



Request for Proposals (RfP)

Support for the Youth Conservation platform development.

South Africa Office, PAPACO
RfP Reference: IUCN-2024-06-P04398-1

Welcome to this Procurement by IUCN. You are hereby invited to submit a Proposal. Please read the information and instructions carefully because non-compliance with the instructions may result in disqualification of your Proposal from this Procurement.

1. REQUIREMENTS

1.1. A detailed description of the services and/or goods to be provided can be found in Attachment 1.

2. CONTACT DETAILS

2.1. During the course of this procurement, i.e. from the publication of this RfP to the award of a contract, you may not discuss this procurement with any IUCN employee or representative other than the following contact. You must address all correspondence and questions to the contact, including your Proposal.

IUCN Contact: Geoffroy Mauvais, IUCN-PAPACO Coordinator, geoffroy.mauvais@iucn.org

3. PROCUREMENT TIMETABLE

3.1. This timetable is indicative and may be changed by IUCN at any time. If IUCN decides that changes to any of the deadlines are necessary, we will publish this on our website and contact you directly if you have indicated your interest in this procurement (see Section 3.2).

DATE	ACTIVITY
20 June 2024	Publication of the Request for Proposals
10 July 2024	Deadline for expressions of interest
26 June 2024	Deadline for submission of questions
28 June 2024	Planned publication of responses to questions
10 July 2024	Deadline for submission of Proposal Submission Deadline
11 July 2024	Clarification of Proposals

3.2. Please email the IUCN contact to express your interest in submitting a Proposal by the deadline stated above. This will help IUCN to keep you updated regarding the procurement.

4. COMPLETING AND SUBMITTING A PROPOSAL

4.1. Your Proposal must consist of the following four separate documents:

- Signed Declaration of Undertaking (see Attachment 2)
- Pre-Qualification Information (see Section 4.3 below)

Support for the Youth Conservation platform development

stated in this RfP. No other criteria will be used to evaluate Proposals. The contract will be awarded to the bidder whose Proposal received the highest Total Score. IUCN does, however, reserve the right to cancel the procurement and not award a contract at all.

- 6.4. IUCN will contact the bidder with the highest-scoring Proposal to finalise the contract. We will contact unsuccessful bidders after the contract has been awarded and provide detailed feedback. The timetable in Section 3.1 gives an estimate of when we expect to have completed the contract award, but this date may change depending on how long the evaluation of Proposals takes.

7. CONDITIONS FOR PARTICIPATION IN THIS PROCUREMENT

- 7.1. To participate in this procurement, you are required to submit a Proposal, which fully complies with the instructions in this RfP and the Attachments.

7.1.1. It is your responsibility to ensure that you have submitted a complete and fully compliant Proposal.

7.1.2. Any incomplete or incorrectly completed Proposal submission may be deemed non-compliant, and as a result you may be unable to proceed further in the procurement process.

7.1.3. IUCN will query any obvious clerical errors in your Proposal in its discretion, allow you to correct these, but only if doing so could not be perceived as giving you an unfair advantage.

- 7.2. In order to participate in this procurement, you must meet the following conditions:

- Free of conflicts of interest
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of local communities, these projects work to reverse habitat loss, restore ecosystems and -being.

www.iucn.org

<https://twitter.com/IUCN/>

12. ATTACHMENTS

Attachment 1 *Specification of Requirements / Terms of Reference*

Title: Support for the Youth Conservation platform development

Objective of the Consultancy

This consultancy has the following objective(s): make Youth Conservation known among the French-speaking and the English-speaking public and to globally grow the audience:

1. **Increase school engagement**
2. **Develop partnerships with local NGOs**
3. **Ensure community commitment**
4. **Develop Youth and MOOC Conservation content**
5. **Animate the mentorship programme**
6. **Find fundraising partners**

Background

Project Reference: **P04398**

Donor reference:

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 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

These courses exist to help young people and their teachers i) understand the concept of nature (discover), ii) know why it matters to us (understand) and iii) identify what they can do to preserve it (act). Each course has a poster available for download and a handbook to help teachers use the online courses for their in-person presentations (in classroom, nature clubs, etc.).

