

DPS Schedule 6 (Letter of Appointment Template and Order Schedules)

Letter of Appointment

This Letter of Appointment is issued in accordance with the provisions of the DPS Contract (RM6124) between CCS and the Agency, dated [REDACTED]

Capitalised terms and expressions used in this letter have the same meanings as in the Order Incorporated Terms unless the context otherwise requires.

ORDER:

Order Number:	GSS24376
From:	The Department for Energy Security and Net Zero, 3-8 Whitehall Place, London, SW1A 2EG
To:	Digital Unlimited Group Ltd. 7-11 Lexington Street Soho London W1F 9AF

Order Start Date:	Thursday, 22nd August 2024
Order Expiry Date:	Monday, 31st March 2025
Order Initial Period:	8 months
Order Optional Extension Period:	No option to extend

Goods or Services required:	Goods or Services required are set out in DPS Schedule 1 of the DPS Agreement and the relevant Brief and are to be delivered in line with the accepted Proposal as detailed at Annex A of this Letter. Subsequent calls for Goods or Services shall be priced and agreed using the Statement of Works form as per Annex B of this Letter of Appointment.
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Key Staff:	For the Client:
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	<p>[REDACTED]</p> <p>Head of Breakthrough Agenda Events & Comms</p> <p>[REDACTED]</p> <p>For the Agency:</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>[REDACTED]</p>
Guarantor(s)	

Order Contract Charges (including any applicable discount(s), but excluding VAT):	£98,793.75
Liability	<p>See Clause 11 of the Core Terms</p> <p>Estimated Year 1 Charges:</p>
Additional Insurance Requirements	N/A
Client billing address for invoicing:	<p>Payment of undisputed invoices will be made within 30 days of receipt of invoice, which must be submitted promptly by the Supplier.</p> <p>All invoices must be sent, quoting a valid Purchase Order Number (PO Number) and any other relevant details, to:</p> <p>[REDACTED]</p> <p>Within 28 Working Days of receipt of your countersigned copy of this Order Form, we will send you a unique PO Number. You must be in receipt of a valid PO Number before submitting an invoice.</p> <p>To avoid delay in payment it is important that the invoice is compliant and that it includes a valid PO Number, and item description (if applicable) Non-compliant invoices may be sent back to you, which may lead to a delay in payment.</p> <p>Payments will be made via BACS within 30 days of receipt of invoice</p>

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	If you have a query regarding an outstanding payment please contact our Accounts Payable team by email [REDACTED]
Special Terms	N/A

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PROGRESS REPORT FREQUENCY

On the first Working Day of each calendar month

PROGRESS MEETING FREQUENCY

Quarterly on the first Working Day of each quarter

KEY SUBCONTRACTOR(S)

Not applicable

COMMERCIALLY SENSITIVE INFORMATION

Not applicable

SOCIAL VALUE COMMITMENT

The Agency agrees, in providing the Goods or Services and performing its obligations under the Order Contract, that it will comply with the social value commitments in Order Schedule 4 (Order Proposal)

SERVICE CREDIT CAP

Not applicable

ORDER INCORPORATED TERMS

The following documents are incorporated into this Order Contract. Where numbers are missing we are not using those schedules. If the documents conflict, the following order of precedence applies:

1. This Letter of Appointment including the Order Special Terms and Order Special Schedules.
2. *Joint Schedule 1 (Definitions and Interpretation) RM6124*
3. *The following Schedules in equal order of precedence:*
 - *Joint Schedules for RM6124*
 - *Joint Schedule 2 (Variation Form)*
 - *Joint Schedule 3 (Insurance Requirements)*
 - *Joint Schedule 4 (Commercially Sensitive Information)*
 - *Joint Schedule 10 (Rectification Plan)*
 - *Order Schedules for (RM6124)*
 - *Order Schedule 1 (Transparency Reports)*
 - *Order Schedule 2 (Staff Transfer)*
 - *Order Schedule 3 (Continuous Improvement)*
 - *Order Schedule 5 (Pricing)*
4. CCS Core Terms
5. *Joint Schedule 5 (Corporate Social Responsibility) RM6124*
6. *Order Schedule 4 (Proposal)* as long as any parts of the Order Proposal that offer a better commercial position for the Client (as decided by the Client) take precedence over the documents above.

No other Agency terms are part of the Order Contract. That includes any terms written on the back of, or added to this Order Form, or presented at the time of delivery. For the avoidance of doubt, the relationship between the Parties is non-

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exclusive. The Client is entitled to appoint any other agency to perform services and produce goods which are the same or similar to the Goods or Services.

FORMATION OF ORDER CONTRACT

BY SIGNING AND RETURNING THIS LETTER OF APPOINTMENT (which may be done by electronic means) the Agency agrees to enter into an Order Contract with the Client to provide the Goods or Services in accordance with the terms of this letter and the Order Incorporated Terms.

The Parties hereby acknowledge and agree that they have read this letter and the Order Incorporated Terms. The Parties hereby acknowledge and agree that this Order Contract shall be formed when the Client acknowledges (which may be done by electronic means) the receipt of the signed copy of this letter from the Agency within two (2) Working Days from such receipt.

