**WWF-UK Request for Proposal**

**Empowering young people to lead within WWF-UK**

WWF-UK is looking to engage an agency specialising in working **with** and **for** young people. This agency will support WWF-UK to supercharge its work directly engaging young people, empowering, and supporting them to play a strategic role in the work of the organisation, through a youth board style approach.

**Background – WWF-UK Strategy**

The environmental impact of human activity on both nature and climate now threatens the survival of all life on our planet. Since 1970, we have seen a calamitous decline in vertebrate wildlife population sizes of, on average, 68%. Over the next decade, we face a triple challenge; to meet the needs of a growing human population against a backdrop of a dramatically changing climate and a biodiversity crisis across land and sea.

Underpinned by science, WWF-UK’s strategic vision is that by 2030 nature’s vital signs are improving – we will have halted the loss of nature. We are working to avoid the sixth mass extinction of life on our planet. If we are to ‘bend the curve’ on nature loss, we need to inspire people and institutions to tackle the greatest threats to nature and the future of our planet.

**To bring our world back to life, we will focus on the following Strategic Goals:**

1. Averting dangerous climate change – pushing the UK for the strongest ambition and measures to decarbonise, to help tackle the climate emergency.
2. Creating a sustainable food system – fighting to reform our food system, to halt nature loss and ensure the UK leads a global transformation to sustainable production and consumption of food.
3. Restoring threatened habitats and species – working to halt the loss of habitats and restore nature life-support systems for people and species in some of the world’s most special places.
4. Growing support – growing support for our work by making WWF as widely-known as possible – and by creating more opportunities for our supporters to be involved in what we do; inspiring them to act with us and have an impact on our mission.
5. Working for your world – we're determined to get the basics right, so we’re the most effective organisation possible – to help us achieve our strategy and deliver impact for our supporters.

**Background and context - empowering young people to lead within WWF-UK**

WWF-UK is looking to engage young people in deeper and more meaningful ways – as part of this, there will be an opportunity for young people to join the organisation in ‘youth board’ style approaches: co-creating projects, campaigns and feeding into various strategies. This is a key area within our youth engagement strategy, which focuses on five key areas:

1. Growing our youth supporter base in a targeted way that enables us to reach: urban, centre, and diverse young people.
2. Fixing the leaky pipeline by providing more engagement opportunities for families.
3. Connecting 13–17-year-olds to WWF and to each other.
4. Enabling young people’s voices to be heard and their actions to be seen.
5. Promoting sustainable careers as a way young people can be part of the change.

WWF-UK will be looking to offer young people a sector leading, high-quality, youth engagement journey, from recruitment onwards. The young people that work with us will be kept safe, valued, treated with respect, and supported to be the best they can be.

In this phase, WWF-UK has two main opportunities for young people to work with us:

**WWF-UK Youth Ambassadors (YA)**

A diverse group of 12 young people (aged 13-20) from across the UK, who are passionate about protecting the environment. They may not have lots of experience creating change but wanting to protect the planet is a key driver for them. They will help to co-create WWF campaigns, projects, and events, ensuring that there is a golden thread of high-quality youth engagement within WWF-UK's work.

*The Youth Ambassador model was introduced 2018/19 but is now being re-structured and formalised, using the learnings gathered.*

**Sustainable Futures Youth Advisory Group (SFYAG)**

**Background on sustainable futures**

The Sustainable Futures programme has been designed to address the urgent need to prepare young people between the ages of 14-18 for the future job market, unleashing a green economic recovery.

This exciting new programme will provide sustainability skills training for young people, teachers, and career leaders in all schools across the UK, free of charge. It will also provide schools and young people with access to leaders in business for work experience and role-modelling.

Sustainable Futures is committed to enabling and empowering all young people, especially those from less-advantaged backgrounds, to envision and access rewarding careers that play a positive part in addressing the environmental challenges of our time.

