



TPI Request for Communications Support

Summary:

The Transition Pathway Initiative (TPI) is a non-profit project that is seeking a media consultant to manage our media strategy as well as carefully increase our profile. The role will also involve supporting TPI with our social media efforts.

TPI Background:

The Transition Pathway Initiative (TPI) was formed in 2017 by the Church of England National Investee Bodies and the Environment Agency Pension Fund, along with the support of several other Asset Owners. Since the conception of the TPI the supporter base has widened to include over 80 Asset Owners, Asset Managers and Service Providers with more than \$22 trillion dollars in assets under management and advisement. The TPI has become the go to corporate climate tool and earlier this year won the ESG Assessment Tool of the Year Award at the Environmental Finance Sustainable Investment Awards.

The TPI works with our data partner FTSE Russell and our academic partner the Grantham Research Institute on Climate Change and the Environment based at the London School of Economics, to assess how companies in high carbon sectors are transitioning to a low carbon economy.

The TPI assess:

Management Quality: How a company manages their greenhouse gas emissions and the risks/opportunities related to the low carbon transition.

Carbon Performance: This assessment involves benchmarking a company's emissions pathways against the national and international targets made in the Paris Agreement.

The TPI provides the data to investors for free via our open access online tool. The tool now includes data across 16 high carbon sectors covering over 300 companies.

The PRI provides the secretariat and supporter coordination for the project.

The TPI is also a data partner to Climate Action 100+, providing the data that goes into their dashboards and progress reports.

Overall Goals of TPI's Media strategy:

The overall purpose of the TPI media strategy is to:

- Raise the profile of the TPI- ensuring that the media know what the TPI is and what we do.
- Continue to be the go-to investor climate tool

- To be seen by the media as a tool that can help people understand the transition to a low carbon economy.
- To be used by the media as a reliable source of data and insight on the climate transition.

Requirements of the provider:

The TPI is looking for a data provider who will provide the following:

- Create press releases and generate media interest ahead of TPI publications.
- Promote the TPI across the media.
- Respond to any press queries or requests for interviews etc.
- Support TPI media efforts at our annual State of Transition Summit.
- Support TPI with social media outreach.
- Help to increase the TPI profile amongst investors, media and policy makers.
- Help TPI to build up a bigger profile outside of Europe particularly in North America and the Australasia region.
- Hold monthly meetings with the TPI team to discuss any comms matters and future work.
- Any ad hoc projects as agreed upon.

Required Skills and Expertise:

The project requires a consultant who has experience with working for a non-profit organisation. The ideal candidate will have vast expertise in working with the media and a large contact base. Ideally TPI is looking for a media consultant who has experience of working in the sustainable finance section of the media.

Timings and Budget:

The work contract will commence in January 2021 and run until 31st December 2021 with the possibility of an extension subject to funding and outcomes.

How to submit a proposal:

Please submit your proposal to Joanne Lewis at joanne.lewis@unpri.org Please note that the TPI is formed of a number of partnerships including the Church of England Pensions Board and Environment Agency Pension Fund, by submitting a proposal you are agreeing for the details to be shared with our partner organisations.

Proposal must include:

- Details or proven experience in media work, preferably in the sustainable finance area.
- Details of your organisation in general, including details of people who would work on the TPI project.
- Experience of working with different parties including institutional investors.
- A work plan that would fulfil the criteria.
- Ideas/plans on how the TPI can improve its profile particularly outside of Europe.

For any questions please contact Joanne Lewis on the email address above.