REQUEST FOR PROPOSAL (RfP)

MMC Consultancy:
Design and Knowledge Support for the
Mayors Mechanism Call to Local Action for Migrants and Refugees

Due July 28, 2023

1. The Mayors Migration Council

The Mayors Migration Council (MMC) is a mayor-led coalition that accelerates ambitious global action on migration and displacement. With most of the world’s migrants and displaced people living in cities, our mission is to use the power of city diplomacy and city practice to create a world where urban migrants, displaced people, and receiving communities can thrive.

Created by mayors for mayors, we are a nimble team of political advisors and urban practitioners guided by a Leadership Board of global city leaders, including the Mayors of Amman, Bristol, Dhaka North, Freetown, Kampala, Milan, Montevideo, Montréal, and Zürich. As a Sponsored Project of Rockefeller Philanthropy Advisors, our work is made possible by government and philanthropic funders, such as the Swiss Agency for Development and Cooperation, the IKEA Foundation, and the Conrad N. Hilton Foundation.

2. Background of the Project

The Mayors Migration Council seeks knowledge and design support for the Call to Local Action for Migrants and Refugees (CTA).

Recognized by the UN Secretary-General, the Call to Local Action is the official pathway for local and regional governments (LRGs) to commit to the UN Global Compact for Migration (GCM) and UN Global Compact on Refugees (GCR) review and pledging platforms. The CTA is framed around the Marrakesh Mayors Declaration, which demonstrates the commitment of LRGs to localize the GCR and GCM together, as concrete pathways to achieve the Sustainable Development Goals (SDGs).

The CTA is led by the Mayors Mechanism steering committee members, United Cities and Local Governments (UCLG), the Mayors Migration Council (MMC) and the UN Migration Agency (IOM) — in partnership with the UN Refugee Agency (UNHCR) and with broader support from other city partners, including ANVITA, Cities Alliance, C40, Eurocities, FAMSI, ICMPD and Welcoming America.
The Call to Local Action aims to:

1. **Expand** the number of LRGs publicly endorsing the GCM and GCR through the Marrakech Mayors Declaration.
2. **Collect and showcase** bold, people-centered local actions that achieve or exceed the GCM and GCR to facilitate cross-fertilization, peer learning and replication.
3. **Create a cohort** of publicly recognized LRG leaders engaged in robust GCM and GCR implementation to motivate scaling, investment and new local-national-global partnerships.

Local governments are invited to submit their pledges to the CTA on a rolling basis at [www.localaction.mayorsmechanism.org](http://www.localaction.mayorsmechanism.org). By joining the CTA, local governments commit to implement the GCM and GCR and, in turn, they receive:

- Public recognition of their political leadership in the Mayors Mechanism’s annual Report on Localizing the Global Compacts.
- Updates on peer-learning, capacity development, and diplomacy/advocacy opportunities.
- One-stop access and features in official UN reporting systems (GCM and GCR pledging platforms, GFMD Platform for Partnerships).

The CTA was launched in May 2022 at the International Migration Review Forum where 44 LRGs and 4 LRG partnerships joined this effort, together mobilizing 70 actions and pledges. To capture these actions, at the Forum the Mayors Mechanism released a flagship report “Localizing the Global Compacts: First Report on Local Action for Migrants and Refugees.” The report presented an overview of the CTA and the Mayors Mechanism partnership, an analysis of the history of LRGS in migration governance and refugee protection, recommendations to states, and a summary of the 70 local actions submitted to the CTA.

### Summary of the Project

With a view to the UN Global Refugee Forum (December 12-15, 2023), the Call to Local Action partners are mobilizing a new cohort of LRG pledges to the UN Global Compacts. The CTA partners aim to issue a Second Edition of the Localizing the Global Compacts Report as a collection of these new LRG pledges to be submitted as an official contribution to the UN Global Compact systems and deliver to UN leadership during the Global Refugee Forum.

The Report will be issued digitally and printed in three languages – French, English, and Spanish. The primary audience for this report is professionals from the international sector and government officials who have limited time to read extensive content – key information needs to be immediately visible to them.

