Request for Proposals: Policy Impact Evaluation
Carbon180

Proposal Deadline: July 20, 2020
Email questions and proposals to: hello@carbon180.org, SUBJ: Policy Impact Evaluation RFP

Background
Carbon180 is a non-profit organization that brings together scientists, policymakers, and businesses to fundamentally rethink carbon (our annual report, and fact sheet). Since launching five years ago, we have spent considerable efforts engaging with policymakers to educate them on carbon removal, and to advocate for legislation and administrative action related to carbon removal. We have also spent time engaging with other NGOs, philanthropies, media, researchers, and the business community to encourage them to partner with us in policy efforts. At the same time, we have seen a sea change in the national conversation around carbon removal -- from fringe to mainstream climate issue -- as well as the passage of major policies to support carbon removal.

C180 now wants to find an independent external evaluator to help us more precisely define our impact on carbon removal policy. In particular, our team and donors want to understand three key questions:

1. What is the degree to which the carbon removal policy change that we have seen since our inception is due to Carbon180’s work as an organization?
2. How can we assess the degree of policy change that would have likely happened anyway during the time period since our inception - without Carbon180’s efforts or presence in the field?
3. Moving forward, how do we integrate processes and tools to evaluate our policy work from strategy design through program execution?

Deliverables
Carbon180 is seeking a consultant to produce a policy impact evaluation. We would like a short report (25 pages max, including figures/references/appendices) that answers questions similar to those outlined below:

- What impact has Carbon180 had in advancing carbon removal policy in the US?
- How much of the policy change related to carbon removal since 2015 can be attributed to Carbon180?
- Which of Carbon180’s policy activities are having the greatest impact?
- How effectively is Carbon180 advancing equity and justice goals through our policy design and coalition building efforts?
- How should Carbon180 measure and evaluate its impact on policy change in the US going forward?
As part of the first phase of the work, we will work with the selected consultant to refine these questions and scope of the report.

**Draft Timeline**

- **June 2020:** RFP release
- **July 20, 2020:** Proposal due date
- **August 1, 2020:** Notification of award
- **August - October:** Project execution (we are flexible for a shorter/longer time frame)
- **October 31, 2020:** Final report delivered

To apply, please send us the following:

1. **Short memo of <2000 words explaining:**
   - What is your approach to evaluating climate policy advocacy?
     - What analytic methods do you think are most appropriate for evaluating our organization’s efforts?
   - What climate policy advocacy efforts have you evaluated in the past?
   - How does your organization incorporate equity and justice considerations into impact evaluations?
   - What additional:
     - Information would you like from us at the beginning of this analysis
     - What other questions do you think we should have asked in this RFP that we did not?

2. **An action plan and timeline for the work we would do together, should you be selected for this opportunity.** Please include any relevant information related to:
   - What will the phases of this project look like?
   - How will we do this work?
   - Who will need to be involved?
   - When will work be completed?

3. **A budget for this project,** including a line item breakdown + explanation of any costs related to the project:
   - Fully loaded salaries
   - Any sub-contracts to outside consultants (please name each consultant)
   - Travel
   - Meeting expenses
   - Other -- please itemize and explain each line item

4. **CVs for key personnel who will work on this project**

5. **An example policy evaluation deliverable that you have produced in the past,** ideally related directly to climate change (if OK with other clients)

6. **At least 1 professional reference**