



The Headquarters Office of the International Union for the Conservation of Nature (IUCN)

REQUIRES

COMMUNICATION AND GRAPHIC DESIGN SERVICES FOR

The Layout and Production of a Global Impact Report and Communication Assets for the
BIOPAMA Programme

Length of Service: Approximately 3 months

IUCN Responsible Person: Danielle Derrick

1. BACKGROUND AND JUSTIFICATION

About the IUCN

The International Union for the Conservation of Nature (IUCN) helps the world find pragmatic solutions to our most pressing environment and development challenges.

IUCN work focuses on valuing and conserving nature, ensuring effective and equitable governance of its use, and deploying nature-based solutions to global challenges in climate, food and development. IUCN supports scientific research, manages field projects all over the world, and brings governments, NGOs, the United Nations and companies together to develop policy, laws and best practice.

IUCN is the oldest and largest environmental organisation in the world, with more than 1,400 government and NGO members and around 15,000 volunteer experts in some 160 countries. Its work is supported by a team of over 950 people in 50 offices and hundreds of partners in public, NGO and private sectors around the world.

About the Project

The Biodiversity and Protected Areas Management (BIOPAMA) programme, an initiative of the Organisation of Africa, Caribbean and Pacific States and financed by the European Union's 10th and 11th European Development Funds, has worked to improve the long-term conservation and sustainable use of natural resources in protected areas and surrounding communities in ACP countries. It is jointly implemented by the International Union for Conservation of Nature (IUCN), and the Joint Research Centre of the European Commission.



After 12 years of investment, through two phases (2012-2017, 2017-2024), BIOPAMA is coming to a close. The global impact report will aim to capture the impact of the BIOPAMA Programme at local to global levels across all ACP regions and implementation schemes. The report will highlight achievements and lessons learned in providing tools for data and information management, services for improving the knowledge and capacity for protected areas planning and decision making as well as funding opportunities for specific site-based actions. The report will be formatted to be shared both online and printed.

The designer will largely work with the BIOPAMA project team at HQ but may also be needed to coordinate and work with colleagues in the regional offices of the Caribbean, Pacific, Eastern and Southern Africa, and Western and Central Africa to support the development of graphics, collation of imagery, and accurate story-telling in the report.

Design services need to be carried out by a designer from an ACP region, which include:

- **Caribbean region.** Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, Saint Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Suriname and Trinidad and Tobago.
- **West Africa.** Benin, Burkina Faso, Cabo Verde, Côte d'Ivoire, Ghana, Guinea, Guinea-Bissau, Liberia, Mali, Mauritania, Niger, Nigeria, Senegal, Sierra Leone, The Gambia and Togo.
- **Central Africa.** Cameroon, Central African Republic, Chad, Congo, Democratic Republic of the Congo, Equatorial Guinea, Gabon and São Tomé and Príncipe.
- **Eastern and Southern Africa.** Comoros, Djibouti, Eritrea, Ethiopia, Madagascar, Malawi, Mauritius, Seychelles, Sudan, Zambia and Zimbabwe, Burundi, Kenya, Rwanda, Tanzania, Uganda, Botswana, Eswatini, Lesotho, Mozambique, Namibia, and South Africa.
- **Pacific region.** Cook Islands, Fiji, Kiribati, Marshall Islands, Micronesia, Nauru, Niue, Palau, Papua New Guinea, Samoa, Solomon Islands, Tonga, Tuvalu and Vanuatu.

2. OBJECTIVES OF THE SERVICE

- Communicate the impact of the BIOPAMA programme across its entire implementation period, focusing on Phase II, across all ACP regions and through a local, national, and global lens.
- Use infographics and strong science communication and storytelling techniques to amplify the stories and experiences of the programme both within the report and that



could be used outside the report in communication materials (e.g., social media posts).

