Request for Proposals (RfP)

Design and Communications Partnership

for the IUCN Green List

**Global Protected Areas Programme**

**Issue Date: 20 May 2021**

**Closing Date and Time: 03 June 2021, 23:59 CET**

**IUCN Contact :**

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PART 1 – INSTRUCTIONS TO PROPOSERS AND PROPOSAL CONDITIONS

* 1. 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.

Headquartered in Switzerland, IUCN Secretariat comprises around 950 staff in more than 50 countries.

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.

[www.iucn.org](http://www.iucn.org)

<https://twitter.com/IUCN/>

* 1. Summary of the Requirement

IUCN invites you to submit a Proposal for the Design and Communications Partnership for the IUCN Green List. The detailed Terms of Reference can be found in Part 2 of this RfP.

* 1. The procurement process

The following key dates apply to this RfP:

|  |  |
| --- | --- |
| **RfP Issue Date** | 20 May 2021 |
| **RfP Closing Date and Time** | 03 June 2021, 23:59 CET |
| **Estimated Contract Award Date** | 15 June 2021 |

* 1. Conditions



IUCN is not bound in any way to enter into any contractual or other arrangement with any Proposer as a result of issuing this RfP. IUCN is under no obligation to accept the lowest priced Proposal or any Proposal. IUCN reserves the right to terminate the procurement process at any time prior to contract award. By participating in this RfP, Proposers accept the conditions set out in this RfP.

IUCN requires Proposers to refrain from corrupt and fraudulent/prohibited practices in participating in this procurement. To this end, Proposers must sign the “[Proposer’s Declaration](https://www.iucn.org/sites/dev/files/template_4a_-_rfp_annex_1_-_declaration_2.docx)” and include it in their Proposal.

Proposers shall permit IUCN to inspect all accounts, records and other documents relating to the submission of the Proposal and contract performance (in case of an award), and to have them audited by auditors appointed by IUCN.

* 1. Queries and questions during the RfP period

Proposers are to direct any queries and questions regarding the RfP to the above IUCN Contact. No other IUCN personnel are to be contacted in relation to this RfP.

Proposers may submit their queries no later than 23 February.

As far as possible, IUCN will issue the responses to any questions, suitably anonymised, to all Proposers. If you consider the content of you question confidential, you must state this at the time the question is posed.

* 1. Amendments to RfP documents

IUCN may amend the RfP documents by issuing notices to that effect to all Proposers and may extend the RfP closing date and time if deemed appropriate.

* 1. Proposal lodgement methods and requirements

Proposers must submit their Proposal to IUCN no later than 23:59 CET on 03 June 2021 by email to: [deviah.aiama@iucn.org](mailto:deviah.aiama@iucn.org). The subject heading of the email shall be [RfP – Design and Communications Partnership for the IUCN Green List- [Proposer Name]]. Electronic copies are to be submitted in PDF and native (e.g. MS Word) format. Proposers may submit multiple emails (suitably annotated – e.g. Email 1 of 3) if attached files are deemed too large to suit a single email transmission.

Proposals must be prepared in English and in the format stated in Part 3 of this RfP.

* 1. Late and Incomplete Proposals

Any Proposal received by IUCN later than the stipulated RfP closing date and time, and any Proposal that is incomplete, will not be considered. There will be no allowance made by IUCN for any delays in transmission of the Proposal from Proposer to IUCN.

* 1. Withdrawals and Changes to the Proposal

Proposals may be withdrawn or changed at any time prior to the RfP closing date and time by written notice to the IUCN contact. No changes or withdrawals will be accepted after the RfP closing date and time.

* 1. Validity of Proposals

Proposals submitted in response to this RfP are to remain valid for a period of 90 calendar days from the RfP closing date.

* 1. Evaluation of Proposals

The evaluation of Proposals shall be carried out exclusively with regards to the evaluation criteria and their relative weights specified in part 3 of this RfP.

PART 2 – TERMS OF REFERENCE

IUCN’s Global Protected Areas Programme is seeking a long-term Design and Communications Partner for the IUCN Green List of Protected and Conserved Areas (‘IUCN Green List’) initiative from 2021 to 2024.

