**WWF Youth Leadership Online Course**

WWF-UK are looking for responses to the below brief to design and produce a youth leadership training course aimed at a global audience of 16-25-year olds. We welcome collaborative responses and invite submissions on any element of the tender; however, our preference is to commission the works in full.

Proposals should be no more than 10 pages/slides long and include:

* Rationale for how you intend to deliver on the brief.
* Evidence of your means to deliver the brief.
* Previous relevant experience, including of producing materials for youth.
* Details of your methodology for delivering the work outlined in the brief.
* Proposed resourcing and full cost breakdown to deliver the brief.
* Testimonials from previous clients.
* Rate card for additional consultancy beyond the scope of the brief, to cover dissemination and delivery of the materials after launch. Please note, this is dependent on additional funding and not yet guaranteed.
* Details of any added value initiatives or support for youth groups and networks beyond the scope of this brief.

Supporting material, such as case studies or links to credentials will be accepted beyond the 10-page limit but must be relevant to this scope of work.

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| **Date** | 3rd December 2020 |
| **Overview** | We are looking to produce an online youth leadership training course for 16-25-year olds. The course, through a process of self-reflection exercises, will help guide young people to understand what kind of ‘Changemaker’ they are. In a similar style to a personality test, a young person working through the course will answer various questions about themselves to land on a ‘changemaker identity’.  This should not be a ‘boxing in’ exercise – it should inspire young people to understand that there are many different ways to make change happen, but that just because they fit one changemaker identity, it doesn’t mean they can’t adopt other methods or styles as well. In the same way that we have many facets to our personalities, there are many overlapping skills, attributes and behaviours that combine to give us our own style of changemaking.  Once they have discovered their ‘identity’ they will be directed to further case-study based training specific to that type of change, demonstrating how young people have made change happen their way. The training will consist of a series of explainer videos and accompanying worksheets/downloadable guides that will assist young people in consolidating their thoughts around each subject. The content will be deliberately broad in order to be widely applicable, with young people applying the principles in the videos to their national context. The videos will contain real-world case study examples from young people talking about the leadership skills they have used to make change happen their way.  The training will provide top tips and tricks for making change happen. However, as this intended for an international audience – the tips will be broadly generic, with prompt questions to encourage young people to understand more about how change happens in their own specific contexts. For example, “what is the political context of your country?”; “How are leaders appointed?”  The videos will be hosted on YouTube and embedded into the Youth for Our Planet website, which will signpost to further relevant resources should young people wish to explore the topic further. The videos will involve interactive elements and ask that young people respond in the comments with their own personal reflections.  All elements of the training course should also be adapted as an offline toolkit in order to open access to the training to communities with limited access to the internet, and to allow structured groups of young people such as scout troops to undertake the course together under supervision from local staff or youth leaders. |
| **Context and Background** | Youth will inherit the environmental legacy of today’s decisions and will be responsible for shaping the future relationship between humanity and nature. Over 40% of the world’s population is under 25, so already their lifestyle choices have a huge impact on our planet. Empowering young people to be leaders of environmental action and spokespeople for sustainability is an important way to drive positive change today and is essential to ensure that the action sustained for generations to come.  Young people all over the world are already standing up and demanding urgent action to tackle the climate and biodiversity crises. Many young people care deeply about the issues and want to play role in bringing about positive change but are unsure as to how to make change happen.  In 2021, world leaders will come together at 5 global environment conferences to make important decisions about nature and the climate. There has never been a greater opportunity to chart the course for slowing climate breakdown and protecting biodiversity for future generations. Youth must be involved in these decisions.  We need to provide inspiration and direction for young people who want to make a difference and normalise the role of young people as active and relevant stakeholders in the process of defining a sustainable future for our planet.  