



WWF-UK INVITATION TO QUOTE

SCHOOLS AND YOUTH TEAM PROGRAMMES AND COMMUNICATIONS SUPPORT

DATE 11/05/2017

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1 SUMMARY

This document provides information to invited suppliers for the provision of consultancy services to the WWF UK Schools and Youth (S&Y) Team.

2 REQUIREMENTS

Suppliers must follow the instructions below to be eligible for consideration:

- Confirm receipt of this documentation and intention to submit a quote by email to Matt Pullen (Procurement Manager) email Procurement@wwf.org.uk by 12:00 on 17 May 2017.
- Suppliers are invited to submit questions via email before submitting their quote. Please submit questions by 12:00 on 19 May 2017 - we will do our best to respond within 48 hours.
- Quotes are to be submitted by email to Procurement@wwf.org.uk by 12:00 on 26 May 2017

Our intention is to announce the outcome by 9 June 2017 and for services to commence with the successful supplier on 3 July 2017.

3 BACKGROUND INFORMATION

WWF is:

- The world's largest and most experienced independent conservation organisation
- A truly global network, working in more than 90 countries
- A challenging, constructive, science-based organisation that addresses issues from the survival of species and habitats to climate change, sustainable business and environmental education
- A charity dependent upon its five million supporters worldwide - some 90 per cent of our income derives from voluntary sources such as people and the business community
- An organisation that makes a difference

A brief History:

- Officially founded on 11 September 1961 amid fears that habitat destruction and hunting would soon bring about the extinction of much of Africa's wildlife.
- Among the distinguished group of founders were Sir Julian Huxley, the renowned biologist, and Sir Peter Scott, the naturalist and painter, who designed the original panda logo.
- The organisation's international headquarters were established in Switzerland, and WWF offices were set up in many countries, starting with the UK.
- By the end of the 1970s, the focus of WWF's work had broadened to encompass not only the conservation of wildlife and habitats, but also the wider implications of man's activities on the environment.
- In 1980 WWF's World Conservation Strategy warned that humanity had no future unless nature and the world's natural resources were conserved.
- Introduced the concept of sustainable development - living within the limits of the natural environment without compromising the needs of future generations - which has been central to WWF's thinking ever since.

- WWF has grown from modest beginnings into a truly global conservation organisation that has been instrumental in making the environment a matter of world concern.
- In addition to funding and managing countless conservation projects throughout the world, WWF continues to lobby governments and policy-makers, conduct research, influence education systems, and work with business and industry to address global threats to the planet by seeking long-term solutions.

Further Information can be found at www.wwf.org.uk

4 SCOPE OF REQUIREMENT

WWF UK is seeking to appoint a retained consultant to provide programmes and communications support to the Schools and Youth Team for an initial 24 month period of 03 July 2017 until 30 June 2019, with an opportunity to extend the arrangement a further period of 12 months. The WWF UK Schools and Youth Team have been working with schools and educators to inspire young people to make positive choices for a more sustainable future for more than 30 years. The team's work with schools inspires and supports young people to build their knowledge and understanding, develop their skills, and explore their values so they're motivated and equipped to enjoy and care for our beautiful planet. More information about the Schools and Youth Team can be found here: <https://www.wwf.org.uk/get-involved/schools>.

The 24 month period of 03 July 2017 until 30 June 2019 represents a key opportunity for WWF to further progress engagement with schools and youth audiences and engage with an even wider audience. Netflix, the world's leading internet TV network, will premiere across all its territories in 2019 in collaboration with Silverback Films and WWF, Our Planet, an astonishing new eight part natural history series made by the creators of the critically and popularly acclaimed series Planet Earth. The resources and materials of the WWF UK Schools and Youth team will be launched and advocated in conjunction with that series. More information about Our Planet can be found here: <https://www.wwf.org.uk/updates/wwf-netflix-and-silverback-films-team-create-our-planet>.

The requirement for programmes and communications consultancy support is set out in section 6 of this document.

5 SUPPLIER ALIGNMENT

The requirement spans a broad range of tasks and disciplines. We therefore require a supplier who can demonstrate sufficient capacity, expertise and credibility in the following areas:

- Experience of designing and disseminating marketing and communications messages and campaigns to the schools and youth audience.
- Understanding how to maintain and develop stakeholder communities, fostering their participation across existing and new projects and programmes.
- Ability to support digital communications channels (e.g. web and email) including production and dissemination of content, and development of new and existing communication channels.