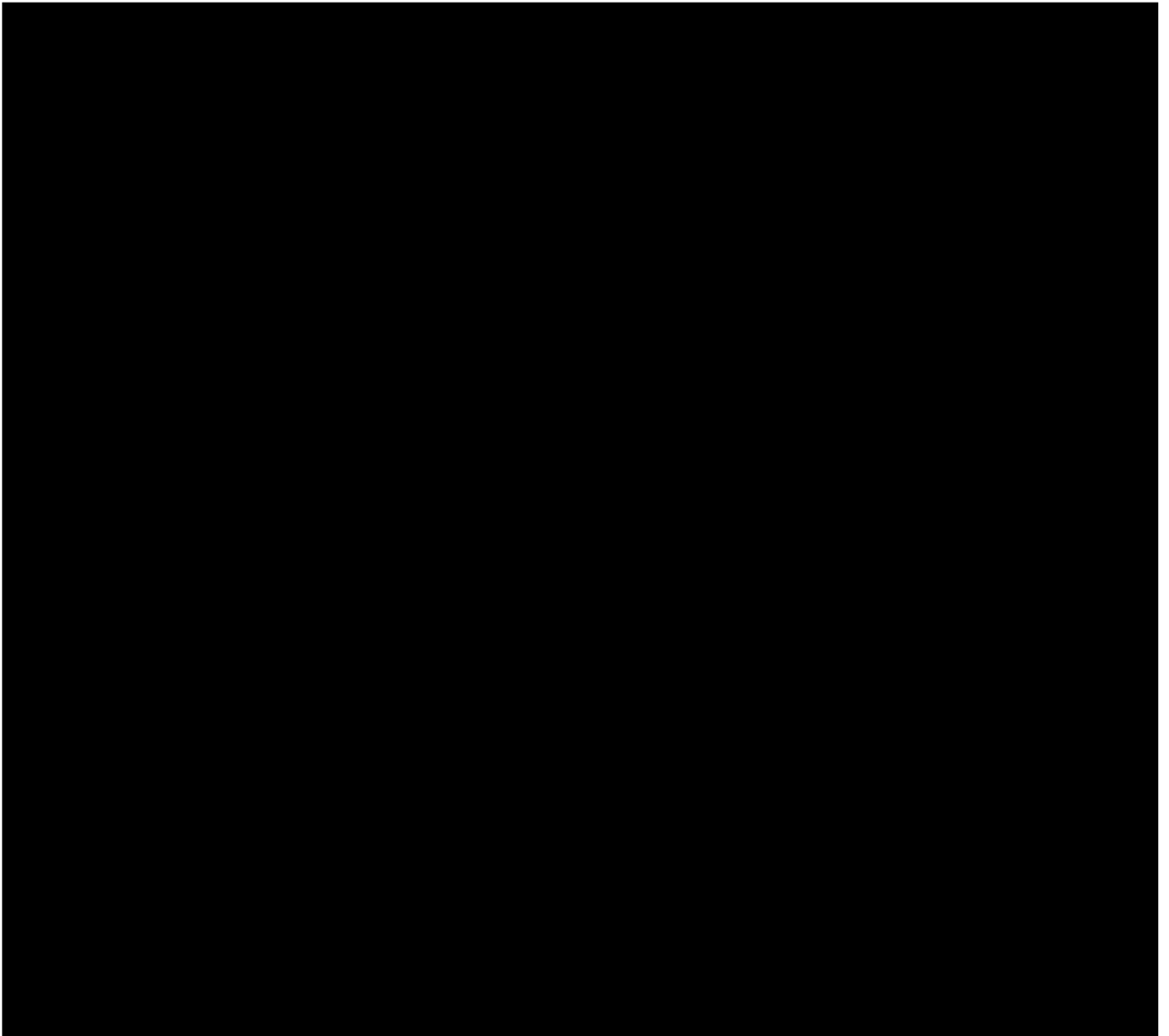
For and on behalf of the Agency:		For and on behalf of the Client:	
Signature:	████████	Signature:	████████
Name:	████████	Name:	████████
Role:	████████	Role:	████████
Date:	████████	Date:	████████

