

Request for Proposal

For: Media Monitoring Services

Date: 30/04.2026

1. Overview

1.1. Executive Summary

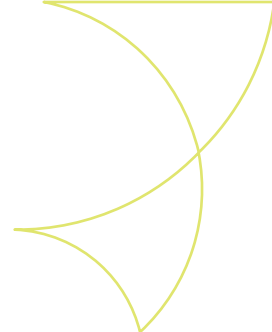
This is a Request for Proposal (**RFP**) that details Climate KIC’s requirements for services. Please treat this document in accordance with the confidentiality obligations detailed further in this document.

Services and/or goods requested	Media monitoring services and journalists database
The legal entity requesting these goods and/or services	Stitching Climate KIC International Foundation
Services and/or goods will be delivered to the following locations	<p>Services will be delivered remotely to the following locations:</p> <ul style="list-style-type: none"> • Remote purposes <p>Some onsite services may be required at:</p> <ul style="list-style-type: none"> • n/a
Climate KIC Contract Manager for submitting proposals and inquiries	<p>Name: Barbara Jarkiewicz</p> <p>Job Title: NetZeroCities Editorial Manager</p> <p>email address: Barbara.jarkiewicz@climate-kic.org</p>
Proposed contract term for successful candidates	From June 2026 until June 2029

1.2. Timelines

Planned Date*	Milestones
30.04.2026	RFP issued to bidders and published on the Climate KIC website for seven days





Planned Date*	Milestones
Within 2 business days of receiving this RFP	Bidders to confirm they will respond to RFP
3 business days before the Submission Deadline	Deadline for bidders to submit questions on the RFP
21.05.2026	Bidders submit proposals / Submission Deadline
30.05.2026	Climate KIC team to review proposals Climate KIC to gain clarification from bidders
Expected 5.06.2026	Notification of contract award
Expected 25.06.2026	Proposed contract start date

* Climate KIC reserves the right to amend this timetable during the RFP.

1.3. How you can participate

1. Review the RFP documents provided by Climate KIC.
2. Email the Contract Manager letting us know you will submit a proposal (within 2 business days if possible).
3. If you have questions on the RFP, email the Contract Manager at least 3 business days before the submission deadline. We aim to respond in a timely manner wherever possible.
4. Submit a proposal following the requirements at Section 6 by the Submission Deadline stated at Section 1.2.
5. Climate KIC will assess bids and notify bidders following the timeline at Section 1.2.

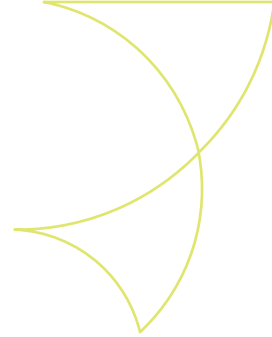
1.4. About Climate KIC

Climate KIC is the EU's climate innovation initiative, working to accelerate the transition to a zero-carbon and resilient world by enabling systems transformation. Headquartered in Amsterdam, it operates from 13 hubs across Europe and is active in 39 countries. Climate KIC was established in 2010 and is predominately funded by the European Institute of Innovation and Technology (), a body of the European Union.

Stitching Climate KIC International Foundation is recognised as a public benefit organisation by the Dutch tax authorities ("*Algemeen Nut Beogende Instelling*", ANBI) and all its activities are geared to ensure a greater protection of the environment and, by virtue of that, generate tangible benefits for the whole society.

2. Confidentiality





All information provided in this Request for Proposal (hereinafter “**RFP**”) document and any information that may be subsequently disclosed during discussions, correspondence and negotiations is confidential and must not be disclosed to any other party or used for any other purpose whatsoever without the prior written permission of Stitching Climate-KIC International Foundation or relevant subsidiary (hereinafter “**Climate KIC**”).

The Supplier must not disclose any such information, materials, specifications or other documents to any third parties or to any other part of the Supplier’s group or use them for any purpose other than for the preparation and submission of a response to this RFP. The Supplier must not make any press announcements or publicise in any way Climate KIC’s name, this document, the quotation process or any subsequent agreement without the prior written consent of Climate KIC.

