**WWF-UK Request for Proposal**

**Youth-led storytelling**

WWF-UK is looking to engage a supplier(s) specialising in working **with** and **for** young people. The supplier(s) will work with WWF-UK and its partners to support young people to develop their storytelling skills, through online resources, online and in-person workshops, and the editing and production of a youth-led, user generated content (“UGC”) film, focusing on UK nature and the action needed to protect it.

**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-UK 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 – Youth Led Storytelling**

Wild Isles is a new landmark natural history television series, co-produced by WWF-UK and the RSPB, which will reveal a previously unseen wild side of the UK – and show why our isles are so important globally for nature. Alongside this series, WWF-UK, the RSPB, and the National Trust will be working together to harness the enthusiasm and desire from the public to take practical action, to restore our Wild Isles.

Stories change hearts and minds. They can lead to mass action, break down barriers, and inspire people to make change happen, but so often, diverse young people are not represented in the stories we see, their voices and views often go unheard. That’s why, WWF-UK, the RSPB and the National Trust are placing youth storytelling right at the heart of our work. We want to support young people, aged 13-25 to develop their storytelling skills, realise and harness the power of their voices, and inspire others to create change.

So far, we have convened a group of young people from across WWF-UK, the RSPB, and the National Trust to bring this project to life – the ‘Youth Storytelling Group.’ Over the past few weeks, we have been working with the group to co-create the outline strategy and plan for this work, including working on this RFP. These young people will steer and guide the strategic direction for this work throughout, including creating the storyboard for the film, which will then be filmed by 300 young people across the UK, with at least 50% of these from IMD 1-3 areas. In addition to this, WWF-UK has conducted background youth segmentation research into our 13-25 audiences, which is available for use.

In order to do this, we have setup the ‘Youth-led Storytelling’ project, working towards the following **objectives:**

1. **Diversify the youth audience engaged in environmental conversations and action across the four nations of the UK**, especially those living in IMD 1-3 areas.
2. **Increase the** [**connection to nature**](https://www.rspb.org.uk/globalassets/downloads/documents/positions/education/connecting-with-nature-report.pdf) of young people aged 13-25 who take part in the project, so they are more likely to take action to protect it.
3. **Produce a high-quality, impactful, youth-led film** focusing on UK nature and the action needed to protect and restore it.This should resonate with young people and be something they really want to watch.
4. **WWF-UK, RSPB, and the National Trust develop their skills, knowledge, ability, and experience** to more effectively engage 13-25’s on the environment.

**Main purpose and scope**

The work we are looking to bring in support for has been split into two ‘lots,’ a supplier **must** bid for both ‘lots,’ either as a single organisation, or as a consortium.

**Lot 1 - Storytelling skills development**

Developing young people’s storytelling skills and their ability to use their voice for action and change. This lot is focused upon developing resources and opportunities for young people aged 13-25, with a particular focus on those living in IMD 1-3 areas.

**Activities**

* To work collaboratively with the ‘Youth Steering Group’ that has been setup to guide this work, respecting their views, opinions, and beliefs.
* To design, agree and deliver a recruitment and selection criteria for the online and in-person workshops, managing the recruitment and placement of young people onto these sessions, abiding by the UK GDPR and all other relevant policies.
* To design, agree and deliver an offer for unsuccessful applicants to the workshops, ensuring every young person can benefit from the process.
* To promote the opportunity and successfully recruit young people from all four nations of the UK, with support from WWF-UK and its partners.
* To deliver fun, engaging, and interactive online and in-person workshops for young people, with the supplier(s) leading on safeguarding, following and in collaboration with WWF-UK’s safeguarding policies.
* To work with WWF-UK and its partners to ascertain if any suitable Ambassadors, Artists, and Influencer talent from across the organisations are available to contribute to workshops.
* To work with WWF-UK and its partners to develop content that will work on our owned social channels, abiding by and promoting high quality safeguarding.
* To work with WWF and its partners to assess the potential for an ‘access fund’ to cover travel and potential equipment costs for young people who need it.
* To support the onboarding of 300 young people to a ‘Youth Storyteller Network’ upon completion of an online or in-person workshop.

