

REQUEST FOR PROPOSALS

Consultant Writer(s): Food sovereignty, agroecology and climate justice article series

Background

Inter Pares is a Canadian social justice organization that works with counterparts around the world to address the root causes of inequality and injustice. Through the Feminist Climate Action in West Africa (ACF-AO) project, Inter Pares, SUCO and their counterparts support communities in Togo, Senegal, Guinea-Bissau and Côte d'Ivoire to strengthen climate resilience, promote agroecological practices, support women's leadership and improve food sovereignty.

As part of the project's activities, Inter Pares is seeking one or more freelance writers to develop a series of accessible, educational articles to be published on Inter Pares' website that introduce key concepts related to food sovereignty, agroecology, climate justice and feminist approaches to agriculture.

Purpose

The purpose of this assignment is to produce a series of high-quality articles that:

- Increase understanding of Inter Pares' approach to food sovereignty, agroecology and climate justice, and the role of long-term partnerships that support community-led solutions.
- Increase public understanding of food sovereignty, agroecology, climate justice and related topics.
- Show the impact of global issues in communities in West Africa and highlight Inter Pares' counterparts' practical approaches to addressing them.
- Highlight the knowledge, leadership and solutions developed by communities, particularly women and small-scale farmers.
- Provide evergreen content that can continue driving website traffic and online engagement over time.
- Attract new audiences to the Inter Pares website through commonly searched questions and keywords.

Target Audience

The articles are intended for a broad Canadian audience, including:

- Inter Pares' supporters and donors.
- Individuals interested in social justice, food and climate justice, environmental issues, and sustainable food systems.
- Students and educators.
- Individuals encountering these topics for the first time through online searches.

Articles should assume no prior knowledge of the subject matter and use clear, accessible language, respecting Inter Pares style and tone for writing.

Scope of Work

The consultant(s) will research and write a series of approximately eight to ten articles in English. Articles should answer common questions about food systems, climate justice and agroecology while connecting these issues to Inter Pares' counterparts' work in West Africa.

The final list of topics will be developed collaboratively with Inter Pares. Potential articles topics include:

- What is food sovereignty and why does it matter?
- What is a feminist approach to food sovereignty?
- Who controls our food? Understanding corporate power in agriculture
- What is agroecology and how can it help address the climate crisis?
- Seed saving and seed sovereignty
- Why women farmers matter
- How climate change affects food systems
- Local food systems and community resilience
- Why biodiversity matters for food and farming

Throughout the series, articles should draw examples from Inter Pares' counterparts' work in West Africa to illustrate how communities are building more just, sustainable and resilient food systems.

Editorial Approach

Articles should:

- Adhere to the Inter Pares style guide and voice guidance.
- Be written in an engaging and accessible style.
- Be optimized for online reading and search engines.
- Answer common questions people may search online.
- Include clear headings and subheadings. Inter Pares will provide target keywords and SEO guidance.
- Draw on stories, examples and lessons from Inter Pares' counterparts in West Africa wherever possible.
- Articles should reflect Inter Pares' values by emphasizing solidarity, long-term partnerships, community leadership and locally rooted solutions, while avoiding overly technical or academic language.

Inter Pares will provide background materials, project documents, reports, photos and examples from our counterparts to help ground the articles in real experiences.

Deliverables

The consultant(s) will deliver:

1. Article Series

- Eight to ten original articles.
- Approximately 800 to 1,500 words per article.
- SEO-informed titles and subheadings.
- Suggested meta descriptions and keywords for each article.
- Proper attribution of sources and references where applicable.
- Photo captions and credits

2. Optional Deliverable (could be quoted separately)

Content adaptation for social media, including:

- Two to three social media content packages per article, including:
 - Draft social media copy in English and French.
 - Recommendations for accompanying photos, videos or graphics.
 - Suggestions for visual assets and design elements.
- Development of a three-email welcome series for new subscribers interested in food sovereignty, agroecology and climate justice. The series would introduce key concepts, highlight Inter Pares' work and encourage deeper engagement with related content.

- Translation: Inter Pares intends to publish each article in both English and French.

Timeline

The anticipated timeline is:

- Contract start: July 20, 2026
- Topic development and onboarding: July 20 to July 25, 2026
- First article submitted: August 3rd, 2026
- Review and revision period: Inter Pares will review the first article and provide feedback. The consultant will incorporate feedback before proceeding with the remaining articles.
- Rolling submission of remaining articles: August–October 2026. Articles will be submitted on a rolling basis according to a schedule established collaboratively with Inter Pares, allowing for review, revisions, and publication throughout the project period.
- Final articles completed: October 31, 2026

More specific deadlines will be established in consultation with the selected consultant(s).

Qualifications

The ideal candidate(s) will demonstrate:

- Experience writing accessible, public-facing content.
- Knowledge of food sovereignty, agroecology, climate justice, sustainable agriculture or related fields.
- Experience writing for web audiences and SEO purposes.
- Ability to write and read in English.
- Ability to write and read and French is an asset.
- Experience working with social justice, international cooperation, environmental or feminist organizations is an asset.

Proposal Requirements

Candidates may:

- Submit a proposal for writing services only; or,
- Submit a proposal that includes writing and one or more of the optional deliverables outlined above, depending on their expertise and capacity.

Interested consultants should submit:

- A brief description of their relevant experience.
- Two to three writing samples.
- A proposed approach to the assignment, including any relevant experience with web content development.
- Proposed budget, including:
 - Cost per article.
 - Translation costs (if applicable).
 - Costs for optional deliverables, including social media content adaptation and/or an email engagement series.

Please provide separate pricing for writing services and each optional deliverable.

Budget

The total budget available for this assignment is approximately \$15,000 to \$20,000 CAD, inclusive of professional fees and applicable expenses.

Inter Pares welcomes proposals from individual consultants, teams of writers and translators, or agencies with relevant expertise. Inter Pares reserves the right to modify the scope of work, deliverables and number of articles based on the proposals received, the selected consultant(s)' expertise and the available budget.

How to submit a proposal

If you are interested in supporting us with this work, please send a written proposal addressed to Thelma Grundisch at tgrundisch@interpares.ca.

Proposals will be reviewed on a rolling basis.

Questions may be submitted in advance to tgrundisch@interpares.ca.