

Terms of Reference: Communications / PR firm required for a campaign

The Protected and Conserved Areas Team (PCA) at the International Union for Conservation of Nature (IUCN) is looking for a communication / public relations firm to design and implement a campaign on Target 3 under the Global Biodiversity Framework (GBF). Target 3 calls for 30% of lands and oceans to be brought under effective area-based conservation by 2030 and IUCN is taking a lead role in catalysing the implementation of T3. We are launching a '30x30 Challenge' that will zero in on a set of champion countries to which IUCN will provide extensive technical support to figure out where and how T3 can be realised. Additionally, there will be a global component to the campaign to bring in donors, different sectors like infrastructure and the general public to showcase how everyone can contribute to T3.

Specifically, the agency will work with IUCN to:

1. Develop the '30x30 Challenge'
 - Create the name, tagline and associated key messages for the initiative
 - Develop a tailored pitch per country selected as part of the initial rollout (IUCN will provide base information)
 - Develop promotional documents e.g. a presentation explaining T3 in simple terms, elevator pitch and social media packs, links to T2, GSAP etc.
 - Provide inputs on how related projects and initiatives could provide additional leverage to the initiative
2. Organise the launch of the '30x30 Challenge'
 - Lead the organization of the launch event (online/in person/hybrid)
 - Develop assets for identified communication channels and media plan to promote the launch (paid and organic) and implement it based on the media plan
 - Develop and oversee the development and/or securing of all digital content necessary for the launch
3. Global visibility campaign
 - Assist IUCN in identifying key audiences that we can engage via this campaign
 - Develop a communications strategy to garner traction for the '30x30 Challenge' with key messages, audiences, social media and traditional media,
 - Develop a campaign brand, messaging, and key timelines
 - Develop and or oversee the development and/or securing of all digital content necessary for the campaign
 - Secure the engagement of VIP media and social media influencers and equip them to become champions and provide platforms for advancing the initiative

IUCN requires that all materials are made available in French, Spanish, Portuguese, Russian, Chinese and Arabic. Agencies should indicate their ability to oversee translations and provide a budget estimate for this component.

We are looking for the following qualifications:

- A demonstrated track record of excellence in successfully delivering environment-centric campaigns and initiatives
- Network of writers, editors and associated support staff required for the development of various components of the campaign
- Expertise in developing high-quality and impactful digital assets/reports e.g., videos, social media infographics, story maps, etc.

- Ability and capacity to develop and manage a global campaign that require close supervision as well as cross-cultural knowledge and sensitivity
- Strong media contacts and an existing network of journalists, TV channels, etc.
- Expertise in developing and implementing social media strategies
- Expertise in organizing virtual/hybrid/in-person events and ability to respond to quickly to changes if required due to COVID-19

Interested agencies are requested to submit their portfolio demonstrating previous experience in marketing and branding campaigns and their pitches for the initiatives and associated campaign to the IUCN personnel listed above as per the dates of the RfP. Pitches should include KPIs and information on how they will be reported against. The upper limit for this campaign is 95,000 CHF, budget considerations will be a criteria in the final selection of the agency.