Climate KIC may require the execution of Non-Disclosure Agreement as part of this RFP or for future commercial engagements. As part of preparation for the submission of the response and in any subsequent negotiations, the Supplier is allowed to disclose confidential information to others within the Supplier organisation, external advisors or subcontractors, provided that the confidentiality conditions are adhered to.

Employees of her party who have access to confidential information must be notified of their obligations with regard to confidentiality and of the disciplinary proceedings which will result if confidentiality conditions are breached.

3. Introduction and Background

NetZeroCities is a four-year project designed to help cities overcome the current structural, institutional and cultural barriers they face in order to achieve climate neutrality by 2030. It will enable European cities and citizens to show the way forward towards an inclusive, thriving, climate resilient and sustainable future. NetZeroCities is part of the Horizon 2020 Research and Innovation Programme in support of European Union’s Green Deal and supports the work of the EU’s Mission 100 Climate-Neutral and Smart Cities by 2030.

Climate KIC is the coordinator of NetZeroCities and is looking for media monitoring services. Media monitoring plays a critical role in amplifying our efforts, measuring public awareness, and maintaining visibility in the climate innovation space.

Services and scope we’re looking for

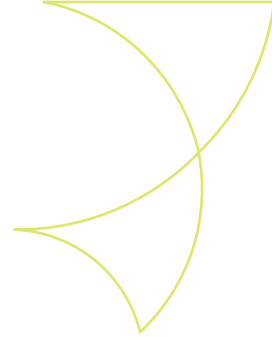
NetZeroCities would like to track a wide array of activities through media monitoring and reach journalists, according to the detailed specification below:

- Global and regional mentions: We would like to monitor both mainstream and niche media outlets to understand how often NetZeroCities is cited.
- City and climate change related-specific keywords and topics: Coverage of key issues such as net-zero, sustainability, and climate neutrality.
- A comprehensive database of European journalists and a customer-friendly software to reach them

Supporting teams and locations

Our media and communications efforts are managed by a team distributed across several locations in Europe. The team collaborates closely with cities, the European Commission and a wide range of stakeholder involved in the programme.





This decentralised structure requires daily monitoring and seamless media tracking tools to ensure all stakeholders are well-informed and aligned with media developments relevant to their work.

Purpose of the procurement

The goal of this procurement is to identify a media monitoring and media database solution that provides comprehensive, accurate, and real-time insights into NetZeroCities media presence. The ideal platform should enhance our ability to track public awareness, measure outreach and impact, manage crisis communications, and monitor policy developments. Ultimately, we seek a solution that ensures our messages resonate globally and contributes to advancing our mission of delivering over 100 climate neutral cities in Europe.

Our press releases and media campaigns will be also distributed to a wide network of journalists. One of our main targets with our media work is to ensure our content reaches the right audiences—journalists, influencers, and policymakers—without delivery failures or bounces.

4. Specification

4.1. Scope

Climate KIC is requesting quotations for the provision of a **media monitoring platform, media database, and related services and licenses** to support the global communication, media tracking, and reporting needs of the NetZeroCities programme. The required solution should enhance our ability to monitor media mentions, distribute press releases and other content, and analyse public sentiment, focusing on climate neutral cities-specific topics and stakeholder visibility.

Scope of services and goods requested

We request the following goods, services, and licenses as part of this procurement:

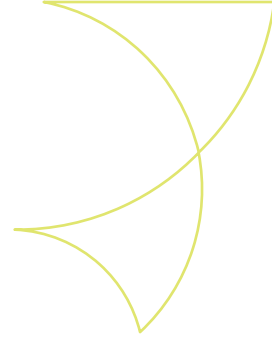
1. Media monitoring platform:

- **Global and European online media coverage tracking:** The platform should offer comprehensive coverage across mainstream and niche media, including online media platforms with a focus on climate change, sustainability, green technologies, and innovation.
- **Daily report** and alert for out of the norm number of mentions: Automated alerts and daily reports for mentions of NetZeroCities, its leadership, partners, and key initiatives we've recorded as a search on the media monitoring platform.