**Background**

The [IUCN Green List](http://www.iucngreenlist.org) is a global campaign for successful nature conservation. At its heart is the IUCN Green List Sustainability Standard that provides a global benchmark for how to meet the environmental challenges of the 21st century. The IUCN Green List offers locally relevant expert guidance to help achieve fair and effective nature conservation results in protected and conserved areas. It can help guarantee that wildlife and ecosystems can survive, thrive and bring value to communities everywhere.

A protected or conserved area that reaches the IUCN Green List Standard is certified and recognised as achieving ongoing results for people and nature in a fair and effective way. Any site can join, and work its way towards achieving verified success, and then maintain the Standard or further improve. Any protected and conserved area that gains ‘IUCN Green List’ status demonstrates:

* Respect: for the local community through fair and meaningful engagement of rights-holders and stakeholders
* Design: planning that identifies the needs to secure the important values of the area
* Effective management: monitoring of the status of these important values
* Successful conservation results: for nature and for people
* Clear sustainable development contribution: to biodiversity loss, to climate change responses, to health and well-being and other sustainability challenges

With the support of several IUCN financial partners, there is a now an opportunity to continue support for the development of design and communication materials for the IUCN Green List over a longer-term duration, starting in 2021 until end of 2024. This will include support for ongoing operations in 2021-2023. Further resources for 2024 will be sought.

**Objectives**

The Design and Communications Partnership consultancy has the following objectives:

1. Support the ongoing design, implementation, maintenance and promotion of the new IUCN Green List website architecture using the current WordPress platform;
2. Support social media promotion of the IUCN Green List to the global community and public;
3. Lead the development of a global communications campaign linked to key IUCN strategies and key global events;
4. Support project-based design and communications needs;
5. Lead on updating IUCN Green List branding and core document designs;
6. Incubate, provide and showcase creative, innovative and inspiring nature-based design ideas to promote the IUCN Green List to IUCN stakeholders and to new stakeholders.

The target audience for all objectives are all IUCN Green List stakeholders, which include protected and conserved area management agencies (governmental and non-governmental), national and sub-national governments, supporting non-governmental and civil society organisations, indigenous peoples organisations, protected and conserved area experts and practitioners (incl. park rangers), research institutions and academia, multi-lateral or international organisations, standards organisations, multi-lateral development banks and impact investors/donors, the private sector and the general public.