**Deliverables**

* From May – August 2023, to host 6 in-person\* workshops and 6 online workshops that allow a minimum of 300 diverse young people (aged 13-25), with at least 50% from IMD 1-3 backgrounds, to develop their storytelling skills. There should be 3 in person workshops in England, 1 in Scotland, 1 in Wales, and 1 in Northern Ireland.
* From May – August 2023, work with WWF-UK and its partners to build a network of young people who have completed a workshop to form the ‘Youth Storyteller Network’ who submit their UGC to an agreed platform.
* By May 2023, to have produced a digital successful applicant onboarding pack.
* By May 2023, to produce a series of ‘TikTok’ style, short explainer videos on how to film great UGC and tell stories. Wherever possible, the ‘stars’ of these videos, should be diverse young content creators.
* By May 2023, to produce a ‘resource pack’ in an agreed format, that young people can use to develop their skills in storytelling. This will be created from a mixture of collated, currently available content and newly developed content through this work.
* By June 2023, to produce a pre-recorded 30-minute mini session for any young people who are unsuccessful in securing a place on a workshop and for future use.
* By June 2023, to have produced a digital unsuccessful applicant’s packs, which allows young people who do not secure a place to still develop skills.
* To ensure that all deliverables are **fully inclusive and accessible.** This includes, but is not limited to, translating relevant resources into the Welsh language.

*\*WWF-UK and partners will provide suitable venues for these to be hosted at, for online events, supplier(s) should present a suitable platform to be used.*

**Outcomes**

* Young people across the UK are able to develop their storytelling skills, create unique, compelling narratives and produce high-quality UGC.
* A minimum of 300 diverse young people, with at least 50% from IMD 1-3 are able to attend an online or in-person workshop, focusing on storytelling.
* WWF-UK and its partners have the ability to use the created videos and resources far beyond the end date of this project.
* It is our intention that the resources developed will remain useful and usable in the future, for example supporting future campaigns or to support formal and informal education.

**Lot 2 - Video editing and production**

A love letter to, and call to action for, UK nature – led by young people from some of the most deprived communities in the UK.This lot will bring together UGC submitted by young people from across the UK, into a high-quality, youth-led film.

*In order to source this UGC, a specialist platform has been procured that will allow young people to film content and upload to a storyboard developed by our youth steering group. The successful supplier(s) will have a bank of approved content to work through, with all relevant model release pre-completed.*

**Specific requirements from a supplier for Lot 2**

Putting young people in the driving seat and supporting them to develop their skills is a key principle for this work. As such, for Lot 2, we require a supplier who:

* Can facilitate young people aged 16-25 conducting the editing and production – this could be achieved in many ways, including a youth-led supplier, through having young staff members, upskilling members of the workshops delivered in lot 1, or working with a university or college.
* Can facilitate any voiceover content, music, or graphics to be created by young people.
* Wherever possible, to ensure the team working on this project are from diverse backgrounds and locations.
* Must prioritise the safeguarding of young people and the content they produce.

**Activities**

* To work collaboratively with the ‘Youth Steering Group’ that has been setup to guide this work, respecting their views, opinions, and beliefs.
* To bring together the UGC submitted from young people across the UK, with any necessary voiceover, music, or graphics – as created by young people.
* To produce a fun, engaging film that is highly shareable by young people, inspires young viewers to take action and calls on power holders to commit to change.
* To produce relevant cut-downs of the film, for a variety of use cases.
* Support on creating a sharing strategy for the completed film – ensuring this reaches as far and wide as possible.

**Deliverables**

* From April to May 2023, support the youth steering group for this project with the production of a suitable storyboard.
* From August to September 2023, produce a high-quality 10-15-minute-long film, using UGC submitted by young people from across the UK.
* By October 2023, to have produced 4 cut-down versions of the film, which focus on each nation.
* By October 2023, to have produced additional cut down versions of specific themes, to be agreed.
* To ensure all deliverables are **fully inclusive and accessible.** This includes, but is not limited to, subtitling, and translating subtitles into the Welsh language.

**Outcomes**

* WWF-UK and its partners are able to promote a youth-led film that inspires people to take action and calls on decision makers and power holders to commit to change.
* WWF-UK and its partners shown to be working with and for young people, putting their voices at the heart of our work.
* WWF-UK and its partners play a leading role in helping to diversify content from the environment sector, helping young people see people like themselves in mainstream content.
* It is our intention that the resources developed will remain useful and usable in the future, for example supporting future campaigns or to support formal and informal education.

**Responding as a joint-venture or consortium**

We encourage collaboration and are open to joint proposals on this project.

Respondents to this Request for Proposal may take the form of sole legal entities or may wish to combine to form consortia, joint ventures, unincorporated associations, or partnerships. This may, for example, apply to entities who feel that alone they do not have the experience, capacity, or capability to address the size and scale of the requirements or who do not have a footprint in all four nations. The following additional instructions apply to Bidders who put forward a joint approach:

* A Lead Party must be identified that shall submit a response on behalf of all Parties to the JV/consortium.
* The Lead Party shall be responsible for all communication during the procurement process.
* Joint respondents must submit a structure diagram identifying the roles and relationships between the Parties including all relevant companies, their respective parent or ultimate holding companies. The structure should ensure that, as a minimum, legal obligations and liabilities are borne by an entity or entities which satisfy the financial and economic requirements.
* The declaration statements enclosed below should be completed and signed by all Parties together with written confirmation from each Party that they authorise the Lead Party organisation to act on their behalf in relation to this procurement exercise.
* If awarded a Contract, each of the Parties shall be jointly and severally responsible for the due Planning of any contract.