ANNEX A**Agency Proposal**

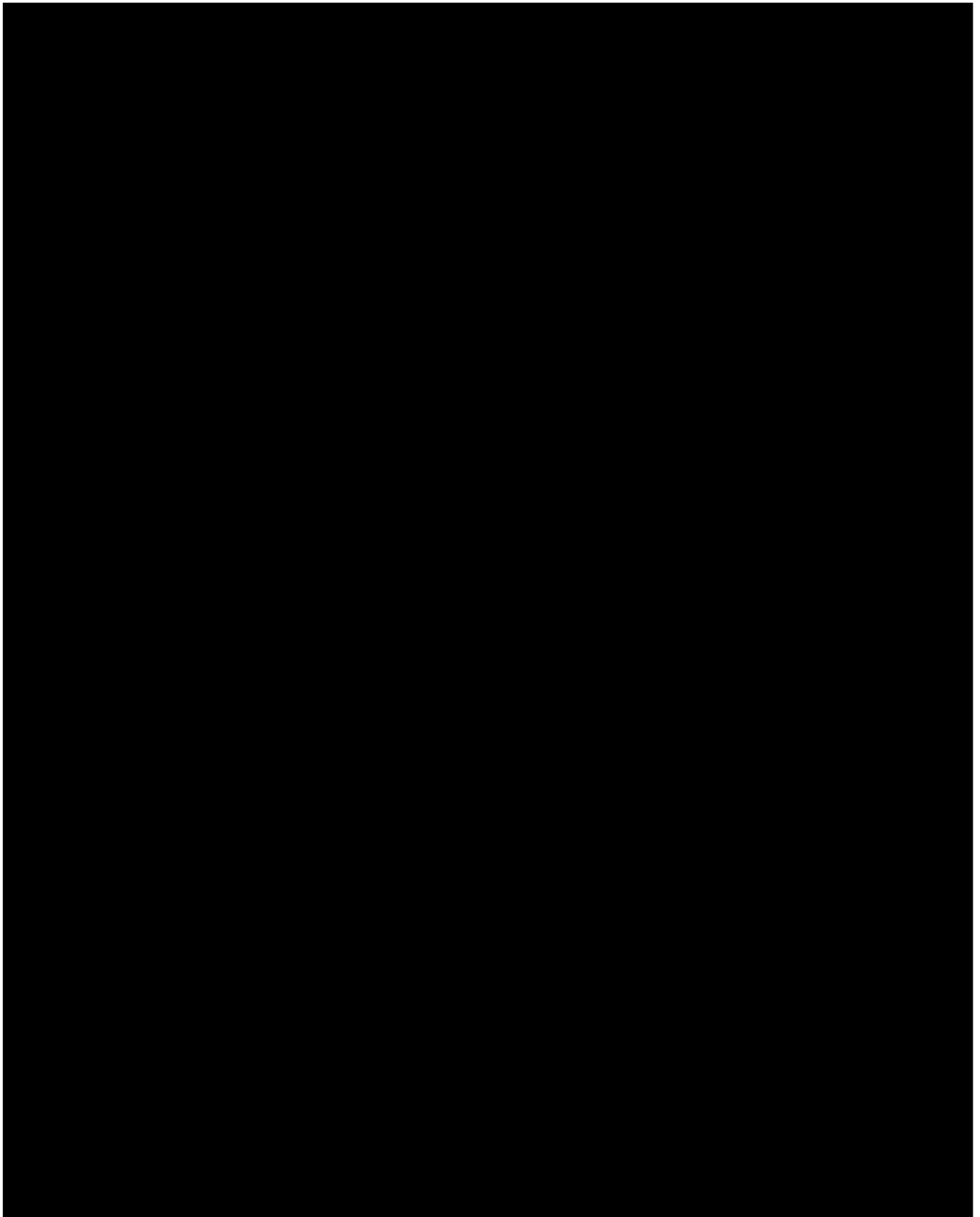
RM6124 – Communications Marketplace DPS

Project Version: v1.0

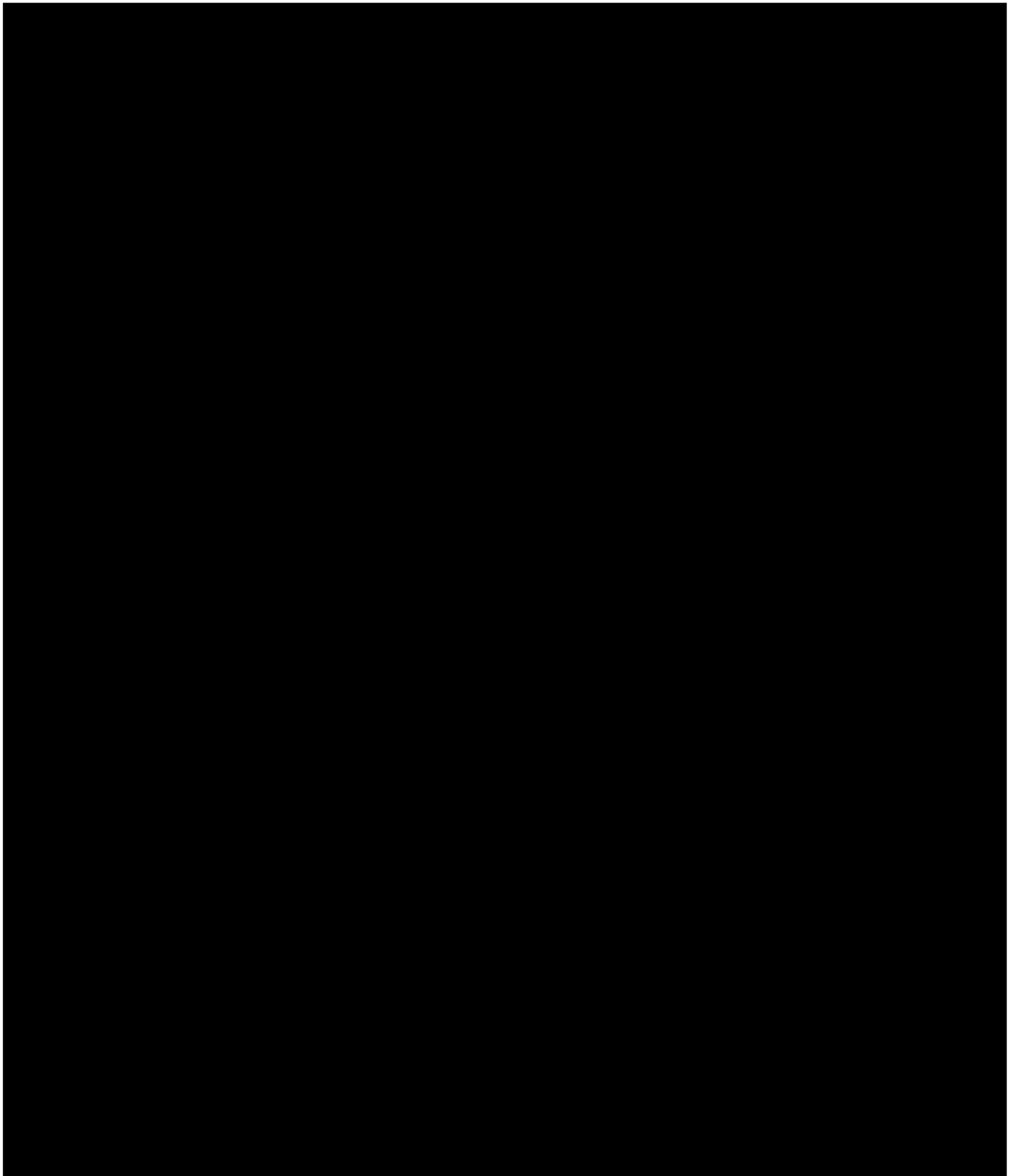
