



Terms of Reference (ToR)

Consultancy Services for a content strategist to support office communications

IUCN Centre for Mediterranean Cooperation

Issue Date: 11 September 2023

Closing Date and Time: 25 September 2023, 23:59 (CET)

IUCN Contact :

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PART 1 – INSTRUCTIONS TO PROPOSERS AND PROPOSAL CONDITIONS

1.1. 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.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of 1,400 Member organisations and some 15,000 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
<https://twitter.com/IUCN/>

1.2. Summary of the Requirement

IUCN invites you to submit a Proposal to support the corporate department of IUCN-Med with the production of a wide variety of content related to biodiversity conservation, climate change and sustainable development. The detailed Terms of Reference can be found in Part 2 of these TORs.

1.3. The procurement process

The following key dates apply to these ToRs:

ToRs Issue Date	11 September 2023
ToRs Closing Date and Time	25 September 23:59 (CET time)
Estimated Contract Award Date	1 October 2023

1.4. Conditions

IUCN is not bound in any way to enter into any contractual or other arrangement with any Proposer as a result of issuing these ToRs. 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 these ToRs, Proposers accept the conditions set out in these ToRs.

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 at the end of this document 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.

1.5. Queries and questions during the ToRs period

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

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

1.6. Amendments to ToRs documents

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

1.7. Proposal lodgement methods and requirements

Proposers must submit their Proposal to IUCN no later than **25 September 2023 23:59 (CET time) per email to uicnmed@iucn.org** (with the reference "Consultancy for a content strategist"). Electronic copies are to be submitted in PDF format.

Proposals must be prepared in English and in the format stated in Part 3 of these ToRs.

1.8. Late and Incomplete Proposals

Any Proposal received by IUCN later than the stipulated ToRs 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.

1.9. Withdrawals and Changes to the Proposal

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

1.10. Validity of Proposals

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

1.11. 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 these ToRs.

PART 2 – TERMS OF REFERENCE

2.1. Background

In order to successfully meet the communication needs of an increasing number of projects and to continue growing the overall visibility to the work of IUCN in the Mediterranean, the Centre for Mediterranean Cooperation requires the technical support of a content strategist.

2.2. Scope of the Consultancy

The main tasks of this consultancy include:

- Producing a wide variety of communication materials (news articles, press releases, press kits, social media content, newsletters)
- Co-writing and proofreading reports (annual report, report on communication trends, publications)
- Developing and producing content plans for specific projects
- Supporting the management and update of the Mediterranean section on the IUCN website

2.3. Methodology

The consultant will meet several times a week with the communications team of IUCN-Med to plan and follow up on the execution of the agreed tasks and deliverables. Moreover, participation in meetings with partners is expected in order for the consultant to understand the background of the projects and overall scope of IUCN's work in the Mediterranean.

To produce each these deliverables, the IUCN-Med communications team will brief the consultant and provide relevant resources and explanations. However, the consultant is expected to perform some independent research to gain a comprehensive view of the concerned topics.

Key Deliverables and Payment

Key tasks and deliverables	Deadline (after signature of contract)
D1. Content plan and content for four projects (to be selected by the IUCN-Med team) have been produced	31 March 2024
D2. Two reports on the social media activity are delivered (one every three months)	31 March 2024

D3. Four newsletters in three languages prepared and sent	31 March 2024
D4. 50 news articles or press releases drafted	31 March 2024
D5. A biannual report on the activities of IUCN-Med is published	31 March 2024
D6. Two press kits finalised (one to present the work of IUCN-Med and another for a specific project)	31 March 2024
D7. A short (max. 30 pages) report on content and communication trends (which are relevant to the work of IUCN-Med is delivered	31 March 2024
D8. Three publications (max. 60 pages) have been proofread	31 March 2024

Beyond the specified tasks detailed in these Terms of Reference, the consultant is expected to demonstrate flexibility in accommodating unforeseen communication-related activities as they arise.

All final decisions concerning the successful delivery and quality of deliverables will be made by IUCN Centre for Mediterranean Cooperation (IUCN-Med). The consultant shall schedule time in the workplan for reviewing drafts and implementing feedback based on discussions with IUCN-Med.

The maximum budget available for this consultancy is €20,000 (VAT and all taxes incl. *)

** VAT and other taxes are included in the abovementioned amount. IUCN is not acting as a business or professional nature entity for VAT purposes and therefore the consultant should charge in its invoices the VAT or analogous tax accordingly. In case that the consultant is exempt of VAT or equivalent tax in its jurisdiction, it should include a note in the invoice document informing of this issue and mentioning the law that applies*

2.4. Supervision and Collaboration

The consultant will work under the supervision of the Communications specialist at IUCN Centre for Mediterranean Cooperation (IUCN-Med). IUCN Med will have the final decision concerning successful delivery and quality of all deliverables. The outline of all deliverables should be agreed with IUCN-Med team ahead of the work. Consultants should build time for discussion before starting each deliverable and for review and sign-off feedback of the different deliverables.

IUCN-Med will provide contact or access to relevant contacts to carry out the assignment.

2.5. Timeline

The time span to complete this work will be six months starting from the date of contract signature.

2.6. Profile of the consultant

Ideally, the company/expert(s)/organisation who is selected in this consultancy must meet the following requirements:

Compulsory

- Experience writing about biodiversity conservation, climate change and sustainable development
- Knowledge of IUCN's work both on a global scale and in the Mediterranean
- Strong editorial skills
- Excellent command of English grammar
- Understanding of website editing and CMS systems
- Experience producing content in a variety of formats for dissemination purposes

Desirable

- Experience with media relations
- Knowledge of Spanish and/or French

Consultants are expected to work closely with the IUCN-Med, and be flexible to adapt to changes.