**Roles and responsibilities**

WWF-UK is leading this piece of work, in partnership with the RSPB and National Trust.

**The supplier(s) selected should expect to:**

* Be under the direction of the WWF-UK and partner staff managing this project.
* Adhere to, and work within, WWF-UK safeguarding policies. This includes safeguarding risks being identified and mitigated by the supplier, relevant insurance policies being held, all relevant staff holding an enhanced DBS and clear reporting channels from the supplier to WWF-UK regarding safeguarding near misses and incidents.
* Commit to weekly check-ins with WWF-UK and partner staff where needed and inform WWF-UK if and when issues arise between these check-ins.
* Commit to collaborating with the youth storytelling steering group via workshops and other mechanisms, ensuring their ideas are implemented wherever possible.

**WWF-UK shall:**

* Act as lead relationship manager with the selected supplier(s) with consultation with partners and lead the appointment process.
* Provide a list of resources and additional information necessary for the agency to deliver against the brief.
* Facilitate introductions with partners and key stakeholders.
* Work closely with the selected supplier(s), and partners throughout the term on any task necessary to fulfil the brief.
* Provide feedback on draft versions and progress of the outcomes
* Be on hand to answer queries
* Provide final sign-off of detailed outputs

**The Partners (RSPB, National Trust) shall:**

* Assist in assessment of proposals and selection of supplier(s)
* Support in the creation of a list of resources which can be used as a starting point to fulfil the brief.
* Facilitate introductions with industry experts, relevant to securing the required outputs.
* Be informed of progress and consulted if issues arise
* Provide feedback on any draft version of the outputs, in alignment with WWF-UK and other parties.
* Be on hand to answer queries
* Provide final sign-off of detailed outputs relevant to their required data collection

**The Application Process**

**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, with reference to working across the four nations. *Please include names of recent clients for who you have delivered similar work.*
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-UK.org.uk/sites/default/files/2022-09/WWF-UK-Safeguarding-Policy-September-22.pdf> - and if required, WWF-UK 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-UK’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 a copy of your Data Protection Policy and any supporting documentation, such as Data Protection Impact Assessments that demonstrate how you approach working with young people and ensure that your processes protect their personal information.*
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 or not you would be comfortable with this and whether or not there are any terms which might create difficulty for you.*

**Included with your application, please complete, and submit:**

The WWF-UK Sustainable Procurement Questionnaire and the WWF-UK Supplier Security Assessment, which can be found attached to this RFP.

**The Selection Process**

In line with our procurement process, we are now seeking a minimum of 3 proposals from suppliers who might be able to deliver these services.

A panel comprising key staff and young people from across WWF-UK, RSPB and the National Trust will consider the responses and make a decision based on the following criteria, with approximate weightings shown:

**20%: Depth and breadth of expertise as evidenced by recent client work**

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 and from all four nations.
* Examples of where you have engaged young people in the environment, sustainability, or other social action areas.

**20%: Methodology and approach**

With particular reference to the 10 points outlined, please explain and present your proposed methodology and approach for this piece of work.

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

**20%: Price – value for money**  
Please provide a fixed price, with breakdown including VAT.

**10%: Sustainable procurement questionnaire**

**10%: Data security questionnaire**

**Payment schedule**  
  
As this project runs over several months, we will collaborate with the successful supplier(s) to produce a deliverables-based payment schedule during the contracting stage.

**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, including all lots and inclusive of VAT, is **£60,000 - £70,000.** Please provide a costed breakdown of spend in the proposal.

This request for proposal was issued: **w/c 6th February 2023**

The closing date for responses is **12 noon on 3rd March 2023.** No proposals submitted after this date will be considered.

Evaluation will begin on the **6th of March** and 3 agencies will be invited to **interview w/c 13th March.**

A decision will be made, and the contract awarded in **Mid-March** with the project commencing **immediately** after accepting contract terms and **running until October 2023.**

**Submission of proposals**

Proposals should be a **maximum** of 8 pages, or 10 slides, in length.

To submit your proposal, or for any questions, please contact: **Jack Abrey, Head of Youth Engagement, WWF-UK:** [**jabrey@wwf.org.uk**](mailto:jabrey@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.