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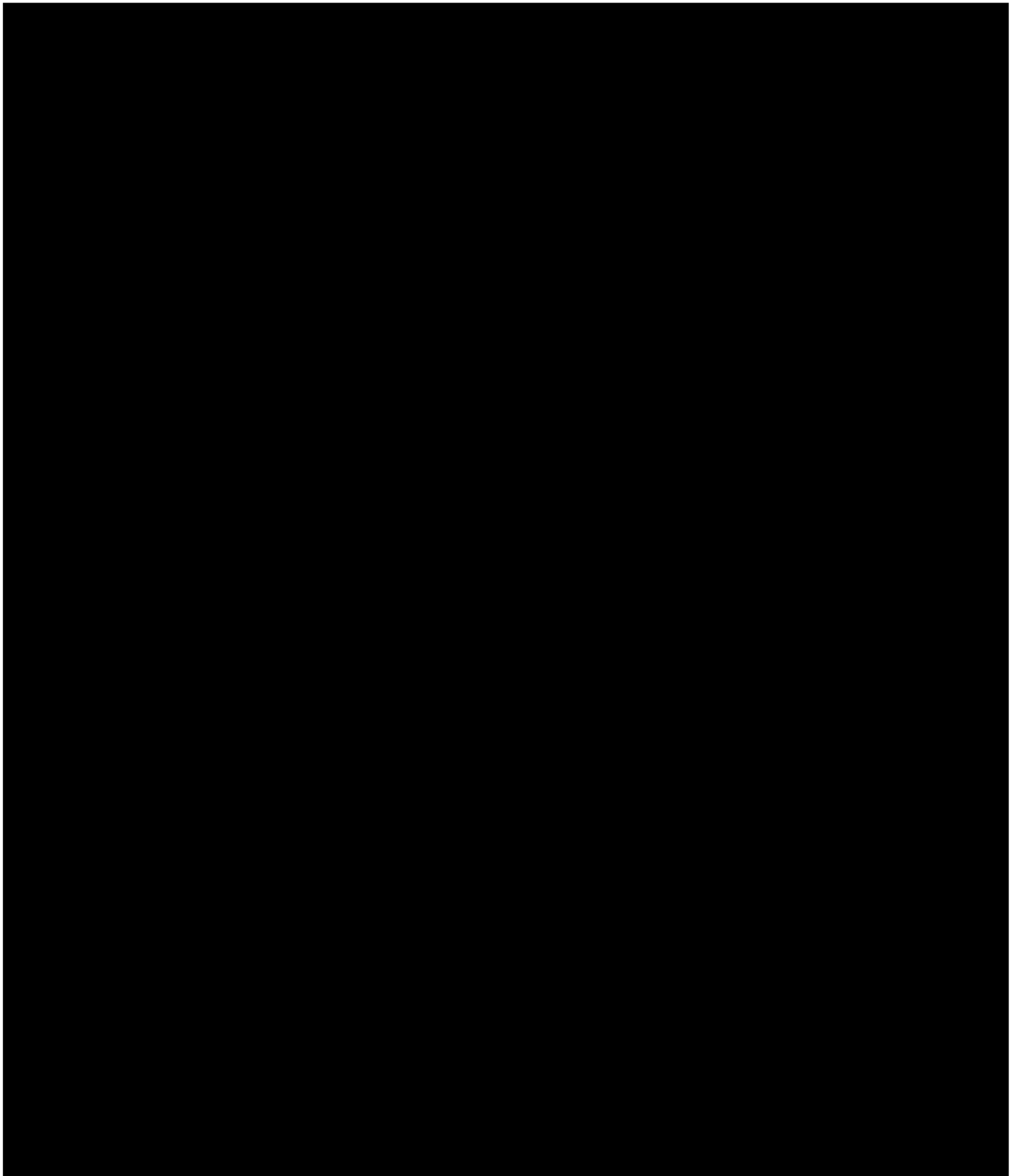
DPS Schedule 6 (Letter of Appointment and Order Schedules)
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