION AND CONTACT

For any further clarifications and to submit proposals, please email jon.mcgowan@unpri.org and duncan.smith@unpri.org