

Attachment 1

TERMS OF REFERENCE FOR THE SPORT FOR NATURE BRAND DEVELOPMENT

IUCN is coordinating the Sports for Nature initiative with the International Olympic Committee (IOC), United Nations Environment Programme (UNEP) and Secretariat of the Convention on Biological Diversity (CBD) in collaboration with the Sails of Change Foundation.

Our goal: to mainstream action for nature across the sporting community, from the local to international level, so that sport inspires commitment and action to meet the global goals for biodiversity.

Our two main objectives:

- to engage and accompany sports organisations, especially signatories of the Sports for Nature Framework, on an ambitious and achievable pathway to become nature-positive, by taking action to conserve and restore nature; and,
- to inspire the broader sporting community to take action to safeguard nature, including spectators, event organisers, regulators, developers, sponsors, suppliers, brands, policy makers and the younger generation.

The Sports for Nature initiative consists of three main streams of work:

- 1.) **Commitment:** Sports organisations commit to take action for nature by signing up to the Sports for Nature Framework and its four Principles, reporting on their progress annually. (Note: the Framework was launched in late 2022 with 23 sports organisations as the first signatories.)
- 2.) **Capacity:** Drawing on the partners' expertise and knowledge, as well as their networks and support, sports receive customised training and tools to help them advance their commitments to nature.
- 3.) **Performance:** Building on sports' commitment and examples of good practice (above), the broader sporting community will be mobilised to see how it can further embed nature in sports and scale up their own sustainability efforts, inspiring their players, fans and broader community to act for nature.

IUCN is seeking an agency to create a Sports for Nature branding strategy that includes its value proposition and an articulated "look and feel" to guide partners and Framework signatories.

We would also like an agency to develop a logo that embodies this brand. As this is a global effort, it is important that the artwork (and any text) is simple, easy to replicate and translate.

The accompanying guidelines for the logo need to stipulate how to recognise the key Sports for Nature partners, including:

- Sails of Change Foundation
- International Olympic Committee
- UN Environment Programme (UNEP)
- Secretariat of the Convention on Biological Diversity

In addition, it will be important to stipulate how Sports for Nature signatories should apply the branding guidelines, and especially the logo as well as other partners that may come on board as the initiative develops and, particularly, when it launches a global campaign targeting the broader sporting community.

The Sports for Nature initiative aims to mobilise sports, of all sizes and in all geographies – to take action for nature. Therefore, the agency needs to highlight how the brand and its application will help incentivise sports, while promoting their progress and achievements. In addition, it should guide our engagement with the broader sporting community, including key decision makers, influencers, event organisers, brands, suppliers and spectators alike.

Specifically, the agency will need to:

Component 1:

- Develop a brand strategy that will speak to sports and build a narrative that will facilitate their commitment to take action for nature.
- Describe the value proposition, voice and “look and feel” that the initiative needs to convey to reach sports and its key stakeholders (the regulators, sponsors, spectators, etc.), reinforcing the opportunities for sports, the industry and nature.
- Identify possible key messages and tag lines to support the Sports for Nature initiative, its signatories and other stakeholders.

Component 2:

- Design a logo that is easy to recognise and replicate by partners and sports signatories.
- Provide guidance on the application of the logo and possibly other artwork, taking into consideration requirements for possible use with other logos (e.g., partners and signatories).
- Propose other visual elements, in addition to the logo, that will help differentiate the initiative.
- Provide examples of how this logo/artwork can be used in print and online for different purposes, including on the new Sports for Nature platform, badges and/or certificates that recognise the signatories for meeting their annual reporting requirements, training materials, presentations, digital media and other communications materials.

Component 3:

- Based on the approval of a final brand strategy and logo, prepare key communications assets to support the Sports for Nature initiative that can be shared. These include:
 - Branded templates for presentations, badges and certificates, banners, reports and issue briefs, for print and digital use.
 - A branded introduction package for sports, for online distribution and printing.
 - A branded introductory training presentation outlining the nature journey.
 - Two distinct branded training packages for select sports that can serve as models.
 - Creative guidance and feedback on the application on the new web platform.

IUCN will also expect that all deliverables presented will undergo at least two rounds of revisions to ensure all of the products are scientifically sound and take on board feedback from our partners, before they will be considered approved and final.

The maximum budget to deliver all of the components is CHF 50,000 inclusive of all fees, taxes and associated costs.

We are looking for the following qualifications:

- A demonstrated record of successful brand strategy development and implementation, particularly in relation to programmes involving campaigns and/or capacity building.
- Expertise in developing high quality and impactful logos and associated corporate or campaign identities.
- An ability to develop and manage creative processes with input from multiple stakeholders, including international partners.
- Experience working with sports organisations and/or on environmental issues.

Due to the scope of work, IUCN is encouraging agencies to apply that can dedicate at least three persons providing the range of expertise described above to the components outlined.

Interested agencies are requested to submit their replies demonstrating previous brand development, logo creation and communications experience around the criteria outlined in the RfP, as well as provide an overview of their approach and timeline to complete this work, to the IUCN contact by the dates included in the RfP.