Terms of Reference: Communications / PR firm required for a campaign

The Protected and Conserved Areas Team (PCA) at the International Union for Conservation of Nature (IUCN) is looking for a communication / public relations firm to design and implement a campaign on Target 3 under the Global Biodiversity Framework (GBFgeT3 calls for 30% of lands and oceans to be brought under effective are based conservation by 2030 and IUCN is taking a lead role in

- 1. Develop the '30x30 Challenge'
 - → Create the name, tagline and associated key messages for the in
 - → Develop a tailored pitch per country selected as part of thiteal rollou base information)
 - → Develop promotional documents e.g. a presentation lang T elevator pitch and social media packinks to T2, GSAP etc.
 - → Provide inputs on how related projects and initiatives doputovide to the initiative
- 2. Organise the launch offie '30x30 Challenge'
 - → Lead the organization of the launch event (online/in person/hybri
 - → Develop assets for identified communication channels and median launch (pad and organic) and implement it based on the media page 1.
 - → Develop and oversee the development and/or securing of all digit the launch
- 3. Global visibility campaign
 - → Assist IUCN in identifying key audiences that we can engage via
 - → Develop acommunicationsstrategy to

- → Ability and capacity to develop and manage a global campaign that require close supervision as well as crossitural knowledge and sensitivity
- → Strong media contactand an existing network of journalists, TV channels, etc.
- → Expertise in developing and implementing social media strategies
- → Expertise in organizing virtual/hybrid/inperson events and ability to respond to quickly to changes if required due to COV19

Interested agencies are requested to submit their portfolio demonstrating previous experience in marketing and branding campaigns and their pitches for the initiatives and associated campaign to the IUCN personnel listed above as per the dates of the RfPheBitshould include KPIs and information on how they will be reported against. The upper limit for this campaig6,000 CHF, budget considerations will be a criteria in the final selection of the agency.