The MMC is accepting proposals from individuals, consulting firms, and organizations to deliver this external-facing report and accompanying graphic assets for promotional activities.

### Project Activities
**Project management:** With guidance from the MMC and CTA partners, the contract awardee will ensure the production of the Second Report on the Localization of Global Compacts to be issued by the Global Refugee Forum (December 12-15) as a digital and print product in three languages (FR, EN, ES). The contract awardee will be responsible for developing a production timeline to meet this delivery deadline.

**Report writing:** The report is expected to have an approximate length of 40 written pages with the possibility of annexes. In the onboarding stage, the MMC will provide the contract awardee with a high-level outline of the report, developed in consultation with the CTA partners, and raw content (delivered primarily in English but occasionally in French and Spanish). The contract awardee will need to synthesize content, make editorial adjustments to ensure the report is easily digestible and visually appealing. Report drafts will be reviewed in English.

The report content will need to be copy edited and translated into French and Spanish. Proposals should indicate if these services will be provided in-house or through third-party contractors.

**Graphic Design:** In close consultation with the MMC, the awardee will execute the graphic design of the report. The contract awardee will provide a set of style options to help define the visual direction of the report and a series of accompanying graphic assets for promotional activities. All graphic design is to be done in English, Spanish and French.

**Anticipated deliverables:**

Subject to the proposal submitted by the contract awardee, the MMC anticipates the following deliverables to be critical to the success of this project:

1. Workplan for engagement.
2. Report content:
   a. 2023 report outline, adapted from 2022 report.
   b. Content review and synthesis.
   c. Final 2023 report content in 3 languages.
3. Report design:
   a. Report style guide, with at least 3 options.
   b. Original graphs, i.e., timelines, charts, infographics.
   c. Final digital and print versions of the report in 3 languages.
4. Promotional materials for report:
   a. 1–2-page summary or flyer of report in 3 languages.
   b. At least 5 social media graphic cards (Twitter and LinkedIn/Facebook version).

5. **Project Timeline**

The project is set to take place over the 5-month period *between August and December 31, 2023*, with the potential to be extended. An indicative timeline of milestones and deliverables is outlined in the table below.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
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<tbody>
<tr>
<td>Project kick-off</td>
<td>Week of August 14, 2023</td>
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The contract awardee will report to the MMC’s Director of Policy and Advocacy, who will liaise with other MMC staff and CTA partners to ensure quality and effective engagement of stakeholders, including city governments.

The contract awardee will be requested to be flexible in terms of the timeline of deliverables. We have set the deadline to receive input from city stakeholders by the end of September but acknowledge that there might be exceptions, with cities submitting until right before the Global Refugee Forum. We would require the consultant to be flexible and to be available to incorporate critical content last minute.

6. Project Budget

The MMC will consider the most cost-effective proposals. Costs should be listed for each of the following items in accordance with the template below:

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<thead>
<tr>
<th>Task/Deliverable</th>
<th>Unit (hours, days)</th>
<th>Quantity</th>
<th>Rate (USD)</th>
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<tr>
<th>Consultant/Staff</th>
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7. Proposal Guidelines & Submission Requirements

This Request for Proposal represents the requirements for an open and competitive process. Proposals should be submitted to mpowers@mayorsmigrationcouncil.org and ckellerskupien@mayorsmigrationcouncil.org no later than 5:00PM ET Friday, July 28, 2023.
All proposals should not exceed five pages (excluding CV's and reference projects) and should clearly outline:

- Project management methodology, workplan, and budget.
- Description of expertise in undertaking similar assignments with success.
- CV/Qualifications of the individual or team who would be working on the contract.
- References from other similar clients.

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<tr>
<th>Activity</th>
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<tr>
<td>Request for Proposals sent out</td>
<td>June 29, 2023</td>
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<tr>
<td>Proposals submitted to the MMC</td>
<td>July 28, 2023</td>
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<td>Evaluation of proposals and interviews</td>
<td>On a rolling basis, up to week of July 31, 2024</td>
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<tr>
<td>Selection decision made and contracting executed</td>
<td>Week of August 7, 2023</td>
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