Terms of Reference

**Project Title:** Provision of expertise about UK nature to the Green Brexit campaign

**Commissioned by:** WWF-UK, The Living Planet Centre, Brewery Road, Woking, GU21 4LL

**WWF-UK contact:** Head of Procurement

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1. **Background**

WWF-UK is campaigning for the following to have been achieved by the time the UK leaves the EU:

1. Have in place ambitious and measurable goals and policies for nature’s recovery and a healthy environment in the UK, and abroad where it is affected by the UK’s footprint.
2. The current set of environmental principles for decision-making have been saved and strengthened
3. Institutions to hold governments to account and champion citizens’ rights have been established and empowered

Because environmental issues are devolved, we are running three separate but interlinked campaigns in England, Wales and Scotland.

1. **Brief**

We require an expert on UK nature to help us ensure that we have credible, up to date and accurate information about UK nature that we can use in our communications to bring this campaign to life and motivate target audiences to take action.

Examples of the types of work are as follows:

Early on in the contract to:

* Undertake desk-based research to look for gaps in information and recommend opportunities to communicate about species, habitats or places, which could bring our campaign to life.
* Ensure that our campaign core brief and Q&A doc (related documents that give staff accurate factual content that can be used when communicating to a variety of external audiences) are factually correct and up to date. Information needs to be in a communicable style with references.

Throughout the contract:

* Be available to members of the campaign team to verify or research facts and figures needed to support the campaign including checking content going out through various channels (social media, website, briefings etc.) for factual accuracy.
* Provide support for preparing presentations and writing briefings for materials needed for campaign activities.
* Support the research needed to support campaign tactics.
* Look out for opportunities to bring the campaign to life, and ensure the information we are using is up to date.

**Note:** that separate pieces of work may be necessary for England, Wales and Scotland, because the campaigns are different according to the political circumstances in those countries, and therefore the slant on communications may be different.

In addition, the campaign also focusses on reducing the impact that the UK has on other areas in the world through procurement of materials. Some knowledge or willingness to research on a global level will be an advantage

1. **Timeframe**

Start ASAP after the contract is agreed over a period lasting til end of June 2019. We estimate around 25 days in total, with 5 - 10 of these days to be used in the early part of the contract (timing to be agreed with the contractor).

For the rest of the contract workload may vary, but we need someone with enough flexibility to be able to respond to requests for information in a short time-frame.

1. **Selection criteria**

* Good all-round knowledge of UK nature
* Ability to research information and preferably has links with other organisations to be able to find interesting information to communicate on (this could include nature in other countries where the UK’s footprint has an impact).
* An understanding about how stories about UK wildlife can bring the campaign alive in the way that will motivate audiences – i.e. we’re looking for some creativity/comms expertise.
* Ability to present information in a manner that can be easily understood
* Fit of the proposal to the needs expressed in the terms of reference
* Ability to work within the timescale indicated (including some quick turnaround)
* Value for money

1. **How to apply**

Applicants should complete a full proposal, including a day rate and a total budget for the work, detailed timeline for delivery of the brief, with provision of the relevant background/CV of the consultant involved.

**Please email your application to** [Procurement@wwf.org.uk](mailto:Procurement@wwf.org.uk) **by 17:00 on Monday 1st October.**