

Terms of reference for infographic, motion infographic and related materials for IUCN's project: Restoration in supply chains (ReSupply)

September 2020

Introduction and Background

The International Union for Conservation of Nature (IUCN) is the world's oldest and largest environmental organisation. Conserving biodiversity is central to the mission of IUCN. The goal of the organisation is to demonstrate how biodiversity is fundamental to addressing some of the world's greatest challenges such as climate change, sustainable development and food security. IUCN works toward its mission by developing hundreds of conservation projects all over the world from the local level to those involving several countries, all aimed at the sustainable management of biodiversity and natural resources.

IUCN supports collaborative actions through The ReSupply project: Restoration in supply chains from zero net deforestation to net positive action, funded by the German Ministry for the Environment International Climate Initiative (IKI). The project started in January 2019 and ends in January 2022.

The project works with companies and other landscape actors to run the Restoration Opportunity Assessment Methodology ([ROAM](#)) in three supply chains, cocoa in Ghana and Peru, and sugar cane in Tanzania. The results and analysis generated by the ROAM assessment will be used to create business cases for specific forest landscape restoration ([FLR](#)) interventions in the selected supply chains.

In parallel, IUCN and likeminded players, especially companies, are building a community of practice on FLR in supply chains. While guiding IUCN in the development of the business cases and communications products, the community of practice will inform other companies and investment platforms of ways to implement FLR in supply chains and how it can address market, reputational and financial risk.

ReSupply Communications Strategy

- **OBJECTIVE 1:** Influence and sensitise three agro-business companies, including actors within their associated supply chains, to incorporate an FLR approach into their business models, leading to the adoption of positive business cases emphasising the many benefits of restoration.
- **OBJECTIVE 2:** Build awareness and support for private sector restoration in supply chains by creating a blueprint to be used in a *Guide for Business* based on the learning from the results of the project and the community of practice, to persuade the larger target demographic (related private sector actors), governments, NGOs and the broader restoration community of the benefits of restoration. Parlay this into systems for adoption of FLR approaches and facilitate the unlocking of public/private blended investment.
- **OBJECTIVE 3:** Communicate the value of forest and farm producer organisations (FFPOs) as key implementers of FLR, and promote how they (along with the private sector companies) can support a government's international and national commitments to restoration and other collective aspirations.

Rationale for creation and design of infographic and motion infographic

A static and a motion infographic will be instrumental for telling the story of the business case for including FLR in supply chains.

Objectives of the infographics

- To show the process of assessing and incorporating the FLR approach into agricultural business operations
- To demonstrate the value/business case to companies of incorporating FLR into supply chains
- To demonstrate ties to corporate and national sustainability targets and connect these to investment opportunities
- To show the benefits of FLR for landscape resilience, which support smallholder livelihoods and ecosystem services

Uses for the infographics

The infographics will be adapted and purposed for several products including a publication (Guide for Business), a brochure, a slide deck and a short promotional video. All of these products will be used to encourage businesses, governments and investors to incorporate FLR into agricultural commodity supply chains.

Schedule and deliverables

- A one or two-page spread static infographic
- A 60-90 second motion infographic that uses elements of the static infographic
- A 10-20 slide presentation that uses elements of the static infographic
- A 2-4 page brochure that uses elements of the static infographic

Milestone / deliverable	Indicative completion date
Recruitment of consultant/design company	30 Sept 2020
Start date	5 Oct 2020
Initial wire framing and story boarding	9 Oct 2020
First draft	17 Oct 2020
IUCN comment period	01 Nov 2020
Final draft	14 Nov 2020
Final review period	21 Nov 2020
Completed deliverables	30 Nov-05 Dec 2020

Qualifications of the Evaluator(s)

IUCN requires a designer or a team of designers with experience in depicting complex systems for audiences in the private sector, preferably with design experience in agriculture or ecosystems.

In addition, the designers should have:

- At least 5 years' design experience with an accessible portfolio of work
- Complete independence from IUCN
- English language fluency
- Women are strongly encouraged to apply. IUCN is an equal opportunity employer and the successful candidate will be selected based on merit.

Budget

The maximum available budget for this project is CHF 24'500 (Swiss francs).

The designer(s) shall be paid by IUCN upon completion of the following milestones.

- 30% upon signing of the contract
- 70% after the delivery of the final products

Submission

We welcome applications from companies and/or individual designers.

- a) Personal CV of the designer or a website for the company that will lead the activities, indicating all relevant past experiences and main competencies.
- b) Link to a portfolio of work.
- c) A brief description (max 2 pages) of why the designer or team is the most suitable for the assignment, including a short description of the plan and process envisioned for meeting the deliverables.
- d) An estimated budget.

How to apply?

The interested candidates, who meet the above-mentioned criteria, may send their application to: corbett.nash@iucn.org, cc Pauline.buffle@iucn.org with the Subject “**Resupply Infographics**” no later than 18 September 2020.