The target is twofold: students (from primary to secondary, therefore around 7 - 17 years old) and their teachers. Usable everywhere and by everyone, this material is available in French and English, targeting all African youth and educators. It is always available, and always free.

Since the launch, additional resources were developed including a guide with in-nature activities, an online course on Nature conservation education (hosted on mooc-conservation.org, the professionals training platform managed by IUCN-Papaco), and audio recordings of the course contents. A rapidly growing network of 60+ YC tutors has been created to help promoting all the available resources all over Africa and mobilizing educators on environmental education.

Description of the Assignment

The goal is to keep making Youth Conservation known among the French-speaking public and the English-speaking public and to globally grow the audience. It is building on what has been done over the past couple of years, and the next step is to strengthen partnerships, to continue the brandification of Youth Conservation, but also to take the platform to another level, so that the ultimate goal of raising conservation awareness among the youth may be reached. The list of tasks is therefore not exhaustive and will be adapted and reviewed during the consultancy, based on the needs and the timelines. As there are strong bridges between MOOC-Conservation and Youth Conservation, the consultant will also provide support to the MOOC-conservation content development as requested.

Duration of the Assignment

The assignment starts on the 1st September 2024 and should be terminated at the latest on the 31st December 2026. This is a part-time consultancy with peaks of work depending on the evolution of the activities.

Deliverables and Activities

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

Deliverable/Activity	Description	Deadline
1. At least 50 schools actively engaging with YC resources	This is a slow process as there are many formal procedures to meet but the use of the platform starts to be integrated to some classes in different countries. The consultant will develop them further to ensure that YC is known and used amongst the formal education system in all possible countries, all over Africa.	15 December 2026 and report annually on evolution: 30 June 2025 and 30 June 2026
1.a Reach out to teachers across Africa	Building on what has been done, develop communications strategies to reach teachers that do not use the platform	

	NGOs are an instrumental relay to access schools, parents, and kids.	2026 and 15 December 2026
3. Ensure 100% growth in engagement and following on different platforms	Ensure community commitment: to boost the engagement of the growing community. This deliverable extends to all the platforms YC is engaged on, as well as platforms it will be exploring.	15 September 2024 for baseline + 30 June 2025 And 30 June 2026
3.a Post regularly on different platforms (social media, emailing, blog articles, etc.)	Youth Conservation is currently on Facebook (one page and two groups), Instagram and LinkedIn. The website has a blog.	n/a
3.b Plan and send mailing campaigns to the growing mailing list.	A Newsletter is sent out two or three times a year on Brevo.	Three times a year + emailing about new resources.
3.c Develop content on channels yet to be explored such as TikTok.	Launch TikTok channel and set up a posting strategy.	Strategy set up by 1 March 2025
3.d Build podcast platform with at least 30 episodes online	Hold interviews with YC users and edit to upload as podcast to les RDV de la conservation podcast channel.	10 episodes produced per year in 2024, 25 and 26
4. Help preparing new content for MOOC and Youth conservation	Participate to the development of new tutorials on the model of the Environmental Education One.	One tuto in 2024 One tuto in 2025 One tuto in 2026
5. Set up a strong and active group of + 200 tutors.	Animate the mentorship program with tutors who join the program: <ul style="list-style-type: none"> ○ Monitor their activities and mobilize them by sharing resources and good practices on the Whatsapp group and other relevant communication channels. ○ Give visibility on their activities on our various platforms (blog, social media and newsletter). ○ Be the focal point to their needs and develop adapted resources if needed. 	50 tutors by end of 2024 100 tutors by the end of 2025 200 tutors by the end of 2026
6. Raise + 30 to support local projects led by schools and local NGPs	Find fundraising partners: many NGOs and schools are requesting financial support to implement educational programs with the communities and children. Therefore, the consultant will be requested to: <ul style="list-style-type: none"> ○ Identify and contact financial partners to support the projects. 	15 December 2025