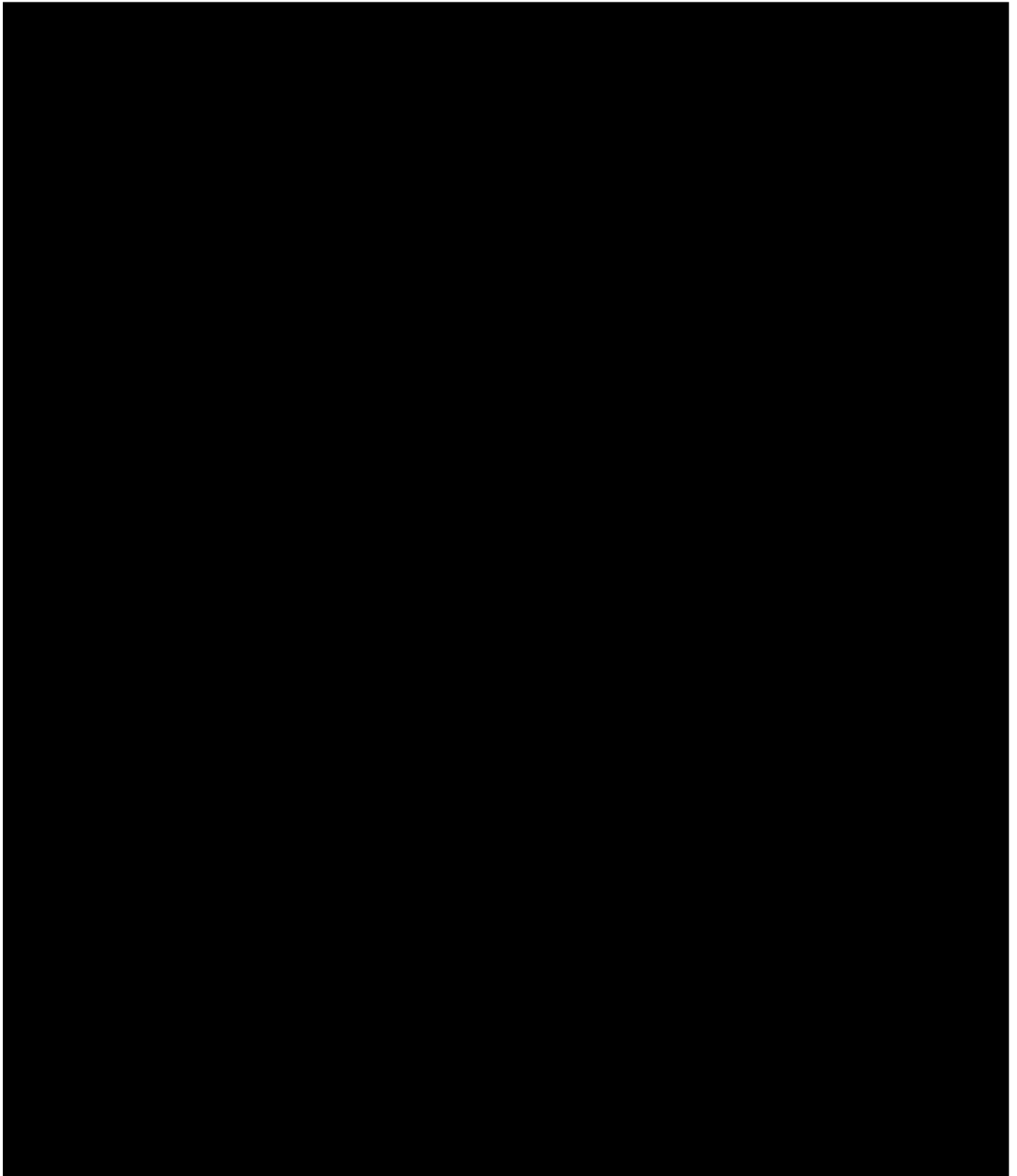
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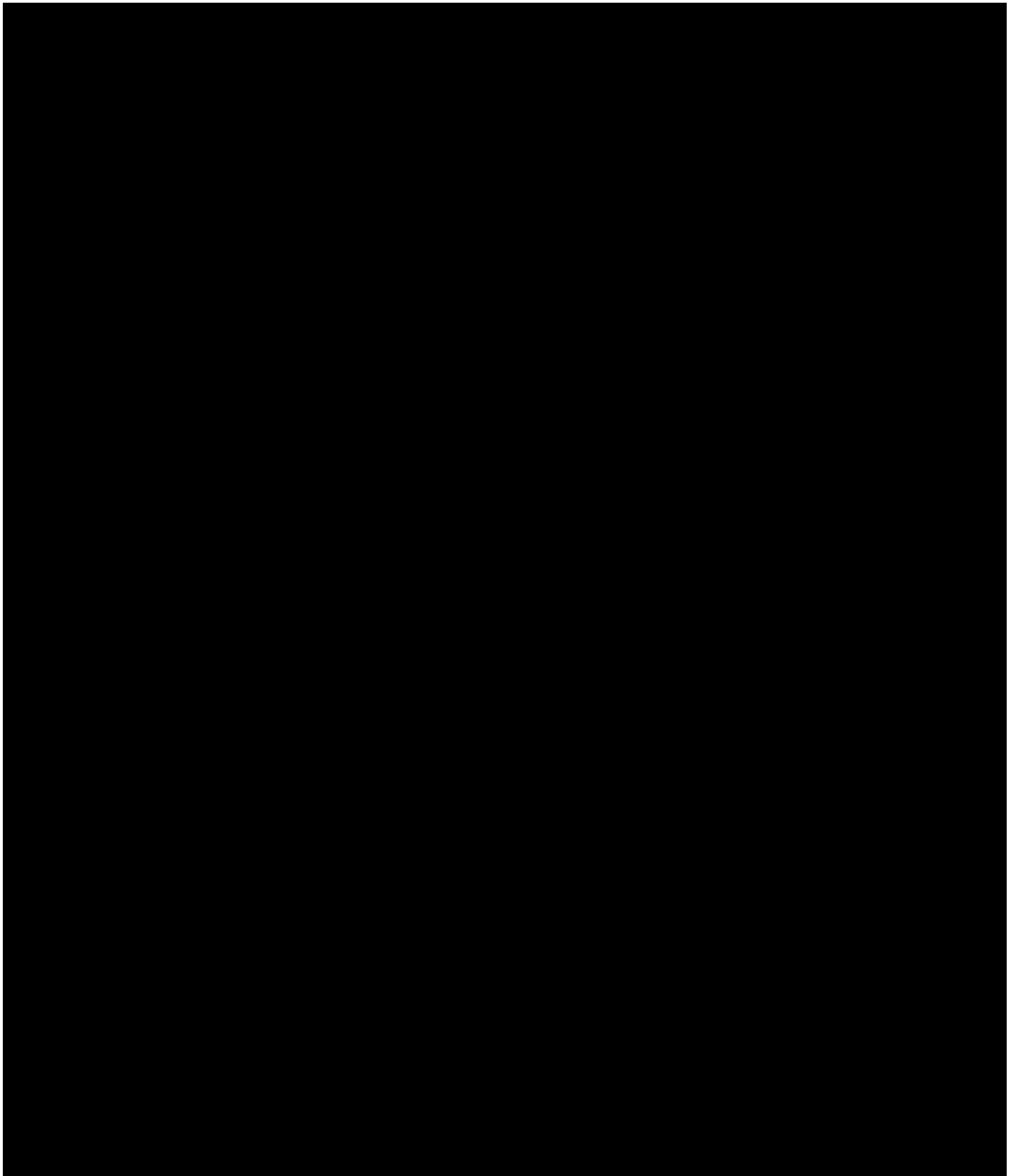
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