Request for Proposals – PR strategy and support

The PRI Association is inviting Requests for Proposals from individuals or organisations qualified and interested in developing and implementing a proactive PR/media relations programme to position the organisation as a leading global investor network on responsible investment.

The objective is to raise the profile of the PRI and the work it is carrying out with signatories in key markets including the US, Canada, UK, France, Germany, Switzerland and Australia. In addition to promoting the PRI and responsible investment broadly, activity is likely to focus on the following areas:

- Reporting and Assessment: the launch of the PRI's new Reporting Framework, which captures information on the responsible investment activities of more than 800 institutional investors in 50 countries, who manage assets in excess of $34 trillion.
- Policy and Research: new work by the PRI exploring how public policy can best support the development of a more sustainable financial system and counter short-termism within companies and markets by making long-term investment mandates a reality.
- Investor Engagements: focusing on the collaborative engagements that the PRI run with signatories to improve company disclosure and performance on ESG issues.

This project will support PRI Principle 4 which states: "We will promote acceptance and implementation of the Principles within the investment industry."

Submissions

For further information and to submit proposals please contact Matthew McAdam, Associate Director, Communications, at +44 (0) 203 714 3142 or matthew.mcadam@unpri.org. The deadline for submitting proposals is **17.00 GMT 28 February 2014.**

About the Principles for Responsible Investment

The Principles for Responsible Investment (PRI) is a network of international investors working together to put the six Principles for Responsible Investment into practice. The Principles were devised by the investment community. They reflect the view that environmental, social and corporate governance (ESG) issues can affect the performance of investment portfolios and therefore must be given appropriate consideration by investors if they are to fulfil their fiduciary (or equivalent) duty. The Principles provide a voluntary framework for all investors to incorporate ESG issues into their decision-making and ownership practices and so better align their objectives with those of society at large.