



Terms of Reference

Development of strategy and media assets (videos) for catalysing IUCN Members into joining an IUCN led Community of Action under the UN Decade on Ecosystem Restoration

2.1. Introduction

The Forest Conservation Programme (FCP) for International Union for Conservation of Nature (IUCN) is looking for a service provider to design and develop videos and presentations to encourage IUCN Committees and, by extension, its Membership to form communities of action around the UN Decade on Ecosystem Restoration. The strategy and media assets will be part of a strategic toolkit to directly inform and educate Members on the benefits of engaging in restoration and participating in IUCN-led efforts to create active restoration communities. Once Members engage in IUCN restoration communities they will benefit by sharing knowledge and resources to improve their restoration efforts rooted in IUCN and partner tools and resources, and join a wider array of restoration practitioners through the UN Decade on Restoration Implementation Hub (under development). This action will benefit global restoration efforts through better cooperation and coordination.

The UN Decade on [Ecosystem](#) Restoration, declared by the UN General Assembly, aims to massively scale up the restoration of degraded and destroyed ecosystems as a proven measure to fight the climate crisis and enhance food security, water supply and biodiversity. The UN Decade on Ecosystem Restoration, a global call to action, draws together political support, scientific research and financial muscle to massively scale up restoration from successful pilot initiatives to millions of hectares. Research shows that more than two billion hectares of the world's deforested and degraded landscapes offer potential for restoration. The Decade will accelerate existing global restoration goals, for example the Bonn Challenge, which aims to restore 350 million hectares of degraded ecosystems by 2030. This endeavor builds on regional efforts such as the Initiative 20x20 in Latin America that aims to restore 20 million hectares of degraded land by 2020, and the AFR100 African Forest Landscape Restoration Initiative that aims to bring 100 million hectares of degraded land under restoration by 2030.

2.2. The objective and deliverables of the Consultancy

Mobilise a community or communities of action drawn from the restoration constituency within IUCN's 1400 State and non-State members to foster collaboration and networking, especially linking smaller scale projects and stakeholders outside the "echo chamber" of the normal actors. IUCN is also uniquely positioned to bring in the voices of small farmers organizations and indigenous peoples. The consultant will advise on outreach strategy to IUCN Members, and design, build and deliver an IUCN Member-based community(ies) of action set of videos and presentations encouraging participation.

1. An outreach and engagement strategy to be implemented in 2022 – 2023 with clear objectives in connection to the Action Plan for the Decade, identifying how IUCN's constituency (Members and Committees) can take on the different restoration challenges and contribute to solving them. **And most importantly, how joining the IUCN communities of action on Ecosystem Restoration in association with UN Decade efforts will benefit their organisation.** The outreach strategy will promote the creation of IUCN communities of action on restoration and community mobilization – for this, the community organizing toolkit will be a source. Note: these resources will be made available to you.

2. 4 videos (approx. 60 secs each) to be presented to IUCN national and regional committees. These videos will work from the same script and contain most of the same storyboard elements. They will, however, contain some imagery and language targeted for different geographies (thus 4 related videos). These videos will introduce the Decade, the concept of communities of action, the community toolkit, the action plan, the UN hub, and how they will benefit by joining.
 - a. Each video will follow the same script (translated as appropriate for the geography, ie. Africa [Eng and Fr], S. America [Sp], Asia [Eng], Europe/N. America [Eng])
 - b. Each video will use footage appropriate to the geography (Africa, Asia, Europe/N.America, S. America)

2.3. Consultancy Requirements

Applicants are expected to submit a **proposal** that should include the following elements:

- An initial draft proposal delineating the suggested approach to develop the required strategy and media assets based upon the information available within this ToR – with a rationale for the approach suggested.
- A preliminary budget based upon the initial draft proposal. While it is well understood that the budget will be finalized once the full design of videos will be agreed between the consultant and IUCN, this preliminary budget should offer a clear indication of the costs of developing the materials.
- A suggested time frame and work plan.

Upon the **award of the contract** and based upon the material shared by the IUCN FCP the successful consultant will need to:

- Further elaborate on the design and development process.
- Develop draft Member/Committee engagement strategy.
- Develop scripts jointly conceived by consultant and IUCN.
- Once the video production process and related costs are finalized and agreed with IUCN, develop the videos working closely with IUCN staff as required – including in terms of the videos' visual identity which should align with IUCN guidelines.
- Address and incorporate IUCN feedback into the final version of the strategy and the videos.
- Provide scripts, and drafts if requested by IUCN.

2.4. Consultant's Qualifications

The successful Consultant will have the following qualifications:

- Demonstrated ability to create innovative and appealing videos - multi-lingual resources would constitute an additional asset;
- Prior experience in developing communications strategies in the field of conservation, sustainable development and/or climate change.
- All team members shall be fluent in English (all interactions with IUCN teams will be in English).

2.5 Consultancy duration

The consultancy must be completed by 31 December, 2021

2.6. Budget and payment

The maximum available budget for this review is CHF 22,000. The Consultant shall be paid upon completion of the following milestones:

- ✓ 30% upon contract award
- ✓ 70% upon submission and acceptance of the finalized videos

2.7. Application procedure

IUCN welcomes applications from consultant teams and/or individual consultants.

Interested candidates, who meet the above-mentioned criteria, may send their application to: Corbett.nash@iucn.org and Adrian.vidal@iucn.org with the subject “**Creating IUCN Communities of Action**” no later than **Tuesday, November 16, 23:59 Swiss time (CEST)**.