To advise and shape the future of the programme, we are convening a Youth Advisory Group. The group will be made up 14 diverse young people (aged 14-18) from across the UK who are currently making decisions that will impact the range of career options they have available. They may not consider themselves to be passionate about the environment, but they will care about entering the world of work. They will share perspectives from their communities and will inform and steer the programme so that it addresses the barriers that may deter or prevent young people from including sustainability of their career and the planet in decisions about jobs.

**Similarities**

Both groups are looking to:

* Regularly engage young people, through a mixture of online and physical meetings
* Reach underserved audiences, to diversify our supporter base, genuinely represent and include communities across the UK in our work and thinking.
* Provide training on key skills, knowledge, and behaviours that young people will need to develop in order to excel in their role, as well as informal check ins to ensure retention.
* Support young people to have a meaningful influence on the work of WWF, leading key areas of work and co-creating resources and projects.

**Differences**

The groups differ in the following areas:

* **Type of young person desired -** YA recruitment will focus on recruiting young people who fall into one of two categories: environmental well-wishers\* and doers\*\*. This is unlike the SFYAG, who are looking for young people who may be at the beginning of their environmental action journey and need support to explore the relationship between sustainability, careers, and their future work lives.

\* **Environmental well-wishers** are young people who are supportive of WWF and what we stand for, but currently have not taken any high-quality action in support of our cause. To reach them, we need to provide accessible activations and moments to support our cause that reach them where they are at and connects them to other young people.

**\*\*Doers** are young people who get out and do. They move past easy actions such as recycling and make life changes such as dietary changes, boycotting brands or aligning with a campaign. They might not know exactly what WWF does, but they know it is about helping the planet and think the brands is okay. To reach them, we need to help restore their confidence in their actions and the future of the planet.

*In addition, WWF is seeking to prioritise engagement of young people who are: urban,* *centre, and diverse.*

* **Purpose –** the SFYAG will have a sharp focus on the Sustainable Futures careers programme and related areas, whereas YA’s will focus on several areas of WWF’s work, feeding into a broader range of projects and campaigns.
* **How long their terms are –** YA's will have a maximum three-year term, whilst the SFYAG term is 18 months.
* **The external dynamic of the role –** YA's will be supported to attend several external events, acting as speakers and representatives of WWF. SFYAG – we hope that we can work with members to reach this point but will not put it as a requirement from the outset.
* **Diversity –** the SFYAG will particularly focus on engaging young people from disadvantaged backgrounds, to reflect the main target audience for our Sustainable Futures programme. The youth ambassadors will also be diverse, but we will be drawing from a wider range of characteristics as outlined above: **urban, centre, diverse.**

**Main purpose and scope**

The successful agency will work with WWF-UK on both groups of young people, in the following ways:

**For WWF-UK's Youth Ambassador Group: recruitment phase**

Activities

* To agree to the characteristics of the group of young people we seek to recruit into Youth Ambassador Roles, based on WWF’s audience strategy.
* To create a safe, accessible, and inclusive recruitment and selection process in collaboration with the WWF-UK Youth Engagement Team.
* To promote the Youth Ambassador opportunity to diverse 13–17-year-olds across the UK, with a focus on disadvantaged and currently underserved groups.
* To work with the WWF-UK Youth Engagement Team to shortlist, interview and onboard diverse young people to the Youth Ambassador role and providing relevant signposting and support for unsuccessful candidates.

Deliverables

* To have secured at least 50,000 impressions of the WWF-UK Youth Ambassador recruitment through digital and physical means.
* At least 100 eligible young people from across the UK apply to become a WWF-UK Youth Ambassador (with a minimum of 30% from IMD 1-3 areas and/or from minoritised and currently underserved communities), with 30 shortlisted and interviewed.
* To have successfully recruited a group of 12, diverse 13–17-year old’s (the age range for the group is 13-20 to allow a 17-year-old to complete the 3-year role term) with proportional representation from across the UK (5 from England, 3 from Scotland, 2 from Wales and 2 from Northern Ireland.), by **January/February 2023.**
* To provide signposting to further opportunities for unsuccessful applicants to the role of Youth Ambassador.