6 SERVICE REQUIREMENTS

6.1. Campaigns

The requirement for programmes and communications consultancy support will be carried out across – but not limited to – the following campaigns:

6.1 i) School Relations; including:

Green Ambassador (GA) Schools (Plant2Plate, IProtectTigers, Water Spike, Penguin Citizen Science, Amazing Amazon, Earth Hour, Wear it Wild, Climate Change)
Living Planet Centre (LPC) Education
Our Planet

6.1 ii) Community Relations; to include:

Green Ambassadors 4 Youth (Explore, Earth Hour, Wear it Wild)
Living Planet Centre Education
Wider Youth Engagement
Our Planet
Green Ambassadors Community Hub
Deployment of Dotmailer (Yr 1)
Living Planet Report project (Yr 2)

Useful Links to further information:

Green Ambassadors: <https://www.wwf.org.uk/get-involved/schools/green-ambassadors>

Living planet Centre Education: <https://www.wwf.org.uk/get-involved/living-planet-centre>

Our Planet: <https://www.wwf.org.uk/updates/wwf-netflix-and-silverback-films-team-create-our-planet>

Dotmailer: <https://www.dotmailer.com/>

Living Planet Report: <http://assets.wwf.org.uk/custom/lpr2016/>

6.2. Consultancy scope

Consultancy support activities will span categorised into three main areas of work:

6.2.(i) Marketing & Communication Support

Meetings (typically monthly F2F meetings and fortnightly telephone meetings), events & workshops;
Scoping communication objectives, deliverables & associated timescales;
Programme / project scoping & proposals; and
Analysis and reporting (including monthly and quarterly reports, analysis and survey/feedback development support).

6.2.(ii) Community Management

Supporting development and implementation of Community Management Plans (CMP);
Implementation of CMP's and associated activities / tasks; and
Stakeholder management and associated tasks.
Data Management (currently using Spirit – the S&Y database)

6.2.(iii). Digital Communications

Website updates & content maintenance to WWF pages and project websites; and
Email broadcast design & copywriting of e-newsletter campaigns (current volume is circa 3 emails per week to schools and 2 emails per week to youth groups).

6.3. Programme Support Summaries

6.3 (i) School Relations

Green Ambassadors Schools

Providing input into the development of WWF's overarching Green Ambassador flagship programme;
Assisting the Green Ambassador management team in marketing activities, promoting the scheme - and associated resources and activities - to UK primary & secondary schools in line with the community management plan;
Providing analysis and reporting to all GA campaigns and engagement activities;
Performing various stakeholder management activities;
Supporting the team to maintain all of the schools content on the WWF website; and
Supporting the design and delivery of term-time e-newsletters and other GA campaigns and activities.

Living Planet Centre Education

Assisting the LPC Education team in marketing activities, promoting the workshops and activities to UK schools in line with the S&Y community management plan;
Providing analysis and reporting on LPC engagement activities;
Performing various stakeholder management activities,
Supporting the design and delivery of email broadcasts and other social media campaigns.

6.3 (ii) Community Relations

Green Ambassadors Youth

Supporting the continued development and implementation of the Community Management Plan;
Assisting the youth team in marketing activities, promoting the schemes, associated resources and activities to UK youth groups in line with the community management plan;
Providing analysis and reporting to all GA campaigns and engagement activities;

Performing various stakeholder management activities,
Delivery of the new GA4Youth website & Online Badge order form; and
Supporting the team to maintain all of the youth content on the WWF website.

Wider Youth Engagement

Working closely with S&Y management team to support the Our Planet initiative.

Continued development and maintenance of the Green Ambassador Community website, which includes posting latest news and best practice, resources and activities;

Year 1 project: Integration and deployment of the Dotmailer communication platform that would include an annual data audit of our S&Y audience.

Year 2 project: Working closely with internal gatekeepers to develop a young person's engagement proposition centred around the Living Planet Report and Our Planet projects.

Living Planet Centre Education

Assisting the LPC Education team in marketing activities, promoting the workshops and activities to UK youth groups and families in line with S&Y community management plan;

Providing analysis and reporting on LPC engagement activities;

Performing various stakeholder management activities, including liaison with Education Company;

Supporting the design and delivery of email broadcasts and other social media campaigns.

7 MOBILISATION, DELIVERY AND CHANGE MANAGEMENT

WWF UK would envisage a mobilisation period commencing 16 June to 3 July 2017 to enable necessary setup and familiarisation to take place. WWF UK would facilitate access to information, staff and relevant external stakeholders from 16 June 2017. It is expected that implementation and commencement of the services would take place from 3 July 2017 and that the successful supplier would assume responsibility delivery of the services.

8 QUALITY MANAGEMENT

The supplier must demonstrate ability to deliver high quality consultancy services. WWF UK would expect suppliers to be able to demonstrate specific internal processes, governance and systems that will support delivery.

9 RELATIONSHIP MANAGEMENT

WWF UK shall nominate a named S&Y Programme Manager who shall act as a principal point of contact, although the successful supplier will be expected to engage with several named WWF UK and International staff in the performance of these services. The chosen supplier shall be required to nominate a named Service Manager who would assume responsibility for the performance of the services. The supplier must

be contactable, by phone and email, Monday to Friday 9am-5pm, and outside of these hours where reasonably agreed by both parties.

