Request for Proposals – Finance Sector Communications

Global canopy is seeking to identify consultants and contractors who can lead on the development of our finance sector communications strategy in addition to supporting specific critical communications activities associated with core programmes of work.

Who is Global Canopy?

Global Canopy is an innovative environmental organisation that works with companies, financial institutions and governments worldwide to identify and address the systemic market forces destroying the world’s natural capital.

Global Canopy takes a novel approach to solving this problem. We focus on improving the transparency and accountability of global supply chains and the trillions of dollars in annual investment and lending that support them. Through our innovative portfolio of environmental data platforms we have developed with our partners (see Trase, Forest 500, and ENCORE), we:

- enable leading companies, financial institutions and governments to identify and tackle their impacts and dependencies on nature through their operations and investments.
- improve accountability by shining a light on powerful players that are failing to act on this key issue.

Our work is used by Fortune 500 companies, global investors and lenders, and by governments and civil society worldwide. Our insights are also taken up by investigative journalists and major campaigning organisations. Our work has been featured in the New York Times, Financial Times, the Guardian, Euromoney and the New Scientist among others.

What work does Global Canopy do in the finance sector?

We produce powerful new data and insights for the finance sector and for other key players working towards a more sustainable financial system. We identify key sustainability risks and opportunities for financial institutions and assess their progress against global sustainability targets.

What we do:

- We produce innovative and open data on finance sector impacts and dependencies on nature, supporting the business case for action and improving transparency and accountability for all.

Global Canopy is registered in England as a company with registration number 4293417 and as a charity with registration number 1089110.
• We enable leading financial institutions to identify and better manage deforestation and other natural capital risks in their loan and investment portfolios.

• We work directly and indirectly with investors and international and regional banks to better understand their data needs and to help them to integrate our insights into their decision-making processes.

• We assess the policies and performance of key financial institutions against their sustainability targets and produce reports on progress of the sector as a whole.

• We collaborate with a range of public, private and civil society networks to promote policy development and drive the transition towards a more sustainable financial system.

What work do we want a consultant to do?

There are two components to our requirements:

1) The immediate priority for the appointed consultant will be to lead the development of Global Canopy’s financial sector communications strategy. Working with senior management, the finance sector and communications teams as well as with our partner organisations; the Stockholm Environment Institute (SEI), United Nations Environment Programme Finance Initiative (UNEPFI) and United Nations World Conservation Monitoring Centre (UN WCMC) this individual will be responsible for leading on the development of a holistic communications strategy that maximises synergies from across all our finance sector related work.

2) Work with existing communications personnel from both within Global Canopy and UNEPFI to support the activities of our Framework for Nature initiative (F4N). This initiative is working closely with the UK government to catalyse more collaborative and urgent private sector action on nature related financial risks. With 2020 being a significant year for public and private sector focus on nature and biodiversity, this role requires:
   • the maximising of opportunities to raise awareness of the F4N initiative and clear communication of progress
   • targeting high profile milestone events such as the IUCN annual summit in Marseille
   • the ability to link developments across public and private sector policy, regulation, directives, initiatives and news/reports to F4N activities and communicate these effectively to key target audiences

While we want to identify a consultant to carry out the above, we also want to identify consultants who we can call upon as the need arises in other areas of our finance work throughout 2020 and 2021, covering Trase, NCFA and F4N related activities.
**What skills / experience / attributes are we looking for:**

**Essential:**

- Proven previous experience in the development of communications strategies in the public, private and/or civil society sectors
- Good knowledge of the global financial sector, with a sound understanding of and interest in environmental and sustainability issues
- Experience engaging the media across a range of publication types with good knowledge of and contacts within specialist finance media
- Experience of working in multiple teams, with externals partners, and with stakeholders
- Strong leadership with the ability to bring multiple and disparate stakeholders together under a single vision
- Excellent communication skills and the ability to communicate complex ideas
- Patient and calm with the ability to work to tight deadlines

**Desirable:**

- Demonstrable experience in drafting press-releases and opinion pieces
- A strong network among journalists and the environmental community
- A desire to explore new and innovative approaches to communications in both content creation and outreach.

**How to apply?**

Send a CV, and cover letter – including any information about yourself / your firm which you think is relevant to us at email jobs@globalcanopy.org

You should indicate what a daily rate will be – preferably in GBP.

**Other information**

We're open to receiving information from both individuals and established firms/agencies.

We anticipate that the relationship would be a consulting contract – although individuals preferring to work on a short-term employment basis can also apply. The key for us is to find individuals with the right experience.

We welcome interest from those based outside of London and Oxford, but please indicate how available you would be for meetings in London or Oxford.

By submitting your information, you consent to us holding your data in line with our policies.
GC is under no obligation to engage anyone as a result of this search. Individual contracts will be negotiated as we initiate the work.