**WWF-UK Request for Proposal for Consultancy on Nature Positive Economy Roadmap**

**Background – WWF-UK**

The World Wide Fund for Nature (WWF) is a leading, independent environmental organisation with representation in nearly 100 countries globally. Our work spans a number of key environmental areas, such as climate, food, forests, oceans, water and wildlife.

**Background – Consultancy on Nature Positive Economy Roadmap**

WWF has been championing the concept of a Nature Positive Economy i.e. one which results in increases in nature / natural capital over time. This would require significant changes in the way the economic system currently works. Many countries have now made a commitment to achieve a nature positive economy, and to halt and reverse nature loss by 2030 e.g. including through the Leaders Pledge for Nature and the G7 Nature Compact. And at the CBD COP in December 2022, [a new set of global biodiversity goals were agreed](https://prod.drupal.www.infra.cbd.int/sites/default/files/2022-12/221219-CBD-PressRelease-COP15-Final_0.pdf) which committed the world to halting and reversing biodiversity loss by 2030 – a global goal hailed as the equivalent to climate’s 1.5C.

However, there is still little clarity on how we will get to a nature positive economy, given that the current economic system results in very nature-negative outcomes. Significant changes will be required to the economic incentives facing the private and public sector if we are to turn things round, and we will need to align all economic activities and financial flows to this nature positive goal.

We do have a blueprint however, as there is now widespread agreement and some progress being made on bringing about a transition to a net zero economy, where businesses and the finance sector are aligning with net zero goals. We need to create a similar process for transitioning to a nature positive economy. And indeed we should ideally integrate the nature positive transition and the net zero one into a single integrated process and policy framework, given the very strong interlinkages between the two. However we are much further behind in creating the financial architecture and policy building blocks towards a nature positive economy. This is set out in WWF-UK’s recent publication [Unlocking Finance for Nature: Learning from experience in driving climate action](https://www.wwf.org.uk/our-reports/unlocking-finance-for-nature).

Some of these building blocks will need to be created at the national level, while others can only be created at the global level. Thus we are looking to build understanding of the need for this nature positive transition, how it can be achieved, what the building blocks are, and the actions required of different actors, and to build support for this work in a number of countries in order to drive forward a global policy process to develop the necessary building blocks. Thus WWF has been working with others to champion the idea of a [Nature Positive Economy Roadmap](https://wwf.panda.org/wwf_news/?5681466/Nature-Positive-Economy-Roadmap).

The best forum or official ‘home’ for this work is still to be determined; it could be a multilateral grouping like the Coalition of Finance Ministers for Climate Action, or the G20, or an organisation like the OECD or the World Bank. However, the ideas need to be socialised with countries first in order to start to build a shared understanding of what is required, a vision for the solutions to be developed and support for a process to develop and implement the roadmap.

**Goal of the consultancy**:

* A set of Champion Governments (finance/economic ministries) is supporting the development of a Roadmap to a Nature Positive Economy, to promote action towards achieving the targets of the Global Biodiversity Framework.

**The Requirements of a Consultant:**

* Develop and implement an advocacy strategy for a nature positive economy roadmap incl. identification of target audiences (e.g. Coalition of Finance Ministers for Climate Action) and an engagement strategy to get key countries and stakeholders on board
* Review and map out the landscape of potential organisations / fora / multilateral groupings that could be targeted to potentially house the development of a nature positive economy roadmap.
* Develop a communications strategy for a NPER, and the required materials incl. accessible briefings and communications materials for a NPER
* Facilitate dialogue and build support for a nature positive economy roadmap e.g. organising webinars, and setting up technical expert group / country rep group.
* Engaging with relevant WWF national offices to support their engagement on this.
* Undertake fundraising activities to build our resource for this work
* Build on the technical work of the UK and Sweden, and link with Nicolas Poolen on TNFD / SBTN

**In their response, an external partner must be able to demonstrate and evidence:**

1. Understanding of the brief and propose options for the approach. *Please outline possible time frames and requirements of us in a high-level project plan.*
2. Depth and breadth of expertise in this field in the charity /not for profit / NGO and commercial / private sectors. *Please include names of recent clients for who you have delivered similar work.*
3. A strong team that can provide responsive service – i.e. not key person dependent – continuous service available. *Please provide short biographies for all those who would be involved on the project*
4. A strong alignment with WWF’s vision and mission with values that respect diversity, equality and inclusivity and evidence of partnership working. *Please provide a short statement on this and how you evidence your values in your work.*
5. Value for money; competitive pricing for expertise. We need fees to be clear and structured in a flexible way. *Please state day / hourly rates and price per project element, ideally with capped fees.*
6. Confidentiality and Data protection. *Please provide your confidentiality statement and GDPR principles.*
7. Diversity, Equality and Inclusivity (DE&I). *Please share your approach to DE&I and how you would approach the project in this respect.*
8. References. *Please provide two referee clients.* (We would not approach without your permission).
9. It is our preference that an appointed external partner adopts our standards terms and conditions for engaging with us. These are attached. *Please can you state whether or not you would be comfortable with this and whether or not there are any terms which might create difficulty for you.*

***The Selection Process***

In line with our procurement process, we are now approaching consultants and organisations, who might be able to provide the above services. A panel will consider the responses and make a decision based on the following criteria, with approximate weightings shown:

* 1. **25%: The organisation’s proposed approach to the 9 points above**
  2. **20%: Depth and breadth of expertise as evidenced by recent client work**
  3. **20%: Values, partnership, inclusivity – alignment with WWF**
  4. **35%: Price – value for money**

**Timelines and Next Steps**

This RFIQ was issued during w/c **6th February, 2023**

Any potential providers can speak to Vassilis Gkoumas with any queries, during w/c **20th February.**

We request that all responses are returned to Karen Ellis & Vassilis Gkoumas by **10 March, 2023**.

A decision will be made as soon as possible with a view to the project starting in **April 2023 September, 2023**. The project is expected to end in September 2023.

The consultancy will be managed by Karen Ellis & Vassilis Gkoumas from WWF-UK, with input from a WWF network Nature Positive Economy Roadmap Steering Group.

**Budget**

We Invite bids up to £35,000 (inc VAT).

This is to include all work carried out and expenses. Please state the daily rate as part of your bid.

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Thank you for expressing an interest in working with and supporting WWF-UK with this important piece of work. We look forward to receiving your response.

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