



## **REQUEST FOR PROPOSAL**

### **Short-term consultancy**

#### **Development of Communications and Branding Strategy for the Great Blue Wall Initiative**

##### **1. Introduction**

The marine and coastal ecosystems in the Western Indian Ocean (WIO) play a significant role in ensuring the food security and livelihoods of coastal communities. However, these ecosystems are facing increasing threats from rapid urbanization, population growth, coastal development, land reclamation and conversion and unsustainable resource exploitation. Climate change exacerbates these threats and leads to a rise in incidents of coral bleaching, flooding and related risks, and sea-level rise.

The Regenerative Seascapes for People, Climate and Nature Program (ReSea), funded by Global Affairs Canada, as part of the Partnering for Climate engagement, and implemented by implemented by IUCN and Mission inclusion, aims to enhance the physical and socio-economic resilience of women, men and young people, living in coastal communities in Kenya, Tanzania, Mozambique, Comoros and Madagascar. Anchored to the WIO-led and Africa-driven Great Blue Wall (GBW) initiative, the Program will support the establishment of a network of regenerative seascapes that contribute to enhanced climate and socioeconomic resilience of coastal communities.

The Great Blue Wall initiative, a global conservation effort aimed at preserving marine ecosystems and promoting sustainable ocean use, invites proposals from qualified marketing and branding agencies. The objective is to develop a comprehensive communications and branding strategy that enhances our visibility, engages our stakeholders, and amplifies our mission globally.

##### **2. Background**

The Great Blue Wall initiative seeks to unite conservation efforts across international waters to protect marine biodiversity, combat climate change, and support coastal communities. As we expand our reach and deepen our impact, a cohesive and resonant brand identity is crucial for engaging with our audience and stakeholders effectively.

##### **3. Scope of Work**

The selected agency will be responsible for delivering the following services:

#### ***Phase 1: Brand Strategy Development***

- Conduct an audit of existing brand assets and market positioning.
- Perform stakeholder analysis to understand expectations and perceptions.
- Develop a comprehensive brand strategy, including positioning, messaging framework, and value proposition.

### ***Phase 2: Brand Identity Creation***

- Design a distinctive visual identity that reflects the initiative's mission and values, including logo, color palette, typography, and imagery style.
- Create a brand guidelines book to ensure consistency across all communications.

### ***Phase 3: Implementation Planning***

- Develop an implementation plan for rolling out the new brand identity across all channels and touchpoints.
- Propose strategies for brand launch and ongoing brand management.

### ***Phase 4: Communications strategy***

Develop an inclusive, gender-responsive communication strategy to increase awareness and knowledge of the Great Blue Wall initiative and to prepare a one-year detailed workplan and budget for its implementation.

- Identify target audiences and key stakeholders.
- Identify communication objectives for each target audience.
- Create key messages based on the initiative's goals, accomplishments, and evidence.
- Identify main communication channels and strategies to reach the different audiences.
- Identify communication products and activities tailored to each audience.
- Provide recommendations for organizational capacity required to implement the proposed strategy.
- Conduct meetings with key stakeholders to review the draft strategy.

## **4. Deliverables**

- GBW brand guidebook
- GBW brand strategy
- GBW brand implementation plan
- GBW communications strategy
- GBW communications workplan and budget

## **5. Proposal Submission**

Interested agencies should submit a proposal containing:

- Overview of the agency and team, including relevant experience and expertise.
- Detailed approach to the scope of work, including methodologies, timelines, milestones, and team composition.

- Case studies of previous similar projects, especially in the environmental or non-profit sector.
- Proposed budget and pricing structure, including any additional costs.
- Contact information of references.

## **6. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

- Understanding of the scope of work. (25%)
- Demonstrated experience and case studies within similar assignments. (10%)
- Comprehensiveness (35%)- Cost-effectiveness and value for investment. (25%)
- Personnel, references and case studies. (15%)

## **7. Timeline**

- RFP Release Date: 17<sup>th</sup> April 2024
- Proposal Submission Deadline: 30<sup>th</sup> April 2024
- Agency Selection and Notification: 3<sup>rd</sup> May 2024
- Project Kick-off: 6<sup>th</sup> May 2024

## **8. Submission Guidelines**

Please submit your proposal in PDF format to [amasitsa@missioninclusion.ca](mailto:amasitsa@missioninclusion.ca) by **30<sup>th</sup> April 2024**.

## **9. Terms and Conditions**

- All proposals must be submitted in English.
- Mission inclusion reserves the right to reject any or all proposals.
- The selection of the agency will be final and binding.