PART 3 – INFORMATION TO BE PROVIDED BY PROPOSERS

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

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.

Activity proposals will be evaluated according to the following criteria:

- Quality of previous works which are relevant to the scope of IUCN's work
- Previous references working for IUCN (if available)
- Financial proposal

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

3.1. Declaration

Please read and sign the Declaration at the end of this document and include this in your proposal.

3.2. Professional CV

Applicants are expected to justify the experience of the team/person

3.2 Financial Proposal

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 inclusive of Value Added Tax.

Currency of proposed rates and prices

Unless otherwise indicated, all rates and prices submitted by Proposers shall be in Euros.

Rates and Prices

Proposers are required to submit a fixed and firm price for the total of the services.

PROPOSER'S DECLARATION FOR SELF-EMPLOYED WORKERS

I, the undersigned, hereby confirm that I am self-employed and able to provide the service independent of any organisation or other legal entity.

Full name (as in passport):

Home or Office (please delete as appropriate) Address (incl. country):

I hereby authorise IUCN to store and use the information included in the attached Proposal for the purpose of evaluating Proposals and selecting the Proposal IUCN deems the most favourable, including Personal Data as defined by the European Union's General Data Protection Regulation (GDPR). I acknowledge that IUCN is required to retain my Proposal in its entirety for 10 years after then end of the resulting contract and make this available to internal and external auditors and donors as and when reasonably requested.

I further confirm that the following statements are correct:

1. I am legally registered as self-employed in accordance with all applicable laws.
2. I am fully compliant with all my tax and social security obligations.
3. I am free of any real or perceived conflicts of interest with regards to IUCN and its Mission.
4. I agree to declare to IUCN any real or perceived emerging conflicts of interests I may have concerning IUCN. I acknowledge that IUCN may terminate any contracts with me that would, in IUCN sole discretion, be negatively affected by such conflicts of interests.
5. I have never been convicted of grave professional misconduct or any other offence concerning my professional conduct.
6. I have never been convicted of fraud, corruption, money laundering, supporting terrorism or involvement in a criminal organisation.
7. I acknowledge that engagement in fraud, corruption, money laundering, supporting terrorism or involvement in a criminal organisation will entitle IUCN to terminate any and all contracts with me with immediate effect.
8. I am not included in the UN Security Council Sanctions List, EU Sanctions Map, US Office of Foreign Assets Control Sanctions List, or the World Bank listing of ineligible firms and individuals. I agree that I will not provide direct or indirect support to firms and individuals included in these lists.
9. I have not been, am not, and will not be involved or implicated in any violations of Indigenous Peoples' rights, or injustice or abuse of human rights related to other groups or individuals, including forced evictions, violation of fundamental rights of workers as defined by the International Labour Organization's (ILO) Declaration on the Fundamental Principles and Rights at Work, child labour, sexual exploitation, sexual abuse, or sexual harassment.

<Date and Signature>

PROPOSER' DECLARATION FOR COMPANIES

I, the undersigned, hereby confirm that I am an authorised representative of the following organisation:

Registered Name of Organisation (the "Organisation"): _____

Registered Address (incl. country): _____

Year of Registration: _____

I hereby authorise IUCN to store and use the information included in the attached Proposal for the purpose of evaluating Proposals and selecting the Proposal IUCN deems the most favourable. I acknowledge that IUCN is required to retain the Proposal in its entirety for 10 years after then end of the resulting contract and make this available to internal and external auditors and donors as and when reasonably requested.

Where the Proposal includes Personal Data as defined by the European Union's General Data Protection Regulation (GDPR), I confirm that the Organisation has been authorised by each Data Subject to share this Data with IUCN for the purposes stated above.

I further confirm that the following statements are correct:

1. The Organisation is duly registered in accordance with all applicable laws.
2. The Organisation is fully compliant with all its tax and social security obligations.
3. The Organisation and its staff and representatives are free of any real or perceived conflicts of interest with regards to IUCN and its Mission.
4. The Organisation agrees to declare to IUCN any real or perceived emerging conflicts of interests it or any of its staff and representatives may have concerning IUCN. The Organisation acknowledges that IUCN may terminate any contracts with the Organisation that would, in IUCN sole discretion, be negatively affected by such conflicts of interests.
5. None of the Organisation's staff has ever been convicted of grave professional misconduct or any other offence concerning their professional conduct.
6. Neither the Organisation nor any of its staff and representatives have ever been convicted of fraud, corruption, money laundering, supporting terrorism or involvement in a criminal organisation.
7. The Organisation acknowledges that engagement by itself or any of its staff in fraud, corruption, money laundering, supporting terrorism or involvement in a criminal organisation will entitle IUCN to terminate any and all contracts with the Organisation with immediate effect.
8. The Organisation is a going concern and is not bankrupt or being wound up, is not having its affairs administered by the courts, has not suspended business activities, is not the subject of proceedings concerning those matters, or in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
9. The Organisation complies with all applicable environmental regulatory requirements or other legal requirements relating to sustainability and environmental protection.
10. The Organisation is not included in the UN Security Council Sanctions List, EU Sanctions Map, US Office of Foreign Assets Control Sanctions List, or the World Bank listing of ineligible firms and individuals. The Organisation agrees that it will not provide direct or indirect support to firms and individuals included in these lists.
11. The Organisation has not been, is not, and will not be involved or implicated in any violations of Indigenous Peoples' rights, or injustice or abuse of human rights related to other groups or individuals, including forced evictions, violation of fundamental rights of workers as defined by the International Labour Organization's (ILO) Declaration on the Fundamental Principles and Rights at Work, child labour, sexual exploitation, sexual abuse, or sexual harassment.

<Date and Signature of authorised representative of the Proposer>

< Name and position of authorised representative of the Proposer >