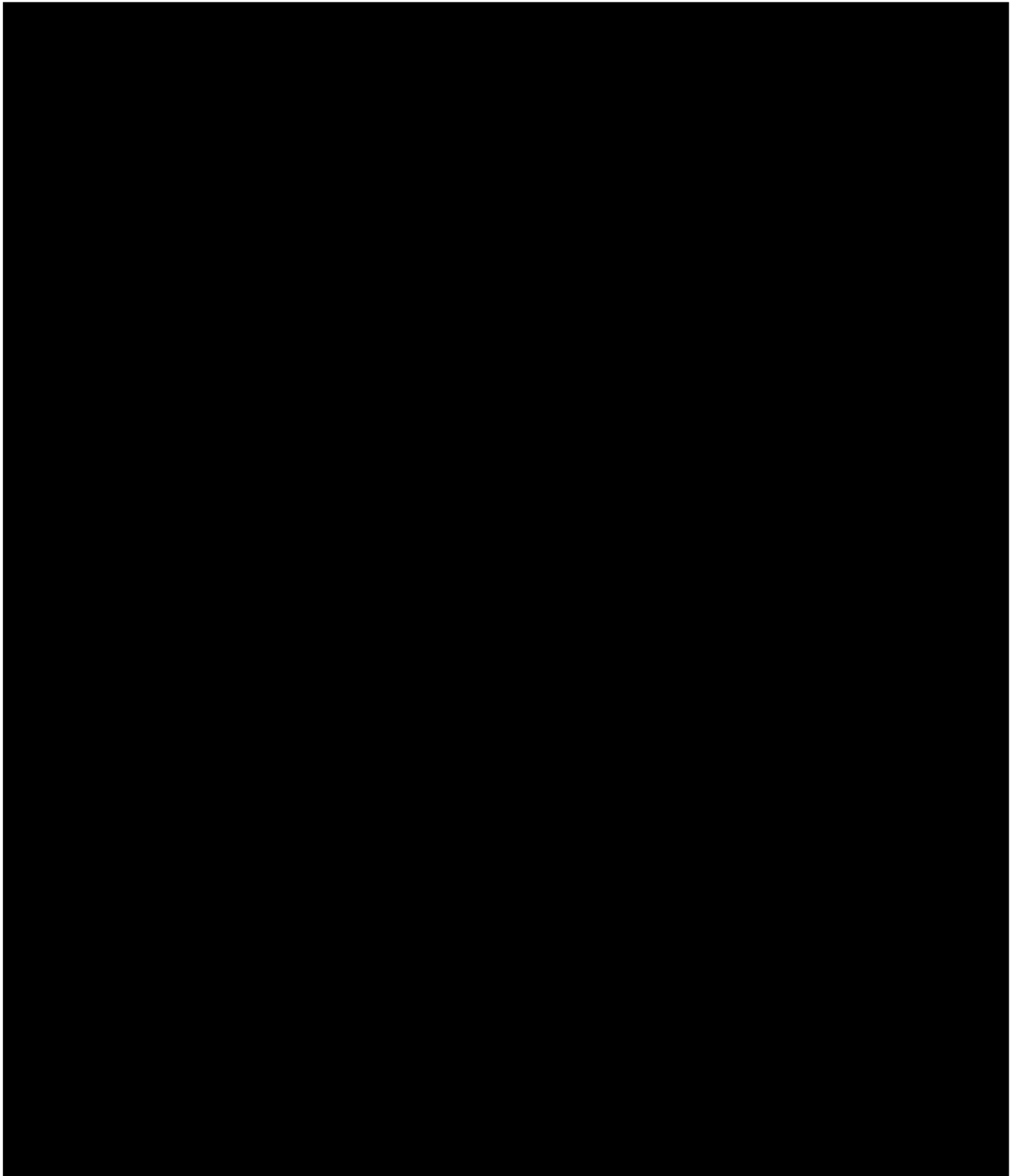
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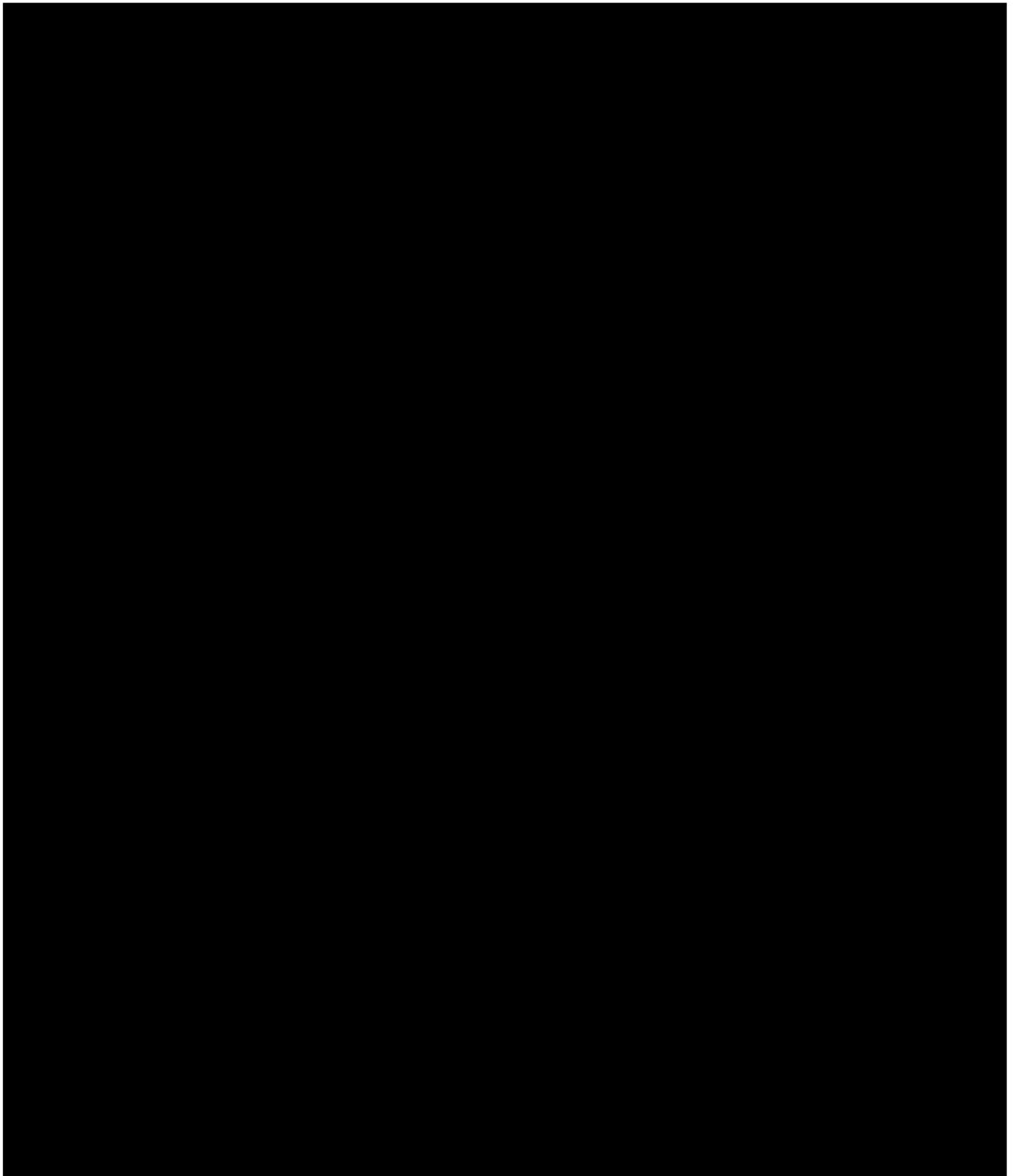
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ANNEX B