Youth for Our Planet is a global movement of young people calling on world leaders to take ambitious and urgent action on the oceans, biodiversity, the climate and sustainable development. The movement is made up of over 500 young mobilisers from almost 80 countries and is guided by a steering group of youth-led organisations and conservation charities, including WWF-UK. Most mobilisers in the Youth for Our Planet movement live and work in the Global South, with Africa the most active region of the movement.  Youth for Our Planet, with support from WWF-UK, held the Virtual Youth Changemakers Convention on 3rd-4th October. The convention included powerful keynotes, panel debates, skills training workshops and networking opportunities to draw inspiration from like-minded young people working in different ways and in different contexts. The programme covered a wide range of topics, from social justice and the environment movement, to youth leadership, eco-lifestyles, political influencing and storytelling – demonstrating that there is no one path to change. The content from the Changemakers Convention and other Youth for Our Planet webinars can be drawn on in the development of this training course. |
| **Aim** | To empower young people with knowledge and skills to become champions for nature locally and globally, and to amplify their voices in the global conversation around biodiversity. |
| **Objective(s)** | Design and produce an online training course that enables young people to reflect on the kind of changemaker they are and guide them on how to apply their skills in a real-world context. |
| **Audience** | * 16-25-year olds at the very early stages of their ‘Changemaker’ journey – i.e. young people that are concerned by issues they see in the world but are unsure about the role they can play in changing it. * It is intended for an international audience and is not country specific, though young people should be able to apply their learnings in a local context |
| **Key Message(s)** | * ‘*There is no one path to change’* – this digital journey and online training course will inspire young people to make change happen their own way. * Young people have the power to influence positive change at the local, national and international level. |
| **Deliverables/Outcome** | As detailed in the overview, we are looking for proposals that will detail how they will deliver the online training course and accompanying offline materials. It is essential that training course should be designed to be applicable and accessible to young people from all over the world, with offline materials that can be used by youth from countries where internet access and data costs are a barrier to engagement.  Please detail how you will design and produce the materials for the course, including course content and a timeline for development.  The training course must use Youth for Our Planet branding and be designed in an accessible format.  **Values underpinning the training:**   * Sustainable * Empowering * Universally applicable, locally adaptable * Issue-focussed * Action-focussed * Measurable impact |
| **Project Timeline** | Please send your proposal by no later than **4th January 2021,** winning proposals will be selected that week.  We will launch the online youth leadership training programme in **early March**. |
| **Budget Range (INCLUDING VAT)** | £30,000 – £40,000 **including VAT**  Please consider the cost of translation into English, French and Spanish in your proposal. |
| **Additional Resources** | Youth for Our Planet, with support from WWF-UK, held the Virtual Youth Changemakers Convention on 3rd-4th October. The convention included powerful keynotes, panel debates, skills training workshops and networking opportunities to draw inspiration from like-minded young people working in different ways and in different contexts. The programme covered a wide range of topics, from social justice and the environment movement, to youth leadership, eco-lifestyles, political influencing and storytelling – demonstrating that there is no one path to change. The content from the Changemakers Convention and other Youth for Our Planet webinars can be drawn on in the development of this training course.  Links to training materials:  [www.youthforourplanet.com/trainings](http://www.youthforourplanet.com/trainings)  [www.youthforourplanet.com/changemakers](http://www.youthforourplanet.com/changemakers)  [Dropbox](https://www.dropbox.com/sh/u1b0bqgnwzu883k/AABP9fJxKXquyfryWtw6fMl-a?dl=0) containing:   * Youth for Our Planet branding * Previous training materials * WWF standard terms and conditions of contract |
| **Preferred Contracting Approach** | * Please see attached WWF’s standard terms and conditions of contract. In your response, please indicate whether these are acceptable or whether you would wish to propose any alternative terms. * WWF’s preferred approach to payment is to pay upon delivery of services, should you wish to propose staged payments please set this out in your response. |
| **Contacts** | * Project lead: [kmachin@wwf.org.uk](mailto:kmachin@wwf.org.uk) * Budget holder: [mlarsendaw@wwf.org.uk](mailto:mlarsendaw@wwf.org.uk) * Procurement: [tlowe@wwf.org.uk](mailto:tlowe@wwf.org.uk) |