**Tasks and deliverables by objective**

1. **Website design, implementation, maintenance and promotion**
   1. Development of customized website features that match the needs of the IUCN Green List initiative, including but not limited to: design of different pages and layouts to best suit, present and visualise the information needed; interactive maps; dynamic news and blog sections; community engagement forums.
   2. Multi-device compatibility and responsiveness: ensure the website functions and looks well across different devices (e.g. smartphones, tablets, etc.) and that the same level of user experience is maintained.
   3. Support content, accessibility and maintenance of the website in different languages, starting with English, French, Spanish, Portuguese, Arabic and Chinese, and potentially more.
   4. Enhance and facilitate the content/API linkages between the IUCN Green List website and our other IUCN and partner programmes and websites (e.g. Protected Planet, BIOPAMA, Panorama, etc.)
   5. Set up Third-Party Integration and/or APIs linkages with the IUCN Green List Salesforce-based data platform: COMPASS and potentially other websites as well such as protectedplanet.net
   6. Support website analytics and ways to maximise reach and impact, including SEO
   7. Help incorporate community feedback on website features and pages
   8. Develop a maintenance plan, especially for the following:
      1. Front-end: visual glitches, content errors, display errors, ongoing template management, content management.
      2. Back-end: error messaging, password resets, WordPress updates, plugin updates, content management.
      3. Server maintenance: the Design Partner would be the technical contact to receive, access, and solve server issues.
      4. Domain maintenance: the Design Partner would get access to receive related notifications.
      5. Assist the IUCN Green List team with troubleshooting other related technical issues on an ad-hoc basis
      6. Potential enhancement of user functionality of the website when the need arises
2. **Social media support**
   1. Ideas and support for launching a dedicated IUCN Green List Instagram account that can promote the website as well as images from protected and conserved areas. That would include advising on strategy, content creation and management, setting up the right “tone of voice” as well as other audience engagement tools and ideas and multi-lingual social presence.
   2. Ideas and support for promoting the website on existing IUCN social media channels including Facebook, Twitter, Vimeo and YouTube
   3. Take initiative to showcase the website to relevant design communities as a source of nature-based inspiration
3. **Global communications campaign** 
   1. Lead on the design of an action- and impact-oriented global IUCN Green List campaign calling for more countries and sites to join the growing global community and for more public engagement with their local protected and conserved areas, using the brand identity across communication media — web and digital products (incl. banners, audio, video), print, signage, and social media.
   2. Support in making design linkages between the campaign and key IUCN strategies including the Tech4Nature Partnership Communications Strategy, IUCN Green List Business and Development Plan and IUCN’s Quadrennial Programme 2021-2024.
   3. Support the implementation of the campaign before, during and after key global events including IUCN’s [World Conservation Congress](https://www.iucncongress2020.org/) and the UN Biodiversity Convention’s 15th [Conference of Parties](https://www.cbd.int/meetings/COP-15).
   4. Take initiative to showcase the campaign to relevant design communities as a source of nature-based inspiration.
4. **Branding and document design**
   1. Update the Visual Identity guidelines to support the expansion of communications and design needs.
   2. Update and expand on the set of relevant visual icons related to the IUCN Green List Standard and terminology
   3. Revising the design of the core documents of the IUCN Green List such as the IUCN Green List Standard and User Manual and brochures in multiple languages
5. **Project-based design and communications needs**

Current priority needs are global in scope, but there will be opportunities to support specific project design and communication needs for the partnership duration. These will form ‘project modules’ under the current partnership agreement, with specific tasks and deliverables, and supporting budget based on specific project resources.

1. **Incubate, provide and showcase creative, innovative and inspiring design ideas**

We seek a Design and Communications partner that is committed to the mission of the IUCN Green List, which is ensuring successful, effective and equitable area-based conservation, and will proactively incubate, test and provide new creative innovative and inspiring design ideas to promote the IUCN Green List to our key stakeholders and unconventional stakeholders too. Tasks would include (but not limited to):

* 1. Propose new design and communications ideas that could be tested in the Green List community and/or design community, serving as a design idea incubator for nature-based / nature-sourced / nature-inspired design.
  2. Provide and showcase successful and impactful design and communications solutions to promote the IUCN Green List to our key and unconventional stakeholders, and the general public.
  3. Identify opportunities to collaborate with IUCN to use the IUCN Green List brand for nature-based or nature-inspired design and communications products.

**Duration, indicative timeline and budget**

The partnership duration is June 2021 to December 2024.

Indicative timeline for the first four objectives (the second two objectives are open-ended timelines depending on project and collaborative opportunities) in the first year of the partnership. Deliverable timelines are largely in 2021 as these are the priority needs, with the global campaign expected to run into mid-2022 or beyond. 2022 deliverables would be detailed in the second half of 2021. The timeline below indicates that four objectives will need to advance in parallel throughout 2021 and therefore the partner must demonstrate appropriate team capacity.

|  |  |
| --- | --- |
| *Objective and task milestone* | *Timeline, completed by:* |
| 1 – First version of multi-lingual website | 31 July 2021 |
| 1 – First set of API interactions with other websites/data sources functioning | End of 3rd quarter 2021 |
| 1 – Incorporate community feedback | End of 4th quarter 2021 |
| 2- Instagram Strategy and Content planning | 15 July 2021 |
| 2- Instagram Launch | 31 July 2021 |
| 2- Website promotion on Social Media | Q2 to Q4 |
| 3 – First version of global campaign design | 06 August 2021 |
| 3 – Global campaign launch and event support at WCC | September 2021 |
| 3 – Global campaign continued at COP15 | September-October 2021 |
| 3 – Global campaign continuation | Until mid-2022 |
| 4- New Brand Identity Guidelines | 31 August 2021 |
| 4- Core documents re-designed | 31 August 2021 |

