

Call for Proposals

Consultant – Development of Digital Brochure

December 2020

The Convention on Wetlands is an intergovernmental treaty that provides the framework for national action and international cooperation for the conservation and sustainable use of wetlands. It was the first of the modern global multilateral environmental agreements and remains the only one devoted to a specific critical ecosystem.

The Secretariat of the Convention on Wetlands is seeking an expert consultant to develop an informational brochure as requested in paragraph 20 of Resolution XIII.11 *REQUESTS that the Secretariat develop an informational, downloadable brochure in all official languages explaining the opportunities presented by RAMs to assist Parties with implementing the Convention;*

The target audience for this two-page digital brochure is Contracting Parties with the objective that the brochure would provide a reader with basic information about a Ramsar Advisory Mission (RAM) including; what is a RAM and decisions of Contracting Parties on which the RAM mechanism is based, when a RAM is advisable, the process for requesting, preparing and undertaking a RAM, and the follow-up, outcomes and benefits of a RAM. The consultant may suggest other relevant information be included in the brochure.

The information for the brochure should be drawn from Resolution XIII.11 and [Operational Guidance for Ramsar Advisory Missions adopted by SC57; Ramsar Policy Brief 3 Ramsar Advisory Missions: A mechanism to respond to change in ecological character of Ramsar Sites](#); and Ramsar Briefing Note 8 [Ramsar Advisory Missions: Technical advice on Ramsar Sites](#). Additionally, Senior Advisor Tobias Salathe is to be consulted given his role in overseeing the management of RAMs within the Secretariat.

Expected deliverables and timeline:

- Proposed outline of content (with an estimation of the number of words per topical area) to be included in the brochure (1 week after start of project)
- First draft (Word document) of the brochure in a proposed layout (the consultant is not expected to provide imagery for the brochure nor to provide a final design) (3 weeks after the start of the project)
- Final draft text (Word document) of the brochure in a proposed layout reflecting feedback on the first draft from the Secretariat (5 weeks after the start of the project)

The digital brochure should be no more than two-pages in a final design format that is designed to be available digitally on the Convention website. Consideration should be given to the digital brochure being translated in French and Spanish (translations will be completed by the Secretariat)

The project should commence no later 1 February and be completed no later than 30 March. The project budget is CHF 1500 and consultant proposals should not exceed this amount. Interested consultants should submit proposals no later than 20 January 2021 including the following information; expression of interest including qualifications and experience, proposed fee and relevant samples of past projects that demonstrate experience in developing a digital brochure of this nature.

Proposals should be submitted electronically no later than 20 January 2021 to timar@ramsar.org