Outcomes

* WWF-UK is able to work closely with a group of 12 diverse young people, who are proportionally representative of the nations within the UK, represent a variety of backgrounds and are aligned with our audience objectives.
* \*Young people are genuinely able to influence the work of WWF-UK through their role as a Youth Ambassador.
* \*Young people see WWF-UK as an organisation that prioritises their views and opinions, supports them to take action and genuinely serves their needs.
* \*Unprompted awareness and positive perception of WWF-UK raises with young people aged 13-17 across the UK.

*\*= outcome is outside of the scope of accountability for the selected agency.*

*Once young people have been successfully recruited into the position of Youth Ambassador, the WWF-UK Youth Engagement team will manage all elements of the programme, with potential for us to reengage the agency in the event a young person leaves their post prior to the end of the 3-year term.*

**For WWF-UK's Sustainable Futures Youth Advisory Group (SFYAG)**

**Activities**

Recruitment phase:

* Create a safe, accessible, and inclusive recruitment process in collaboration with the WWF-UK Sustainable Futures team.
* Promote the SFYAG opportunity across networks that will reach a diverse range of young people from 14-18, with particular focus on disadvantaged and minoritised ethnic groups and ensuring representation across all 4 nations.
* Work with the WWF-UK Sustainable Futures team to shortlist, interview and onboard 14 young people to the SFYAG.
* Conduct a thorough induction process that ensures the young person is informed and prepared for the first get together.

Management and running of the SFYAG:

* Ensure robust safeguarding measures are followed.
* Plan and facilitate all SFYAG meetings in collaboration with the Sustainable Futures team.
* Organise both in-person and virtual get togethers, ensuring all members are informed and have the ability to attend. This includes arranging travel and accommodation for all members and accompanying responsible adults when necessary. Associated costs are covered as part of the contract.
* Conduct monthly meetings with the WWF-UK Sustainable Futures team to plan the agenda for the next get together in order to successfully engage members and help inform and shape the Sustainable Futures programme.
* Manage regular engagement and communication with members in between meetings.

**Deliverables**

1. Successfully recruit 14 young people aged 14-18, with a designated co-chair (a rolling position that allows each member to experience being in this position). Characteristics:

* Geographical demographics: 5 England, 3 Scotland, 3 Wales & 3 Northern Ireland. Urban and rural.
* Weighted towards underrepresented groups in the environment and sustainability sectors
* A balance of socio-economic background, gender, and ethnicity (as a guideline – 50% gender split, at least 50% from a minority ethnic background, 14% identify as having a disability).

1. All members commit for 18months – January 2023-July 2024, however, we recognise that due to personal circumstances, some young people may leave prior to this date.
2. A combination of virtual and in person get togethers. Work with WWF-UK Sustainable Futures team to establish frequency, in order to maintain engagement throughout the programme. These get togethers to be of a high standard, including:

* A thoughtful, safe, and structured approach has been taken to help all members feel engaged, informed, and able to attend each meeting.
* Pressure points of each age are taken into consideration and accounted for.

1. Personal and professional development opportunities are supported according to individual interests, varying from public speaking or blog writing, to problem solving or communication skills.
2. Reporting requirements:

* Quarterly reports produced to track engagement and inform future approach.
* An end of programme evaluation and report.

**Outcomes**

* Youth voice is at the heart of the Sustainable Futures programme
* Sustainable Futures courses, resources and communications are informed and improved with insight from diverse young people currently experiencing careers guidance.
* The Sustainable Futures programme creates activities, resources and

opportunities that respond to and meets the needs of all young people.

* Engagement with young people and with public, political, and business audiences is strengthened through visible presence of young people in direct meetings, events, and campaign communications.
* Young people gain experience and develop skills to support their future education, employment, or training applications.

**The Application Process**

Please note that WWF-UK would prefer to contract these services using our attached Standard Terms and Conditions. As part of your response, please indicate whether or not you would be content to use these terms or if you would wish to propose alternatives.