2. Media database access:

- **Extensive journalist contact database:** Global access to journalists and media outlets, particularly those focused on climate, sustainability, and innovation topics.
- **Press release distribution service:** Integration of a tool to send and track press releases, including delivery metrics (e.g., open rates, bounce rates).





- **Customisable journalist search filters:** Capability to search journalists by topic, region, or media type for targeted outreach.
- **Unlimited or high-volume email campaigns:** Ability to distribute up to 25,000 emails annually.
- 3. **Licenses and user access:**
 - **Multi-user access:** Licenses for at least two users to access the platform, with flexibility to give the license to another team member in case of long sickness and/or holidays.
 - **24/5 support:** Phone, chat, and email support during business hours, with quick resolution times for urgent issues.
 - **Unlimited searches and reports:** No cap on the number of searches or custom reports generated.
- 4. **Data integration and reporting:**
 - **Custom reporting templates:** Support for automated media reports that can be shared with internal and external stakeholders.

Quantity estimates

- **Press releases:** Approximately 30 campaigns per year, totalling around 15,000 emails.
- **Media monitoring reports:** Weekly or monthly reports across different regions and thematic topics (e.g., net-zero, circular economy).
- **Media mentions tracked:** We estimate thousands of mentions annually, with a need for historical data going back at least 12 months.

Desired outcome

The objective of this procurement is to secure a robust media monitoring and database solution that enhances NetZeroCities ability to track public awareness, monitor partnerships and projects, and position itself as a leader in the urban climate neutrality field. The chosen service should offer **global coverage, powerful analytics, and seamless media outreach capabilities** to support our communication and advocacy efforts effectively.

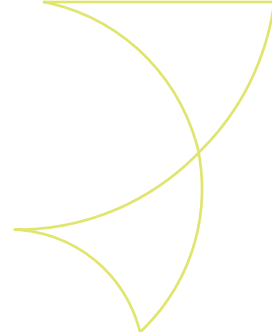
The supplier will ensure sufficient financial, economic, technical and professional capacity to deliver the services efficiently and effectively.

4.2. Service Level Requirements

In providing goods and/or services to Climate KIC, the following service levels are requested:

- Services are requested during business hours 9am to 6pm CET excluding public holidays.
- The service provider should be generally contactable and responsive during business hours by phone or email.





4.3. Sustainability

In order to uphold our commitment to sustainability, Climate KIC aims to minimise any negative impact we may have on the natural and built environment by effectively managing our resources.

In the efforts to procure in a sustainable manner with minimal impact, the following requests are made of the bidder:

- The services are to be delivered digitally following a paperless policy
- We love to hear what suppliers are doing to minimise impact. Feel encouraged to share your approach and policies if applicable.

4.4. Eligibility

Climate KIC reserves the right to reject proposals where the proposed supplier:

- Has insufficient technical, professional or financial capacity to deliver the services.
- Has been bankrupt or insolvent (last 7 years)
- Is sanctioned by a relevant authority
- Does not comply or has previously not complied with our [Ethical Standards for Contractual Counterparties](#)
- Has been convicted of crime, links to terrorism, breach of tax or social security obligations
- Is an individual prior employee of a Climate KIC or group entity (discretionary basis)
- Will continue to be a full-time employee of a grant recipient or Climate KIC partner during the contract term (discretionary basis)

If any of these scenarios apply, please make Climate KIC aware in your submission.

4.5. Payment & Invoicing

4.5.1. Payments will be made following provision of a correctly rendered undisputed digital (via email) invoice to Climate KIC. The Climate KIC contract manager will inform the successful bidder where to submit invoices.

- Payment terms associated with delivery of the goods and/or services must be not less than net 30 days.