STATEMENT OF WORK-

THIS STATEMENT OF WORK IS ISSUED UNDER AND IN ACCORDANCE WITH THE ORDER CONTRACT ENTERED INTO BETWEEN THE PARTIES DATED 18/08/2024

Any schedule attached to this Statement of Work will describe in detail the different types of Services to be provided under that Statement of Work. A schedule attached to this Statement of Work only applies to the relevant project to be delivered under that Statement of Work, and not to any other Statement of Work, or to the provision of the Services as a whole.

1.1 Where a Statement of Work would result in:

- a variation of the Services procured under this Order Contract;
- an increase in the Charges agreed under this Order Contract; or
- a change in the economic balance between the Parties to the detriment of the Client that is not provided for in this Order Contract, the relevant term(s) will be dealt with as a proposed Variation to this Order Contract in accordance with the Variation procedure set out in Clause 24.

Project:	To deliver communication activity for the Breakthrough Agenda (BA).
Project start Date	The contract start date is 22nd August 2024 and shall expire on 31st March 2025
Notice period for cancellation	Notice period for cancellation is 30 days.
[Project Notice Period]:	
Overarching Brand/Campaign	The Breakthrough Agenda (referred to internally as the BA) aims to strengthen international collaboration to make clean technologies and sustainable solutions the most affordable, accessible and attractive option in key sectors and in all regions by 2030. It was launched at COP26 to help the world close the “collaboration gap” and accelerate international action on climate change to meet the Paris Agreement’s global decarbonisation targets. It is now backed by over 100 initiatives and 57 governments (including China, India, the EU and US) covering 80% of global GDP.

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By giving the world a framework to prioritise, coordinate, and enhance collaborative action across seven high emitting sectors, the BA enables governments and businesses across the world to work together in a more coordinated way to take urgent and decisive action on the world's biggest challenge.

The BA focuses on seven sectors which collectively make up more than 60% of global emissions – steel, road transport, power, hydrogen, agriculture, cement and concrete and buildings. The UK co-leads five of seven Breakthrough sectors under this international collaborative framework. The UK hosts the BA secretariat.

Background to the Requirement

To secure our COP26 legacy and further embed the BA as an integral part of the international climate architecture, we require additional support to enhance communication of the BA. The BA seeks an external organisation to implement the outputs as listed in the below requirement.

Aims & Objectives

To deliver communication activity for the Breakthrough Agenda (BA).

The BA comms activity will contribute to the UK priorities by:

- Aligning to the 2023 UK Government Climate and Nature Priorities, such as accelerating sectoral decarbonisation globally (through the individual BA sectors) and demonstrating progress to keep 1.5 alive and deliver on the Glasgow Climate Pact (through the BA's Priority Actions).
- Anchoring the BA more widely within the international ecosystem and increasing awareness of the BA across bilateral and multilateral engagements.
- Reinforcing the BA as the global framework for international collaboration towards sectoral decarbonisation.
- Promoting international collaboration and a sectors-based approach as effective methods for tackling decarbonisation challenges.
- Amplifying key deliverables under the BA process and galvanising political momentum for this work (e.g., on standards, finance, research & innovation, trade, demand creation, infrastructure etc.)

The aim of the BA is to accelerate the global clean energy transition through international collaboration. This is achieved through reinforcing and connecting successive COP action

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**Goods or
Services**

agenda and engaging the work of 100+ major international initiatives across seven key sectors covering over 60% of global emissions. Comms activity is a crucial part of the BA and is used to inform key stakeholders and engage and focus their deliverables.

Requirement**Focus Area 1 - Enhancing the Breakthrough Agenda Website****Overview**

The objective of the website is to provide information in a static form on the Breakthrough Agenda. The audience for the website will be international industry stakeholders, policy makers, Ministers / Government officials and journalists.

An initial landing page (<https://breakthroughagenda.org/>) was developed using Wordpress for the website in FY23/24. We are happy with the initial look and feel of the website. However, the website lacks basic functionality that we require. For example, we need multiple webpages to host different themes and topics, rather than hosting all the information on one single page (as it currently is). More information about the requirements is available in the 'Architecture section'.

The Breakthrough Agenda is a global initiative which is backed by 57 countries. The website should be designed to engage with these country officials, providing an overview of the Breakthrough Agenda and its background, but also detailed information on recent activity and priority actions. Most stakeholders visiting the website will have some understanding of the Breakthrough Agenda and its links into the international climate architecture. However, some stakeholders may be completely new to the framework, so the website needs to cater for both audiences.

The website expansion must be completed by **mid-September 2024**, ahead of the Breakthrough Agenda report launch in October and COP29 in November. The content management of the website should continue throughout the contract period.

Examples of websites we would like to emulate:

- <https://zevtc.org/>
- <https://acceleratingtozero.org/>
- <https://www.globaloptimism.com/>
- <https://climatechampions.unfccc.int/>

Business needs:

We require a supplier to deliver the following functions:

- Expand the existing website landing page, design and build. The Supplier will need to provide Authority with multiple touchpoints to review and comment on website landing page design to ensure they are content with the final build.

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- Ongoing technical maintenance and hosting of the website and post-launch technical support.
- Active content management of the website:
 - Supplier to write content and copy on news, updates and events and publish updates on the website accordingly. Authority to review and comment on draft copy before publication.
 - Authority to advise on content strategy, to ensure it links up to major moments in the Breakthrough Agenda calendar.
 - Authority would expect content to be updated to reflect major moments in the calendar year (such as CEM-MI, London Action Climate Week, New York Climate Week, COP29) as well as announcing Breakthrough Agenda priority actions and the report launch in October.
 - Supplier to proofread and quality assure all published content on the website.
 - Supplier to design visual content and copy for the publication of the priority actions, with input from the Authority.
 - Authority to have log in access to the website.
 - Supplier to oversee and coordinate content management between the website and the LinkedIn page.
- NB: A priority within the budget is developing the website and LinkedIn. The team is open to suggestions on what level of active content management is available for the website and LinkedIn with the budget.

Background

The initial landing page already developed includes:

- Moving image banner
- Jump to section
- Embedded film content
- Embedded quotes
- Embedded graphic (Breakthrough Agenda cycle diagram)
- Embedded PDFs (Breakthrough Agenda Report 2023 and COP28 press release)
- Embedded comms toolkit
- Flag icons for county signatories
- Drop down section for each Breakthrough sector
- Contact us section

Requirements

- The updated website should be accessible on multiple devices and browsers.
- Authority to have log in access to the website and be able to make small edits if needed. The Authority should maintain ownership of the website and all content and comms assets following the end of the contract.
- The Supplier will need to ensure the navigation of the website is intuitive.