3. EXPECTED DELIVERABLES

The consultant will be required to deliver on the following results and products in close coordination with the BIOPAMA HQ project team:

- a. Develop and design the layout of the Global BIOPAMA Impact Report (in English and up to 50 pages) while adhering to the branding of the BIOPAMA Programme.
- b. Develop engaging infographics to complement report and support telling the story of the impact of the BIOPAMA programme.
- c. Provide the report formatted for both online viewing (ensuring the document is an interactive PDF) and printing.
- d. Provide the raw design files (e.g., Adobe Illustrator, InDesign etc) to the IUCN team upon completion of the work.
- e. Design and develop a one-page summary infographic of the Impact Report, highlighting key impacts.
- f. Design and develop one roll-up summarising the impact report that can be used by IUCN at forums and events.
- g. Design and develop up to 5 social media graphics/templates that are formatted for Facebook and LinkedIn.

4. SCHEDULING AND TIMELINES

Objective	Description	Timeline
Review of content, project programme.	- Obtain documents and information from the IUCN HQ team to familiarise oneself with the BIOPAMA Programme, including the branding style and guidelines of the programme. - While creative freedom is encouraged for the report, following basic branding guidelines for the programme is required.	1 week
Develop structure and layout of report	- Develop an engaging layout and structure of the report based on knowledge of the programme and content provided to the designer to be incorporated into the report. - Sample infographics may also be developed. - Approval by the IUCN HQ team is required before proceeding with proposed report layout/design.	1 month



Design and complete report and on-page summary document based on provided content (including infographics)	• Develop the impact report (including infographics) following feedback and coordination with the IUCN HQ team. • Weekly communication on progress and development is expected. • Multiple rounds of review of the report from the IUCN team is expected to be included before the report is finalised.	1 month
Design and develop roll-up and social media graphics	• Design and develop one roll-up and up to 5 social media graphics (formatted for Facebook and LinkedIn) on key impacts of the BIOPAMA programme. • Weekly communication on progress and development is expected. • Multiple rounds of review of the content from the IUCN team is expected to be included before the content is finalised.	2 weeks
Finalise all documents	• Following approval from the IUCN team, finalise the report to be published online as an interactive PDF, and for printing. • Provide all design files and documents to the IUCN team upon completion of the report. • Following approval from the IUCN team, finalise all other content including the one-page infographic, roll-up, and social media content.	2 weeks

5. CONTENT OF THE OFFER

The application to provide these services should include:

- i. **Service Offer:** Description of the services to be offered according to the requirements outlined above.
- ii. **Economical Offer:** The total amount (including taxes) for the services, provided in EUROS.
- iii. **Curriculum Vitae:** Service provider curriculum vitae, including samples of at least three other previous reports/projects that align with the services requested. Other samples of work may be included as relevant.

6. PERIOD AND COORDINATION

The term of this service will be up to 3 months.



Form of work (with Unit/Project): To achieve the specific product, the consultant may be required to coordinate with the following staff of The International Union for the Conservation of Nature on the BIOPAMA Programme:

- Danielle Derrick: Programme Officer, BIOPAMA Programme, IUCN HQ
- Charlie Tokeley: Communications Officer, BIOPAMA Programme, IUCN HQ
- Marine Deguignet: Senior Programme Officer, BIOPAMA Programme, IUCN HQ
- Roxana Bucioaca: Programme Manager, BIOPAMA Programme, IUCN HQ
- Hyacinth Armstrong-Vaughn: Protected Areas Coordinator, BIOPAMA Programme, IUCN-ORMACC
- Tori Bryan-Carter: Technical Assistant, BIOPAMA Programme, IUCN-ORMACC
- Rahul Chand: Protected Areas Coordinator, BIOPAMA Programme, IUCN-ORO
- Vasiti Navuku: Grants Officer, BIOPAMA Programme, IUCN-ORO
- Christine Mentzel: Regional Programme Development Manager, BIOPAMA Programme, IUCN-ESARO
- Aly Coulibaly: Project Officer, BIOPAMA Programme, IUCN-PACO

7. OTHER EXPENSES

- Payment for services will be made in EUROS, and the consultant will be responsible for any banking fees associated with payment.
- No travel related costs will be considered.

8. SUBMISSION OF THE OFFER

The offer must be sent to Danielle.derrick@iucn.org under the reference “**Application for - Communication and Design Services for BIOPAMA Global Impact Report**” by **August 31, 2025**. The application should be provided as a zip file and be less than 25MB to ensure receipt.