4.5.2. Climate KIC can provide a purchase order number to be referenced on invoices.

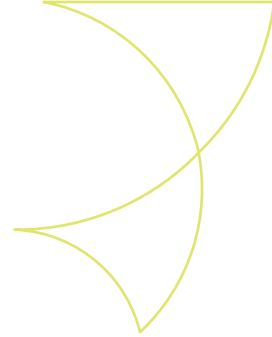
4.5.3. Where Climate KIC is requesting services over longer periods of time, we ask that bidders invoice in a pay as we go model (e.g. billed on a monthly consolidated invoice based on work completed or completion of deliverables).

- Requests for deposit payments are generally not accepted.

4.5.4. If the bidder is requesting any form of payment prior to delivery of goods and/or services, this must be raised with Climate KIC.

- If submitting invoices for subscription services, please ensure these fees are itemised and priced at line level.





4.6. Contract Management

A one-off is proposed for award of work.

Climate KIC can share their standard terms and conditions but will consider the bidder’s own terms and conditions on the basis that the bidder can incorporate the following:

- Climate KIC requires that that service providers provide an indemnity to Climate KIC for breach of third party intellectual property rights;
- Climate KIC’s primary source of funds for NetZeroCities is the European Climate, Infrastructure and Environment Executive Agency (CINEA). Consequently, Climate KIC is obliged to pass through certain FPA/SGA terms to all service providers and service providers are required to agree and comply with such terms. See <http://www.Climate KIC.org/policies/>;
- In addition, Climate KIC will ask that service providers comply with the Ethical Standards for Climate KIC Contractual Counterparties available at <https://www.Climate KIC.org/policies>
- Service providers are required to comply with Climate KIC’s standard data protection clauses (can be provided in advance on request) and provide an indemnity for any breach;
- The liability of the service provider to Climate KIC (and affiliates) to be uncapped in respect of breach of data protection clauses. For all other heads, liability of the service provider to Climate KIC (and affiliates) may be capped at a reasonable multiple of fees not less than 2X. If applicable, Climate KIC liability to service provider also be similarly capped;
- No indemnities extended by Climate KIC to service providers.

4.7. Account Management

The provision of services associated with this RFQ will be subject to the following account management requirements

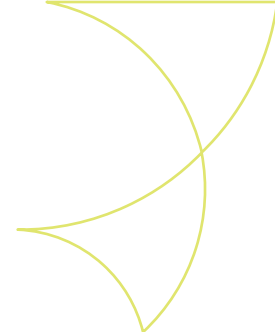
- A dedicated account manager is required/strongly encouraged
- At least one account management meeting scheduled each year

5. Award Criteria

Climate KIC will assess bids based on the following factors:

Component	Weighting
Cost – the total cost for providing the scope.	40%





Component	Weighting
Quality of the media monitoring services – suitability and capability of the proposed services to deliver the scope and requirements in the Specification as evidenced by its response, number of searches, support service, etc.	25%
Accuracy of the global media database, relevant coverage, on-demand search if database is insufficient, flexible email distribution, etc.	30%
Support service	5%
Total	100%

6. Instruction to Bidders

6.1. Responding with your proposal

Climate KIC are requesting the following are submitted to bid on this contract:

1. A **Response** that sufficiently details the bidder’s offer and responds to the requirements contained in this document.
 - The bidder is kindly asked to include their trading name, VAT or tax identification number (if applicable) and registered trading address (*please note, address is not required for an individual*).
 - (Optional) Include website links to examples of work previously performed by the bidder if applicable (e.g. portfolios, work products or other)
 - (Optional) Professional references that can be reached by Climate KIC to verify previous services delivery
2. A **Quotation** that meets the requirements described at Section 6.2

Any alternative solutions or services that the bidder may wish to bring to the attention of Climate KIC should be included at the end of your response. Climate KIC reserves the right to reject RFQ responses that do not confirm with these guidelines.