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- The website should feature the Breakthrough Agenda logo, employ its colour palette and be consistent with the existing Breakthrough Agenda landing page and the BA toolkit.
- The webpage load times should be minimal.
- The website should adhere to HMG accessibility standards.
- The website should adhere to HMG security standards.
- In the future, there may be an opportunity to launch the website in multiple languages. The website build should be developed with this in mind, and not prevent any future changes being made to the sight.
- Supplier should monitor website and content performance (views to each page etc, overall website usage) and make changes to the website and content strategy if needed to ensure maximum impact and continuous improvement.
- Interaction with the website will be completed through the subpages, drop down functionalities for the BA sectors, Film content, Embedded PDFs and the Jump to section. The website should be simple and static.

Architecture

The content areas of the site:

Landing page:

- To include mission statement and a brief description of the Breakthrough Agenda (text taken from the existing landing page). Include the embedded Breakthrough Agenda video. Potentially include a rotating banner / image carousel of news, events and publications. Bottom of the page to direct visitors to view our LinkedIn page.

Banner at top of the landing page:

- The banner at top of the landing page will have a list of the different website subpages and a drop-down menu for each subpage. Potential subpages: The Breakthrough Agenda (Overview; Who we are; Annual cycle, Annual Report); Sectors (Power, Road Transport, Steel, Hydrogen, Agriculture, Buildings); News and events (Updates on Breakthrough Agenda events and publications) Contact us (email webpage form; follow us on LinkedIn).

Breakthrough Agenda:

- **Overview:** What is the breakthrough agenda. Annual cycle. Governments committed to the Breakthrough Agenda. Different sectors and country leads.
- **Who we are:** Pictures / bio of strategic advisors, high level champions, Oversight Group representatives, country co-leads, breakthrough secretariat.
- **Annual report:** Overview of the report. Pdf of latest report and links to previous annual reports available.

Sectors:

- **Power:** Short summary of the sector (developed by Supplier), priority international actions (a prominent part of the page), Overview, endorsing countries, initiatives (with a

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logo for each initiative and a link to the respective website), landscape maps (an example of these in static format can be found on the current website. The website would host interactive landscape maps which provides information on each of the different initiatives and links to their website. Possibility to provide dynamic elements such as zooming in on any initiatives selected), link to the latest BA report chapter, sector specific news and events.

- **Road Transport:** Same as Power
- **Steel:** Same as Power
- **Hydrogen:** Same as Power
- **Agriculture:** Same as Power
- **Buildings:** Same as Power
- **Cement & Concrete:** Same as Power

[NB: The Breakthrough Agenda may launch new sectors which would require a new subpage of the website. The website should be built to enable new subpages to be added if needed]

News and events:

- **News:** Press releases, publications, write up of events
- **Events:** Upcoming Breakthrough Agenda and partner events, sector specific news and events, calendar of major events over the year (which the DESNZ team can access and make edits to)

Contact us:

- Webpage that sends messages to Breakthrough Agenda email account; link to LinkedIn page.

Administration

The site should be hosted and maintained by the supplier throughout the contract. The Breakthrough Agenda team should be able to access the backend of the website to make edits if necessary (for example, making changes to the calendar of events and uploading new versions of pdfs).

Focus Area 2: LinkedInOverview:

Develop a professional LinkedIn page for the Breakthrough Agenda and manage it with regular, impactful content to increase engagement and followers.

To date, individuals have been posting about the Breakthrough Agenda via their personal accounts. We need a LinkedIn page to share news and events and connect with engaged and new stakeholders.

The LinkedIn must be completed by **mid-September 2024**, ahead of the Breakthrough Agenda report launch in October and COP29 in November.

Examples of LinkedIn pages we would like to emulate:

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- <https://www.linkedin.com/company/global-optimism/posts/?feedView=all>
- <https://www.linkedin.com/company/a2zcoalition/posts/?feedView=all>
- <https://www.linkedin.com/company/climatechampions/>
- <https://www.linkedin.com/company/bill-&-melinda-gates-foundation/>
- <https://www.linkedin.com/company/mission-innovation/posts/?feedView=all>

Business needs:

- Supplier to develop LinkedIn page that reflects the Breakthrough Agenda branding and overview. Supplier to provide Authority with multiple touchpoints to review and comment on the LinkedIn page design to ensure they are content.
- Authority to have access to LinkedIn passwords. The Authority should maintain ownership of the LinkedIn page and all content and comms assets following the end of the contract
- Supplier to draft regular posts to mark key moments in the calendar year (such as CEM-MI, London Action Climate Week, New York Climate Week, COP29) as well as announcing Breakthrough Agenda priority actions and the report launch in October. Authority to review and comment on draft copy before publication.
- Supplier to align LinkedIn comms activity with activity published on the website.
- Supplier to share relevant content from initiatives that participate in the Breakthrough Agenda (to be signed off before posting by the Supplier).
- Set KPI targets for LinkedIn activity, such as number of followers and level of engagement in posts. Supplier to monitor progress and make continuous improvements to keep improving LinkedIn KPIs.

Focus Area 3 - Audience review (desirable)**Overview:**



Conduct a comprehensive audience review of the Breakthrough Agenda's target audience to refine messaging and strategic engagement / comms approach, ensuring it resonates with stakeholders. Explore the audience review for key outputs such as the annual report and individual sectors.

The audience review should be completed by **mid-September 2024**, ahead of the Breakthrough Agenda report launch in October and COP29 in November, to ensure maximum impact for the comms and engagement strategy.

Focus Area 3 - Activation around events (desirable)**Overview:**

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	<ul style="list-style-type: none"> • Activation of comms activity at key moments in the calendar year (such as CEM-MI, London Action Climate Week, New York Climate Week, COP29) • Writing press notices • Activating media to pick up key messages • Content creation <p>The activation around events should continue throughout the contract period.</p>
Project Plan:	Detailed within specification
Contract Charges:	£98,793.75
Client Assets:	The authority will provide branding guidelines to the supplier.
International locations:	N/A
Client Affiliates:	N/A
Special Terms:	<p>Milestone payments –</p> 
Key Individuals:	

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**Authorised
Agency
Approver:**

[Redacted]
[Redacted]

**Authorised
Client
Approver:**

[Redacted]
[Redacted]

Signed by:.....[Redacted]

by (print name):.....[Redacted]

As Agency Authorised Approver for and on behalf of

[Agency] [Redacted]

Date.....[Redacted]

Signed by:....[Redacted].....

by (print name)[Redacted].....

As Client Authorised Approver for and on behalf of

[Client] [Redacted]

Date [Redacted].....