**In your response, please 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, with a particular focus on the safeguarding of young people*
3. Safeguarding expertise and experience. *Please outline how you will ensure safeguarding is embedded in programme design and delivery. Please provide your policy, your expectations of WWF-UK's roles and responsibilities, as well as a breakdown of your training, monitoring, quality assurance, incident management and reporting procedures. We expect agencies to have at least the same level of safeguarding measures as outlined in our policy -* [*https://www.wwf.org.uk/sites/default/files/2022-09/WWF-UK-Safeguarding-Policy-September-22.pdf*](https://www.wwf.org.uk/sites/default/files/2022-09/WWF-UK-Safeguarding-Policy-September-22.pdf) *- and if required, WWF has the right to impose or instruct any further safeguarding measures to align to our policy.*
4. 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*
5. 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.*
6. 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.*
7. Confidentiality and Data protection. *Please provide your confidentiality statement and GDPR principles.*
8. Diversity, Equality, and Inclusivity (DE&I). *Please share your approach to DE&I and how you would approach the project in this respect.*
9. References. *Please provide two referee clients.* (We would not approach without your permission).
10. 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 you would be comfortable with this and whether there are any terms which might create difficulty for you.*

***The Selection Process***

In line with our procurement process, we require at least 3 supplier responses to the brief. A panel comprising members from across Education and Youth Engagement will consider the responses and make a decision based on the following criteria, with approximate weightings shown:

* 1. **30%: The organisation’s proposed approach to the points above**
  2. **30%: Depth and breadth of expertise in youth engagement, particularly safeguarding, as evidenced by recent client work**
  3. **20%: Values, partnership, inclusivity – alignment with WWF-UK**
  4. **20%: Price – value for money**

**Methodology and approach 30%**

Please outline your proposed approach to carrying out the project, as described in the tender.

This should include:

* Approach to inclusive recruitment, including all 4 nations
* Safeguarding management processes including the information set out above and how these will be shared with WWF-UK for comment and approval
* Induction and onboarding process
* Managing engagement and individual needs both during meetings and in between meetings
* Planning and facilitating meetings
* Ways of working with WWF-UK
* Timeline to achieve first meeting of the SFYAG and YA beginning February
* Please provide information on members of the team, their responsibilities, and the time they will allocate to working on the projects.

**Previous experience 30%**

Please briefly outline your professional profile and any relevant experience, including

* Expertise in youth engagement, particularly safeguarding
* Examples of where you have successfully worked with young people from minoritised, disadvantaged, or underrepresented communities
* Examples of where you have engaged young people in the environment, sustainability, or other social action areas.

**Values, partnership, inclusivity – alignment with WWF-UK 20%**

**Price 20%**

Please provide a fixed price with breakdown including VAT

**Conflicts of Interest:** Provide any details (if any) of actual or potential conflicts of Interests that would arise were you to be appointed, and details of how these conflicts would be mitigated

**Timelines and Next Steps**

The budget range for this work is **£20,000 - £34,000 (inclusive of VAT)** please provide a costed breakdown of spend in the proposal.

This request for proposal/quotation was issued: **w/c 10th October 2022**

The closing date for responses is **8am on 3rd November 2022**

Please send your proposal to **Jack Abrey, Head of Youth Engagement WWF-UK:** [**jabrey@wwf.org.uk**](mailto:jabrey@wwf.org.uk)

Evaluation will begin on the **1st of November** and 3 agencies will be invited to **interview w/c 7th November**

A decision will be made, and the contract awarded in **early-November**, with the project commencing **immediately** after accepting contract terms and **running until August 2024.**

Any potential providers can speak to **Jack Abrey, Head of Youth Engagement WWF-UK:** [**jabrey@wwf.org.uk**](mailto:jabrey@wwf.org.uk)and/or **David Blackmore, Head of Sustainable Careers,** [**dblackmore@wwf.org.uk**](mailto:dblackmore@wwf.org.uk)

Alternatively, please contact: WWF-UK Procurement Team: [procurement@wwf.org.uk](mailto:procurement@wwf.org.uk)

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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.