**The total budget available for this RfP is Swiss Francs (CHF) 56,000.**

PART 3 – THE EVALUATION MODEL

The proposals received will be evaluated in accordance with the criteria and associated relative weights as indicated in the table below

**Criteria Weight**

1. Relevant and fully validated experience and expertise of the Agency, demonstrated by past work and qualifications: 30%
2. Technical proposal shows clear understanding of the objectives of the partnership: 15%
3. Approaches suggested in the technical proposal are well-defined, relevant and correspond directly to the TORs: 25%
4. Approaches suggested in the technical proposal, including work plan, are feasible and provide clear path for successful, on-time, on-budget completion of the work: 25%
5. Demonstrated excellent ability to incorporate diverse and multiple rounds of feedback and work under tight timelines: 5%

Total 100%

PART 4 – INFORMATION TO BE PROVIDED BY PROPOSERS

By participating in this RfP, Proposers are indicating their acceptance to be bound by the conditions set out in this RfP.

This Part details all the information Proposers are required to provide to IUCN. Submitted information will be used in the evaluation of Proposals. Proposers are discouraged from sending additional information, such as sales brochures, that are not specifically requested.

**Each of the following must be submitted as a separate document, and will be evaluated separately.**

1. 1. Declaration

Please read and sign the [Declaration](https://www.iucn.org/files/proposers-declaration) and include this in your proposal.

* 1. Technical information/Service Proposal

1. Technical proposal showing clear understanding of the objectives of the partnership and how they will be fulfilled for the partnership duration, with strategic outlines, creative approaches and efficient work plans for meeting the objectives that are well-designed, relevant and correspond to the RfP.
2. Relevant examples of the proposer’s work corresponding well to the six objectives of the RfP.
3. A summary of the team the Proposer will assign to this project and their expected roles with a brief overview of their skills, competencies and experience relevant to implement the six objectives of the RfP.
   1. Pricing information

**Prices include all costs**

Submitted rates and prices are deemed to include all costs, insurances, taxes, fees, expenses, liabilities, obligations, risk and other things necessary for the performance of the Requirement. Any charge not stated in the Proposal as being additional, will not be allowed as a charge against any transaction under any resultant Contract.

**Applicable Goods and Services Taxes**

Proposal rates and prices shall be exclusive of Value Added Tax.

**Currency of proposed rates and prices**

Unless otherwise indicated, all rates and prices submitted by Proposers shall be in Swiss Francs (CHF) OR Euros (EUR) OR US Dollars (USD). If the budget is not in Swiss Francs then it must also include a column with conversion to Swiss Francs with exchange rate and date indicated.

**Rates and Prices**

Include estimated hours of work, plus material and overhead if applicable (travel will be limited and covered separately), for total amounts estimated for each of the six objectives. The total amounts for the six objectives cumulatively shall add up to the total budget for this RfP.

PART 5 – DEFINITIONS

For the purposes of this Request for Proposal (RfP) the following definitions apply:

|  |  |  |
| --- | --- | --- |
| Contract | Means any contract or other legal commitment that results from this Request for Proposals. | |
| Contractor | Means the entity that forms a Contract with IUCN for provision of the Requirement. | |
| Instructions | Means the instructions and conditions set out in Part 1 of this Request for Proposals. | |
| IUCN | Means IUCN, International Union for Conservation of Nature and Natural Resources. | |
| IUCN Contact | Means the person IUCN has nominated to be used exclusively for contact regarding this Request for Proposals and the Contract. | |
| Proposal | Means a written offer submitted in response to this Request for Proposals. | |
| Proposer | Means an entity that submits, or is invited to submit, a Proposal in response to this Request for Proposals. | |
| Requirement | Means the supply to be made by the Contractor to IUCN in accordance with Part 2 of the RfP. |
| RfP | Request for Proposals | |