

Terms of Reference: Consultancy to develop a proposal for a major outreach campaign for a global restoration goal

IUCN's Forest Conservation Programme (FCP) is seeking a consultant to develop a proposal for a year-long **strategic communications and digital and social media campaign** for the [Bonn Challenge](#), a global goal to bring 150 million hectares of degraded and deforested landscapes into restoration by 2020 and 350 million hectares by 2030.

To date, 59 pledges totalling 170+ million hectares have been announced. 2020 is the first goal year of the Bonn Challenge and IUCN, as its Secretariat, is developing plans for outreach and influencing actions for the year. Within this, we are looking for an energetic strategic communications and digital and social media campaign on the Bonn Challenge that will break through the noise of online environmental discourse and better reach our target audiences.

Our goal is to make the Bonn Challenge, and the forest landscape restoration ([FLR](#)) approach that underpins it, top of mind for governments and the international community in 2020. We want to translate our work and that of our many partners into a compelling story and get that story out.

Some key objectives would include:

1. Progress: Raise the profile of the Bonn Challenge and the forest landscape restoration approach that underpins it, including by highlighting the measurable progress already being made that is being documented by the Bonn Challenge Barometer
2. People: Put a face on the Bonn Challenge and FLR through crowdsourced stories from restoration efforts undertaken by individuals, private corporations and other coalitions, as well as drawing attention to governments that are using FLR to meet inspirational goals such as women's empowerment, youth engagement, species conservation, enhanced food security, etc.
3. Prospects: Move political opinion on the role of FLR/BC as a pathway to achieving the climate change Paris Agreement, biodiversity post-Aichi framework, Land Degradation Neutrality Goal and Sustainable Development Goals.

The final product, due December 15, 2019, is a proposal for the 2020 campaign and a quote for the cost of implementing this campaign. A preliminary sketch of the campaign is due December 1 for feedback from IUCN.

The proposal should include:

- a campaign name
- a list of key messages
- recommended mediums for reaching our target audiences
- a sampling of assets (digital, image, text) with inspirational content
- a suggested hashtag
- a horizon scan of relevant events for online promotion
- –numerical targets for online outreach with a sampling of the actions needed to achieve them

Qualifications

Applications from firms and individuals are welcome.

- A strong track record of strategizing and implementing disruptive online campaigns for diverse non-profit or advocacy clients

- Ability to develop powerful and inspirational content targeting a diversity of actors at the national and international levels
- Experience developing campaigns for environmental and development organisations is preferred but not required
- Demonstrated ability to quickly grasp technical information and convert it into digestible content for political and other non-technical audiences.

Budget: USD 15,000

Please send your cover letter, resume, three samples of work, three references and a quote to Swati Hingorani swati.hingorani@iucn.org by November 20, 2019.

About IUCN

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,300 Member organisations and some 10,000 experts. It is a leading provider of conservation data, assessments and analysis. Its broad membership enables IUCN to fill the role of incubator and trusted repository of best practices, tools and international standards.

IUCN provides a neutral space in which diverse stakeholders including governments, NGOs, scientists, businesses, local communities, indigenous peoples organisations and others can work together to forge and implement solutions to environmental challenges and achieve sustainable development.

Working with many partners and supporters, IUCN implements a large and diverse portfolio of conservation projects worldwide. Combining the latest science with the traditional knowledge of local communities, these projects work to reverse habitat loss, restore ecosystems and improve people's well-being.

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