

## **Request for proposals**

### **Motion graphics designer consultancy for the BIOPAMA Programme in the Pacific**

#### **1. Background**

The Biodiversity and Protected Areas Management (BIOPAMA) programme aims to improve the long-term conservation and sustainable use of natural resources in African, Caribbean and Pacific (ACP) countries. It is an initiative of the ACP Group of States financed by the European Union's 11th European Development Fund (EDF), jointly implemented by the International Union for Conservation of Nature (IUCN) and the Joint Research Centre of the European Commission (JRC). Building on the first five years of activities financed by the 10th EDF, BIOPAMA's second phase provides tools for data and information management, services for improving the knowledge and capacity for protected area planning and decision making, and funding opportunities for specific site-based actions. See [www.biopama.org](http://www.biopama.org)

IUCN is seeking the services of a suitably qualified and experienced consultant to develop a number of graphic animations to promote the goals and achievements of the BIOPAMA Programme in the Pacific region.

#### **2. 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. Headquartered in Switzerland, IUCN Secretariat comprises around 950 staff in more than 50 countries.

Created in 1948, IUCN is now the world's largest and most diverse environmental network, harnessing the knowledge, resources and reach of more than 1,300 Member organisations and some 10,000 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](http://www.iucn.org)

### 3. Work to be undertaken

Working under the supervision of IUCN, the consultant will create a series of short animation videos, including:

- BIOPAMA Programme in the Pacific explainer
- Pacific Resource and Data Hub explainer
- Key findings and recommendations of the SoPaCA Report

The animations must accord with IUCN and BIOPAMA publication and branding guidelines.

Output	Description
BIOPAMA Programme explainer – 30 seconds	Describing the key aspects and achievements of the BIOPAMA programme in the Pacific region
Pacific Resource and Data Hub explainer – 30 seconds	Describing the Pacific Resource and Data Hub
Key outcomes of the SoPaCA Report – 60 seconds	Key facts and recommendations of the Oceania State of Protected and Conserved Areas Report (currently under preparation)

### 4. Indicative deliverables and timeframe

#	Deliverable	Deadline
1	Online inception meeting and agreed work plan	7 October 2020
2	Draft animation videos committed to IUCN for review	30 October 2020
3	Animation videos finalised	30 November 2020

### 5. Required qualifications

The consultant should have the following minimum qualifications and experience:

- Proven excellent design skills for graphic animation and able to communicate data through visually appealing designs
- Experience working in the conservation sector
- Demonstrated ability to prioritise and plan
- Good interpersonal and communication skills, and the ability to work as part of a team
- Excellent command of the English language

## 6. Budget

The consultant will be paid in instalments based on completion of agreed deliverables. All costs that might be incurred by the consultant, such as professional fees, communication, consumables, and taxes, must be factored into the final amounts submitted in the financial proposal. The contract price will be fixed regardless of changes in the cost component. The financial proposal should be in USD and include quotes for individual products as well as the all-inclusive fixed total contract price. This consultancy is home-based, with no travel required.

## 7. Proposal

IUCN invites proposals from suitably experience consultants, which should include the following:

- CV of key personnel
- List of other similar projects completed
- 2-3 examples, if available
- Budget aligned with the above mentioned deliverables (USD)

Proposals should be sent to Paul van Nimwegen (paul.vannimwegen@iucn.org) by no later than midnight (GMT+12) on **30 September 2020**.

## 8. Evaluation criteria for proposals

Selection will be based on expertise, experience and capacity to conduct the proposed activities. The below matrix will be used by a panel to evaluate proposals.

Evaluation criteria	Max. score
Proven excellent graphic animations skills and able to communicate data through visually appealing designs	35
Post-qualification experience in graphic design, preferably in the conservation sector or similar	20
Justified budget providing value for money	35
Excellent command of the English language	10
<b>Total</b>	<b>60</b>

## 9. Conditions

IUCN is not bound in any way to enter into any contractual or other arrangement with any Proposer as a result of issuing this request for proposals (RfP). 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 this RfP, proposers accept the conditions set out in this request for proposals. IUCN requires Proposers to refrain from corrupt and fraudulent/prohibited practices in participating in this procurement.