



Terms of Reference for IUCN Consultancy

Copywriting and Editing Consultancy for the Great Blue Wall Impact Report

Objective of the Consultancy

The objective of this consultancy is to write, edit, and deliver a clear, compelling, and professionally structured Impact Report that effectively communicates the achievements, lessons, and future vision of the Great Blue Wall initiative. The report will align with IUCN's tone and strategic communication objectives and be designed for a global audience of policymakers, donors, and conservation leaders. It will be launched at the IUCN World Conservation Congress 2025 (October 2025).

The consultant will work closely with IUCN and the contracted graphic design team to ensure the report maintains a consistent narrative voice and a high level of editorial quality. Drawing on provided case studies, quotes, project data, and regional inputs, the consultant will structure and develop all written content for a report of up to 40 pages (approx. 10,000 words). This includes original copywriting, integrating feedback through multiple review rounds, and proofreading the final designed report.

To support this, the consultant is expected to:

- Participate in a kick-off meeting with IUCN and the design team to agree on structure, tone, and workflow.
- Develop a full report outline for approval.
- Write and edit all written content based on supplied materials, ensuring clarity, consistency, and appropriate tone.
- Incorporate feedback through up to three tracked rounds of revision.
- Proofread the final designed report, ensuring a clean, publication-ready product.
- Coordinate closely with the design team to ensure content complements layout and timelines.

The final product must meet the highest standards of editorial quality, be suitable for both print and web publication, and align with the wider communications style used in the 2024 IUCN ESARO Annual Report, while establishing a distinctive voice for the Great Blue Wall.

Background

Project Reference: P04772

Donor reference: : AVKE-00125

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 more than 1,400 Member organisations and around 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/>

About the Project

The Great Blue Wall (GBW) is a pioneering, Africa-led initiative launched by IUCN in 2021 to accelerate ocean conservation, climate resilience, and sustainable blue economic development across the Western Indian Ocean region.

At its heart, the GBW envisions a connected network of community-led marine and coastal conserved areas that protect biodiversity, regenerate ecosystems, and support inclusive, nature-based economies. The initiative brings together governments, communities, scientists, NGOs, and the private sector to unlock large-scale impact across countries and ecosystems.

The GBW is delivered through a diverse portfolio of projects that span ecological restoration, livelihoods, and policy engagement. These include:

- Plastic waste reduction and circular economy innovation (e.g. community-based recycling and waste profiling)
- Blue carbon restoration, including mangrove rehabilitation and seagrass mapping
- Community-led marine protected area development
- Sustainable fisheries and local food systems
- Youth and women-led enterprise development in the blue economy
- Regional cooperation for ocean governance and marine spatial planning
- Ocean literacy, education, and science-policy dialogues

IUCN is preparing the first GBW Impact Report to capture progress, share lessons, and communicate results to a global audience. The report will be launched at the IUCN World Conservation Congress and will serve as a key strategic product to showcase the scale and diversity of the initiative's achievements to donors, partners, and decision-makers.

Description of the Assignment

The consultant will copywrite and copyedit the Great Blue Wall Impact Report. Tasks and responsibilities include:

- One kick-off meeting with IUCN and the design team to align on structure, tone, and timeline
- One detailed report outline submitted for review and approval
- One full report draft developed based on up to 40 pages (~10,000 words) of content
- Three structured rounds of feedback, submitted as tracked changes in Word
- One final proofread of the designed report before submission for print and web publishing
- Six weeks total for delivery of all content, including drafting, editing, and final review
- Up to five stakeholder voices (e.g. quotes or case stories) integrated into the content where appropriate

Duration of the Assignment

The assignment will run for a total of six (6) weeks, commencing upon contract signature in September 2025. The final, fully designed report must be submitted to IUCN by 1 October 2025, ahead of its launch at the IUCN World Conservation Congress.

The consultant is expected to adhere strictly to the agreed timeline, incorporating review rounds, feedback integration, and quality assurance within this period.

No extension of the deadline is anticipated.

Deliverables and Activities

The consultant will provide the following deliverables and carry out the following activities:

Deliverable/Activity	Description	Deadline
1. Kick-off meeting	Virtual meeting with IUCN team to align on content, structure, tone, and coordination with the graphic design team	Within 3 days of contract signature
2. Report outline submission	Submission of initial report outline, including proposed section structure, narrative flow, and alignment with the agreed visual approach	End of Week 1
3. Full content draft (Version 1)	Delivery of the first full ~10,000-word content draft, including all main sections, feature boxes, pull quotes, and suggested captions	End of Week 4

4. Revisions (up to 3 rounds)	Incorporation of IUCN feedback on draft content, including edits, refinements, and close coordination with the design team for content–layout alignment	Week 5–6 (rolling)
5. Final content delivery	Submission of the final approved content and proofreading of the fully designed report, delivered in: print-ready high-resolution PDF, web-optimised PDF, and final clean Word version for archive	1 October

Payment Schedule

The Timetable below summarises the chronological order of deliverables and indicates milestones at which IUCN will pay the Consultant.

Deliverable	Milestone payment
Deliverable 1: Kick-off meeting completed, with editorial style guide, tone, and workflow agreed	25%
Deliverable 2: Submission and IUCN approval of editorial review plan	25%
Deliverable 3: Submission and IUCN approval of edited full draft (Version 1)	25%
Deliverable 5: Submission and IUCN approval of final proofread and fully designed report	25%

Skills and Experience

The consultant must have the following skills, education and experience as a minimum:

- Minimum of 3 years of experience in writing and editing high-level publications, preferably for international organisations in the environment, sustainability, or development sectors (examples required).
- Proven ability to synthesise complex technical material into clear, compelling, and accessible narratives for diverse global audiences
- Experience managing collaborative editorial processes, including multi-round revisions with multiple stakeholders and alignment with design teams
- Strong project management and communication skills, with the ability to meet tight deadlines and maintain version control across iterative drafts
- Familiarity with IUCN or other intergovernmental/NGO style guides and tone preferred
- Demonstrated experience working with or in Eastern and Southern Africa is desirable

Supervision and coordination

The consultant will report to and work under the supervision of the Coastal and Ocean Resilience Team Impact Officer and Blue Science and Business Innovation Manager.