

Sports for Nature RfP on brand development: Replies to questions from interested parties

10 March 2023

Note: Some of the questions provided have been slightly modified or combined with similar questions to ensure the most concise response.

Pre-Qualification Criteria:

1. Would there be any additional requirements for to complete, if the organisation has not worked with IUCN before?

Answer: Yes, provided you meet the pre-qualification criteria outlined in Section 4.3 of the RfP.

3. Would you like us to include photos of the team members with their CVs?

Answer: This is not required.

Overall submission:

4. What is required for the overall submission due 15 March – is it just case studies and and a cost proposal?

Answer: Please see Section 4 of the RfP, which lists the four main documents required.

5. Im

Answer: No, but you are welcome to provide one as part of the Financial proposal.

8. Do you have additional documentation or research that were used to draft the "Sports For Nature Framework" document? Is there a document on the impact of sports on nature and the environment?

Answer: The Sports for Nature Framework was developed following a global consultation with sports and reflects their input. Please see the link [here](#).

In addition, UNEP produced a handbook called, Sports for Nature: Setting a Baseline, which highlights the findings from focus group discussions with more than 100 sports organisations in 38 countries, and this also helped inform the Framework. Please see a link [here](#).

Prior to this, IUCN, with support from the International Olympic Committee, produced a series of technical guidelines for sports on biodiversity in regards to events, infrastructure and urban environments. These four reports can be found in the IUCN Library and via the link [here](#).

9. Is there a strategy or documented approach on how organizations that sign the framework are tracked and evaluated? How will sports organisations be assessed to see if they have met the requirement for each objective. Are there KPI's and/or evaluation matrices available for each objective? How would this be enforced globally?

Answer: All Sports for Nature signatories are required to report on their progress against the Framework's four principles annually. This online reporting system is under development and the overall results will be shared with the Secretariat of the Convention on Biological Diversity as a contribution to biodiversity from the sports sector. IUCN is leading on the coordination and reporting with the signatories. We recognise every organisation

12. If you had to rank the 4 objectives in order of importance for sustainability what would they be. If you had to rank them in order of achievability for sports organizations, what would that be?

Answer: We believe that all four principles/objectives are important, hence why they are all included in the Framework. However, not all objectives will be applicable or as important to every sport. For example, protection might not be considered a priority for table tennis, but it could be a much more relevant action for canoeing.

13. Aside from the start date of the contract, what is the overall deadline for the final deliverables in the project? Is there a priority on deliverables that are to come first?

Action: We would like the Sports for Nature branding development and guidance come first, followed by the logo creation, and then to see this work applied to specific communications assets. While there is no set deadline, it is envisioned that this project should be completed within

26. Can you quantify the numbers required of each category?

Answer: We are only looking for branded templates that we can use (or modify) going forward. This is intended to show how the brand would be applied and also provide use with some practical, ready-to-use guides.

27. Will the assets be in English only or will other languages be required?

Answer: Your proposal only needs to be in English, but we will need to explore how any final designs, text, etc., work in other cultures and languages.

28. Are the presentations Powerpoint presentations?

Answer: Yes, powerpoint is a preference, or an equivalent compatible platform.

29. Are reports and issue briefs A4, and for estimating purposes how many pages in each?

Answer: Issue briefs are usually 4 pages long, while reports can vary. We will work mostly in A4, but some of these materials may need to be modified for US audiences. We do not expect this will greatly influence costings.

30. For the items below, can you expand more on the scope, content, format and envisaged length of the packages and presentation:

- A branded introduction package for sports, for online distribution and printing?
- A branded introductory training presentation outlining the nature journey?
- Two distinct branded training packages for select sports that can serve as models?

Answer: The Sports for Nature team would provide the main content for these packages, but we would like to ensure that they reflect the new brand. We would also like to hear your creative ideas regarding what other products we could provide to the signatories and/or trainees, in addition to the presentations. For example, do they need a general brochure to share with their colleagues and managers, an app to track their progress, or a space on the website to showcase their achievements, etc.