All emails or written correspondence from WWF staff are to be acknowledged within 24 hours of receipt. All emails or written correspondence should be fully resolved within 48 hours of receipt, unless an alternative timeframe is agreed by both parties. The Supplier will attend catch up meetings if reasonably requested by WWF staff. Access to WWF UK offices will be made available.

10 PERFORMANCE REPORTING

The research partner must send, by email, a monthly 'Status Report', by midday on the final Friday of each calendar month. The status report is to be distributed to specified WWF staff. The Status Report shall include the following headings relating to each activity:

- Date
- Programme Deliverable
- Progress Notes
- Risks and Issues
- Change Requests
- RAG (Red Amber Green) status
- Target date for completion

Reporting on individual elements of the programme or services should be made available as reasonably requested by WWF UK. Each report shall be in the agreed format and shall be submitted in English. The supplier shall provide other reports to WWF-UK, relating to the services provided, on reasonable notice during the term of this Contract.

11 ENVIRONMENTAL REQUIREMENTS

WWF-UK recognises the need to practice what we preach and so have put an environmental management policy and system in place to minimise the environmental impact from our day-to-day activities. Our purchasing activities offer us the opportunity to have a positive influence on our supply chain. It is our aim to both support and encourage our suppliers to produce environmentally responsible products and services, and to reduce the environmental impact of these during the production, logistical and disposal phases. As such WWF-UK prefers to work with service providers that follow an environmentally friendly and ethical code of practice or who are taking steps towards more environmental and ethical ways of working.

12 BUSINESS CONTINUITY AND DISASTER RECOVERY PLANNING

The supplier shall have responsibility for on-time completion of activities related to this requirement. Suppliers must demonstrate sound business continuity planning that will enable business to carry on functioning in the event of unexpected events.

13 CONTRACT TERMS

WWF-UK reserves the right to specify particular clauses in any contract that may arise from this process. Appendix A: Standard Terms and Conditions has been provided as a model form that WWF UK would expect to use for these services. Any proposed changes should be included as part of your response by way of a mark-up.

14 CONDITIONS

16.1 WWF UK does not expect to enter into prolonged negotiations with any supplier for this requirement. Suppliers therefore are strongly advised to submit their best response in regards to the information requested. Suppliers should note:

- All responses will be treated as commercially confidential and the information provided will be for the use of the WWF UK only; no information will be shared with tenderers about competitors' responses.
- WWF UK is not obliged to appoint a supplier through this process, and if no response is considered satisfactory, no appointment will be made. In particular, WWF UK is not required to select the lowest price provider.
- WWF UK will not consider late submissions.
- WWF UK will base its evaluation solely on the information provided through this tender process, in order to ensure fair and open competition. WWF UK reserves the right to clarify tender responses as part of its evaluation process.
- WWF UK reserves the right to clarify responses with suppliers through written questions and/or face to face interviews/meetings.
- Any costs you incur in responding to this invitation are entirely at your risk.

15 TECHNICAL QUESTION

Invited suppliers must answer Question 15 and include the answer with their quotation. The answer should not exceed four (4) A4 sides at a size 11 typeface, although suppliers may submit additional relevant information or appendices to support the answer.

Question 15:

With reference to section 6 of this document, please outline your approach to providing programmes and communications consultancy support to the WWF UK Schools and Youth Team. Your answer should cover the following points:

- Approach: A Method Statement describing the approach you would take to providing the support outlined in section 6 of this document.
- Personnel: Details of individuals and/or teams / other third parties who would be involved in

service delivery, including their roles, responsibilities and relevant experience.

- Environmental: Information about your organisation would work in accordance with WWF UK's environmental goals.
- Management: Details of processes, systems and procedures that you would apply to delivery of services and information about the reporting that you would provide.
- Added Value: Details of any particular perspectives or offerings that your organisation would bring to WWF UK in addition to fulfilment of the specified services.

16 QUOTATION PRICING

With reference to section 6 of this document, please follow this instruction for your quote:

- Based on an assumption that WWF UK will require 70 to 100 days of consultancy support per annum, please submit details of day rates for all individuals/roles that would be involved in delivery of the service requirements.

17 ADDITIONAL INFORMATION

17.1 Please provide the following information:

17.1.1 A relevant client case study for a similar requirement.

17.1.2 At least two relevant client references willing to talk to us as part of this process.

17.1.3 Certificates of Insurance cover relevant to this requirement (or details of insurances that your organisation would put in place if selected to provide these services).

18 WWF-UK CONTACT INFORMATION

WWF-UK

The Living Planet Centre

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For information:

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