

Request for Tender: Reviewing Publish What You Pay's name and brand



**PUBLISH WHAT
YOU PAY**

Closing Date: 23rd August

Contact Persons:

- Joe Bardwell, Director of Communications & Campaigns at Publish What You Pay, jbardwell@pwyp.org
- Zoé Spriet-Mezoued, Strategic Communications & Campaigns Manager at Publish What You Pay, zsprietmezoued@pwyp.org

Due to holidays over the summer period please email both Joe and Zoé with questions.

1. Overview

Publish What You Pay is a network of over a thousand civil society organisations in more than fifty countries working for a fairer, cleaner energy future. We are inviting proposals from qualified branding agencies or consultants to conduct a comprehensive review of our current brand identity and name, and to develop a rebranding strategy that aligns with our emerging mission, vision, and strategic goals.

2. Background

The Publish What You Pay campaign was launched in 2002 as the civil society response to the widespread “resource curse.” Our message was simple: people from countries rich in natural resources should not be poor. We aimed to increase revenue transparency in the oil, gas and mining industries, thereby improving government accountability and strengthening revenue flows to the public. The campaign had rapid early success shaping the debate and agendas of governments, companies, investors, donor agencies and international organisations, leading to the establishment of the Extractive Industries Transparency Initiative and legislation in numerous countries.

With these successes, Publish What You Pay (PWYP) grew into a burgeoning network of civil society organisations worldwide working for more accountable extractive industries. Our focus grew beyond revenue transparency to other areas like contract disclosure, licensing, spending and the decisions to extract, and then later human rights, gender equality, environmental issues, climate change and the energy transition.

PWYP's current strategy, [Vision 2025](#), is a five-year strategy starting in January 2020 and ending in December 2024. Development of PWYP's next strategy is well underway with a wide scope, including developing a new vision and mission for the network.

The importance of PWYP's name was captured in this [brand effectiveness review in 2011](#) highlighting the role it has played, not just in increasing our advocacy impact but also in providing protection for our members.

3. Objectives and scope of work

Whilst PWYP's visual identity and core messaging have evolved over the years, PWYP's brand has not been comprehensively reviewed since 2007. In response to the development of PWYP's new and emerging vision and mission, the PWYP International Secretariat is looking for a qualified branding agency or consultant to:

- Conduct a thorough audit of PWYP's current brand identity and name.
- Develop a new brand proposition and brand strategy for PWYP which responds to our new vision and mission.
- Work with the PWYP International Secretariat to design and implement a network-wide consultation and implementation process which strengthens the network's shared identity.

PWYP works in Arabic, English, French, Russian and Spanish and therefore needs a brand and visual identity delivered in these languages.

Initial consultations with PWYP members and leadership have concluded that all elements of PWYP's brand identity (including name, visual identity, messaging) should be in scope. Whilst there is a lot of support for this review, there is some caution among PWYP members too, particularly in regards to changing the name.

Results of May 2024 consultation questions on development of the PWYP name and brand

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

The global PWYP network should take on a new name which represents the breadth of its work (beyond transparency of revenues, to reflect our work on human rights, civic space and the environment)



If the global network name is updated, the Publish What You Pay name should be kept as a flagship campaign



PWYP should update the language it uses to describe the work it does



PWYP should update its visual identity (logo, colours, graphics)



4. Deliverables

Initial deliverables to guide proposals are included below. Ultimately, the PWYP International Secretariat is looking for an agency or consultant who can bring their

expertise and experience to inform and strengthen this approach. We will therefore value thoughtful proposals for how to approach this process.

Given PWYP is member led, we are intending to approach this work in two phases. Phase one will be to develop a proposal for endorsement by the network, incorporating member feedback. Phase 2 will be implementation of the final proposition.

Phase 1 (Developing a proposition for endorsement by the network)

- **Brand audit report:** Comprehensive review of current brand elements, materials, and stakeholder perceptions. Strengths, weaknesses, opportunities and threats. Including a simplified summary to be shared with members.
- **Multilingual consultation process:** Design and implement consultations with stakeholders to gather feedback and foster member leadership in the process. We expect at the least there will be a steering committee of members to guide this process.
- **A new brand proposition, including:**
 - Name recommendation and rationale
 - Visual Identity
 - Brand strategy and narrative

Phase 2 (After endorsement by the network)

- **Brand guidelines document:** Comprehensive guidelines for consistent brand use across all platforms and materials.
- **Implementation plan:** Step-by-step rollout plan for the new brand identity, including multilingual internal and external launch strategies.
- **Brand training:** Training sessions and resources for staff, members, and governing body members on brand representation.
- **Monitoring and adjustment plan:** Regular review process to assess brand effectiveness and strategy for adjustments.

5. Timeline

We will look to the agency or consultant to propose an achievable timeline for this work. Some key milestones to consider are:

- **August 2024:** PWYP will have finalised its new draft vision and mission (to be put to members at the Global Assembly for final endorsement)
- **December 2024:** PWYP will have finalised its next draft global strategy (to be put to members at the Global Assembly for final endorsement)
- **February 2025:** PWYP will convene members from every country in the PWYP network in Indonesia for its tri-annual Global Assembly. This could be a good opportunity to seek endorsement from the network on a proposition or conduct consultations.

6. Submission Requirements

Interested agencies or consultants are should submit a proposal including:

- Profile: Detailed background information, highlighting experience and expertise in branding and rebranding for global, multilingual non-profits.
- Portfolio: Examples of previous rebranding and renaming projects, especially those within the non-profit sector with networked or federated structures.
- Methodology: A detailed approach and methodology for the project.
- Team Composition: Information about the team members, including their roles and relevant experience.
- Timeline: A proposed timeline for the completion of the project.
- Budget: A detailed cost breakdown and total project cost.
- References: Contact information for at least two references from previous clients who have gone through a rebrand.

7. Evaluation Criteria

Tenders will be evaluated based on the following criteria:

- Relevance and quality of previous work. Particularly brand and name experience with networked or federated structures.
- Ability and experience in PWYP languages, particularly English and French, and ideally Arabic, Russian and Spanish too.
- Global experience, particularly in the Global South.
- Demonstrated understanding of the project objectives and needs.
- Creativity and innovation in the proposed approach.
- Qualifications and experience of the project team.
- Cost-effectiveness and value for money.
- Feedback from provided references.

8. Submission Instructions

Please submit your tender documents by 23rd August [through this form](#).