

## Attachment 1: Specification of Requirements

### Background

[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 nearly 1,500 Member organisations and some 18,000 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.

This diversity and vast expertise make IUCN the global authority on the status of the natural world and the measures needed to safeguard it.

### Membership

IUCN currently has nearly [1,500 Member organisations](#) and is primarily a B2B organisation. Its Members include State Members, Government agencies, Subnational Governments (e.g. cities or provinces or regions), national and international NGOs, Indigenous Peoples' Organisations and Affiliate Members.

### IUCN Value Proposition: Inform, Influence, and Implement

Inform, influence, implement. These three actions sum up the vast and formidable benefits that can result when the world's diversity of conservation organisations unite under the common goal of conserving life on Earth.

**Inform:** IUCN is the global authority on nature and the actions needed to safeguard it. Our wealth of knowledge is created together with our Members and maintained for use by Members to inform and target conservation action for maximum impact. Members also use IUCN's trusted global standards, guidelines and best practices to advance their conservation agendas. The Union's knowledge capacity is anchored in solid data and formidable analytical capacity generated by its network of thousands of leading experts and on-the-ground experience.

**Influence:** The Union substantially boosts Members' power to influence the conservation agenda, both individually via IUCN's democratic processes and collectively. With nearly 1,500 Members, uniquely composed of State and national government agencies, regional and local authorities, civil society organisations, and Indigenous Peoples' organisations, IUCN's power to influence is unparalleled. Supported by this collective power and underpinned by an extensive knowledge base, Members are particularly well-equipped to guide national and international environmental policy, global negotiations, private sector ambitions for operating sustainably and much more.

**Implement:** With its vast portfolio of projects and strong track record and relationships with donors, IUCN has an unparalleled ability to bring Members into project work. IUCN channels a large share of

its project funds through the portfolio to Member organisations. Of the 468 projects active at the end of 2021, around half were implemented by Members. IUCN also supports Members by carrying out capacity development and monitoring results.

### Member Magazine and Objectives

Since 2023, IUCN has published a digital magazine for its Members, Unite for Nature, twice a year. The goal is to continue and develop this communication channel through which IUCN communicates with its Members, nurtures a sense of common purpose and provides a voice for its Members. Additionally, the aim is that the magazine provides a tangible benefit for its Members as well as an effective marketing and recruitment tool for the Union.

### Specification of requirements

The following deliverables are required:

1. **Magazine strategy** that outlines how through editorial content, design and marketing, the magazine will build on its current successes to achieve the above magazine objectives and additionally increase its circulation. It must include:
  - i. Sample front pages and inner pages;
  - ii. an outline of the different sections and content of the magazine along with the editorial tone;
  - iii. a sample production schedule for one issue;
  - iv. a sample marketing plan for one issue to increase the magazine's circulation;
  - v. tools to evaluate on an ongoing basis the readership of the magazine and processes to learn from the feedback to continually improve the magazine.
2. **Two issues a year of a member magazine** including for each issue:
  - a. A content plan, following a planning meeting with an IUCN magazine committee that includes representatives from across IUCN including Members. All committee members as well as the selected magazine supplier will be expected to pitch content ideas at each meeting. The magazine supplier then turns this into a content plan and submits to the magazine committee for sign off.
  - b. The commissioning of writers, editing, proof-checking of content, design, and conducting IUCN amends. The majority of the magazine's content should be written exclusively for the magazine targeting the interest of IUCN Members as well as demonstrating the value of IUCN Membership and informing IUCN Members how they can engage. The length of the magazine is not specified and there is a preference for a shorter magazine with high quality content of high-relevance to Members than a longer magazine that re-publishes existing web content.
  - c. A digital page-turning magazine. The magazine must be published every May and November to coincide with IUCN Council meetings.
  - d. Printing of magazine on eco-friendly paper that has zero-carbon footprint. Quotes for printing 2,200 copies and sending one copy to each IUCN Member in about 160 countries (see attached List of countries, where IUCN Members are based).

3. **Multi-lingual versions:** Three versions of each issue are required in each of the following languages: English, French and Spanish.

IUCN will evaluate technical proposals with regards to each of the following criteria and their relative importance:

|       | Description        | Information to provide                                                                                                                                                                                                                                                                                                                | Relative weight |
|-------|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
|       | Editorial strategy | <ul style="list-style-type: none"> <li>Two case studies of magazines that you produce for member-based organisations including goals of magazine, 2 sample issues, and metrics showing how well the magazine has achieved its objectives.</li> </ul>                                                                                  | 20%             |
|       | Sample writing     | <ul style="list-style-type: none"> <li>One sample feature, one sample infographic and one sample news article that demonstrate the editorial quality of the writers that you use. Writing demonstrating membership value and making complex scientific or technical topics accessible to non-specialists will be an asset.</li> </ul> | 20%             |
|       | Sample design      | <ul style="list-style-type: none"> <li>A sample front page for an IUCN member magazine</li> </ul>                                                                                                                                                                                                                                     | 20%             |
|       | Finished product   | <ul style="list-style-type: none"> <li>Two samples of different digital magazines that you produce.</li> <li>Description of the environmentally friendly paper that you use.</li> </ul>                                                                                                                                               | 10%             |
|       | Multi-lingual      | <ul style="list-style-type: none"> <li>An outline of how you would produce the French and Spanish versions of the magazine to ensure a high quality version linguistically and how long this would take.</li> <li>Samples of any multi-lingual magazines that you produce</li> </ul>                                                  | 10%             |
|       | Magazine team      | <ul style="list-style-type: none"> <li>CVs of the editor, production team and (freelance) writers that would work on the magazine</li> </ul>                                                                                                                                                                                          | 20%             |
| TOTAL |                    |                                                                                                                                                                                                                                                                                                                                       | 100%            |

The following is not immediately required in the RfP but should be included as additional options in the Proposal with separate and severable lines in the proposed budget if it can be offered.

|  | Description                                                                                                       | Information to provide                                                                                                                                                                                 |
|--|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | At any point, we may decide to allow advertising in the magazine and would outsource raising advertising revenue. | <ul style="list-style-type: none"><li>• How do you support advertising for magazines that you produce? What are your rates? What advertising revenues have you raised for similar magazines?</li></ul> |