

**Client department: Foreign and Commonwealth Office**

**Campaign Timing: Jan – April 2009**

**COI contact:** [REDACTED]

**Date:** [REDACTED]

COI, on behalf of the Foreign and Commonwealth Office (FCO), invites recipients of this brief to tender for the supply of PR services for the London Summit with the heads of the G20 on 2 April 2009.

The contract is from appointment in January until 30 April 2009. The contract is subject to COI's standard terms and conditions.

**Competing agencies are expected to respect the confidential and sensitive information contained in this brief. It may not be divulged to the general public or the media. The invitation to tender is also not to be communicated to the media.**

## 1. Background

The FCO is responsible for delivering the strategic communications associated with the London Summit with heads of the G20 nations, on 2 April 2009. The goals of the Summit are to reach international agreement around the following areas:

- i) Economic recovery to restore jobs and growth; macroeconomic actions to revive the global economy, stimulate employment and review of measures taken and of further possible steps
- ii) Financial sector reforms; delivering progress on the Washington action plan to build better financial systems
- iii) Reform of international financial institutions (IFIs); principles for reform of the International Monetary Fund (IMF), Financial Stability Forum (FSF) and World Bank.

The engagement strategy is ambitious and comprises two broad areas of activity:

- Engaging G20 countries: lobbying G20 governments directly, through bilateral diplomatic activity and at multilateral engagements, such as the World Economic Forum in Davos.
- Reaching out beyond states: engaging with non-state actors, such as NGOs, Civil Society, media, the private sector, think tanks and academia, Trades Union and some non-traditional actors (like sovereign wealth funds).

With only 12 full weeks in 2009 before the summit, timescales are extremely tight and the PR agency must be willing to work in a virtual team, responding to fast deadlines, yet adopting a strategic and proactive engagement approach.

The title and theme of the Summit have yet to be confirmed, but are

likely to be:

## **THE LONDON SUMMIT**

### **Growth, Jobs and Stability**

## 2. Objectives

The overall objective for the engagement strategy is to create an environment for effective and decisive action to be taken to remedy the global financial crisis.

The central objective for the PR aspect of this is to raise the profile of the summit with the public and key opinion formers in order to facilitate positive political decision-making. This is a global objective, focussed on (but not confined to) around 11 high-priority states.

Several principles for the engagement have been established:

- **Consultative:** We must create platforms for dialogue and discussion in advance of the event and beyond.
- **Inclusive:** the opinions and inputs from significant players around the world and their publics are required. This necessitates reaching out to these audiences in a range of languages.
- **Significant:** this is a historical moment which requires a bold vision.
- **Decisive:** the UK as Chair will identify a sufficiently clear set of goals and moments of drama for the media and public to judge whether the summit has achieved its objectives.
- **Sustainable:** although activity will naturally peak and focus on 2 April, engagement must be able to be sustained beyond then, and planning should accommodate this.
- **Can do:** with approximately 13 weeks to deliver the engagement strategy, pragmatism and a realistic approach must prevail.

There will be two main engagement strands:

Media campaign: the PR agency will be required to write a substantial series of op-eds, and to generate articles in the run up to the Summit and beyond. As well as influential international press, key national press should be targeted in priority countries.

FCO are leading on a summit website that will be built on the FCO platform (allowing us to work in 40 languages) and will act as a focal point for engaging and shaping global opinion. As well as providing in-depth briefings on the Summit, it will also act as a platform for discussion, opinion exchange and debate. On the days before the Summit, it will provide a vital operational resource for up to 2,000 journalists who wish to attend.

The PR agency will be required to advise on and help deliver an intensive digital outreach campaign via blogs and discussions on academic, business group and think tank sites (eg. the voxEU web

site run by the CEPR) as well as more public forums such as Twitter, Facebook and MySpace. We would also provide access to Summit photos and videos using sites such as Flickr and YouTube. Close liaison with the No10 digital communications team will be needed to achieve this.

A third strand may include assisting FCO posts in key target countries setting up a series of public debates around the goals outlined.

Also – some proactive support is envisaged for a programme of global ministerial visits (details to be supplied in January)

### 3. Target audiences

NGOs, Civil Society, media, the private sector, think tanks and academia, Trades Union and some non-traditional actors (like sovereign wealth funds).

Specific target organisations and groups in different countries will be identified early in 2009, based on their influence on priority state public opinion.

However, early indications suggest that the following are our priority countries and will be the focus of intensive diplomatic lobbying and engagement:

- US, Japan, France, Germany (key G8 countries) and Italy (as next G8 President)
- China, India
- South Africa (as the only African nation)
- South Korea (as the Chair of the G20 after the UK)
- Brazil (as the main South American nation)
- Saudi Arabia (as the only Middle East nation)

And key institutions are: AU, ASEAN, European Commission, UN, IMF and World Bank.

Tier 2 countries include other G20 members, non G20 countries, regional groups and developing countries.

### 4. Key messages

- The London Summit is a genuine opportunity to solve the financial crisis.
- The UK is committed to finding a global solution by consulting as widely as possible across the globe.
- The UK will be a credible and innovative Chair of the G20.
- The UK is committed to effective and decisive international partnerships to deal with global challenges in the 21<sup>st</sup> Century.

### 5. Budget

Approximately £300k, to include all costs and fees.

**6. Timings**

Responses to PQQs are required by 9.30 on 5 January 2009.

Following successful shortlisting, agencies will be required to submit any questions on email by 5.30 on Tuesday 6 January. Questions will be answered on email by 5.30 on 7 January 2009.

Pitches will be held in the week commencing 12 January 2009, and the successful agency will begin activity as soon as possible after appointment.

**7. Evaluation**

Success for the Summit will be determined by the degree of agreement reached around the Summit Goals. Specific engagement measures need to be determined, but will include the quantity and quality of engagement as well as the global profile the Summit achieves.

Please include a section in your proposal, specifying how we think the PR activity should be measured.

**8. Requirements for this tender**

Agencies should include the following information in their tender documents:

- A cost proposal for work to include agency rates for the proposed team.
- Examples of relevant work to demonstrate strong understanding of this area.
- Experience of global PR and outreach campaigning, the co-ordination of such an ambitious programme – both in terms of outreach and within tight deadlines.
- Company information including current client list – a brief overview of credentials should be included in the submission.
- Please bring six hard copies of the presentation as leave behinds as well as two versions on CD.

NB All members of the agency team that present must be part of the team that will work on the project.

**9. Contacts**

[Redacted contact information]

**10. Additional  
information**