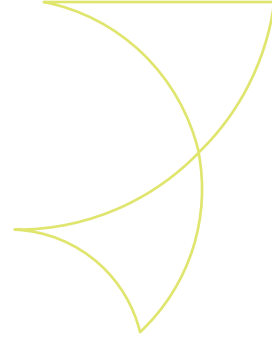
All responses shall be made to the Contract Manager (refer Section 1.1) via electronic copy

6.2. Quotation requirements

Climate KIC request that bidders quote in the following manner as appropriate to delivery of the services:

- Please provide itemised quotations in Euros and specify if the quote includes / excludes VAT or any other taxes;





- Include all applicable costs or charges associated with providing the goods and/or services in your quotation.
- Please quote on a company letterhead or similar company form where possible with the resolution described in Table 1 at a minimum. Where a resource plan can be provided or explicitly requested, please refer the example in Table 2.

Table 1: Provided quotations to include the following details

Item and unit cost (in Euros excluding VAT)
• Services ... as per Section 4.1
• License fees per annum, as per Section 4.1.3
TOTAL (if applicable)
Rate card for services (per day/hour, in Euros excluding VAT):

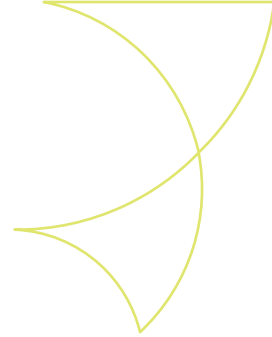
6.3. Subcontracting guidance

It is not anticipated that the delivery of these services will require subcontracting

6.4. Terms of this RFP

1. Your proposal should be submitted according to the instructions as detailed in this section and should be valid for a period of at least six (6) months from the bid due date. Any proposal submitted outside the scope defined may be rejected without provision for re-submission.
2. Any further information pertaining to this RFP, of whatever nature, must be directed to the Contract Manager detailed in Section 1.1. If a point of clarification materially affects the RFP, our response will be circulated to all bidders, otherwise the response will only be sent to the bidder seeking clarification.
3. If any doubt exists concerning any element of this RFP, a clear statement should be made on the assumptions taken to arrive at your quoted costs, or alternatively contact us prior to submitting your proposal to seek clarification.
4. Entering into contractual arrangements with Climate KIC in connection with this RFP does not guarantee work will be awarded.
5. Climate KIC reserves the right to reject any proposal(s) received after the submission date/time.
6. Climate KIC reserves the right to undertake post-bid negotiations with none, all or a shortlist of bidders.
7. Climate KIC, at its sole discretion, reserves the right to accept or reject any or all of the proposals received and not to award any business and shall not be bound to give reasons for any decision. Only the execution of a written agreement between an Climate KIC entity and a supplier(s) will obligate a Climate KIC entity in accordance with the terms and conditions contained in such agreement.





8. Climate KIC reserves the right to procure services from alternative suppliers(s) where the successful bidder is, or becomes, uncompetitive within the market. However, issues over pricing and specification will be resolved through discussion and mutual agreement between Climate KIC and the supplier.
9. Bidders are required to email soft copies of their proposal to the Contract Manager detailed in Section 1.1 based on the timeline at Section 1.2.
10. As per above and where applicable, bidders must acknowledge receipt of this RFP by return email to the Contract Manager detailed in Section 1.1 confirming whether they intend to submit a proposal by the Submission Deadline.
11. This RFP does not commit or obligate any Climate KIC company to pay any expenses incurred by you in the preparation of your Proposal. All such expenses are solely at the risk of the bidder and by submitting a proposal you automatically agree that proposal becomes the property of Climate KIC.
12. Proposals are to be kept as clear and concise as possible and should be sequenced and numbered in accordance with the format of this RFP.
13. The formatting of this document and the attached response document should not be altered.
14. Whilst this RFP confers no legal rights on its addressees, it is not intended that any other persons acquire rights or obligations in respect of or arising under it.
15. Unsuccessful bidders agree, by the submission of their proposals, to return to Climate KIC this RFP and any and all papers, records, data and materials supplied to them in connection with it, including all copies made by them.
16. This RFP is for consideration in whole and not in part or parts unless otherwise indicated.
17. All efforts have been made to ensure the accuracy and validity of information contained in this RFP. However, Climate KIC does not warrant the information accurate or comprehensive.

