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Request for Proposals (RFP) – writing services to communicate WWF GAP’s technical conservation work to a diverse audience

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The WWF Global Arctic Programme (GAP) is hosted by Stiftelsen Världsnaturfonden WWF, which is based in Stockholm, Sweden. The WWF GAP is requesting proposals from individual contractors – scientific writers – for writing services to communicate its technical conservation work to diverse audiences. The starting point for the writing will be information from scientific reports, expert deliberations, technical databases, and accounts of Indigenous Knowledge. The writing services are to be provided remotely, with all communication with WWF to be done online.

The written products will communicate this information in audience-specific ways to make the science accessible, and spur support and momentum for, and engagement in, the implementation of conservation policies, practices, and measures in the Arctic. The scientific writer’s understanding of Arctic conservation issues, policy frameworks, audiences, knowledge systems and cultures, including those of Arctic Indigenous Peoples’ will allow them to tailor the style of their writing towards the identified target audiences, while maintaining a style that is clear and relatable, using storytelling elements and examples to bring issues to life. The writer will bring experience in weaving together scientific evidence and Indigenous knowledge to highlight the issues at stake and strengthen the evidence base for conservation needs and approaches.

Writing will support the GAP’s work on Arctic biodiversity conservation, specifically on the GAP’s initiatives on ArcNet, Arctic Blue Corridors, Arcon4, and the Last Ice Area, and on area-based conservation, connectivity conservation in marine and terrestrial biomes, integrated and ecosystem-based approaches to management and governance, and resilience and adaptation to climate change (see below).

Detailed information on initiatives:

Assignments will be specified in the context of the following projects/initiatives:

ArcNet

By 2030, Arctic nations have committed to setting aside 30 per cent of land and ocean to help safeguard nature. Networks of protected and conserved areas are central to efficiently and effectively reaching conservation objectives. In 2021, the GAP launched [ArcNet](#), a [blueprint for designing networks of Priority Areas for Conservation](#) (PACs) and a concrete proposal of areas in which to implement conservation measures in the Arctic Ocean. ArcNet is based on a Systematic Conservation Planning approach: an iterative, multi-component, multi-stage analysis, based on a database of best-available spatial data representing ocean-scale Arctic marine and coastal biodiversity. It serves as an invitation to Arctic states, rightsholders, marine stakeholders, Indigenous Knowledge holders, scientists and communities to contribute to and cooperate in establishing and managing an Arctic-wide network of protected and conserved areas. Geographical, oceanographic and ecological information is available for each of the PACs and this information can be accessed through [purpose-designed ArcNet internet tools](#), in particular the Chicory tool. The GAP’s focus is now on creating momentum amongst diverse stakeholders towards establishing a pan-Arctic network of marine protected and conserved areas based on the

ArcNet approach and framework, and the implementation of ArcNet of area-based conservation measures for the ArcNet PACs.

Arctic Blue Corridors

Arctic whales' survival depends on their ability to safely migrate vast distances between their summer and winter habitats. Their migrations, which follow the advance and retreat of sea ice each autumn and spring, allow them to access the different conditions they need over a year, including food sources and places to raise their young. As the Arctic Ocean experiences rapid change from the climate crisis and industrial activities, WWF is calling for urgent action to protect whales while they are using migratory routes, known as [blue corridors](#). Blue corridors connect the entire Arctic Ocean, across national waters and into the high seas. WWF's work on Arctic Blue Corridors supports WWF's target of protecting 30 per cent of the Arctic Ocean by 2030 through a network of marine protected and conserved areas. Effective management of these corridors will also exemplify how the remaining 70% of the Arctic Ocean should be sustainably managed and used. WWF advocates for the protection of and effective management of blue corridors by [compiling and presenting publicly available knowledge](#), supporting new research, and developing new and innovative methods to monitor migrations in the blue corridors.

ARCON4

Rapidly changing temperatures, sea ice, snow, and permafrost will continue to drive shifts and disruptions of habitats in the Arctic, along with changes in the ranges and abundance of important species. Despite the availability of climate projections, there is a lack of activities to proactively manage Arctic ecosystems. The [Arctic Conservation Forecast \(ARCON4\)](#) initiative has developed and pioneered a scientific, interdisciplinary approach to describe plausible Arctic ecological futures for the 21st century under different warming pathways. The initiative gathers international experts from climate science, oceanography, ecology and conservation to share knowledge across disciplines. In an iterative process, these experts work to link modelled climate variables to ecological processes, explore the interactions between different ecological processes, and based on this, develop scenarios for possible Arctic future states for Arctic ecosystems. Arcon4's focus will turn to communicating these scenarios to Arctic audiences in support of future visioning and conservation planning.

Last Ice Area

Climate projections show that the Arctic may experience sea ice-free conditions in summer as early as the 2020s or 2030s. The [Last Ice Area](#) (LIA) is a region situated in the high Arctic of Canada, Greenland, and the Central Arctic Ocean. It is projected to be the last stronghold of summer sea ice – due to its location, topography, and currents in ice-flow, thicker and older ice accumulates in the LIA. The area is considered to be a last refuge for ice-associated Arctic marine mammals; such as polar bears; ice-dependent seals such as ringed seals and bearded seals; and walrus. While reducing greenhouse gas emissions is the only long-term solution, preserving the Last Ice Area is crucial due to its significant role in maintaining the health and functionality of Arctic ecosystems while the Arctic is warming. Safeguarding this climate refuge from industrial activity is imperative for bolstering the resilience of the entire Arctic region, but currently only a fraction of the Last Ice Area is under temporary protection (Tuvaijuittuq Marine Protected Area in Canada). WWF has worked closely with scientists and those living closest to the Last Ice Area since the special importance of the area emerged. WWF advocates for ecosystem-based management in the LIA by safeguarding distinctive areas and creating a marine spatial plan, ensuring resilience for wildlife and local communities and believes those living nearest to the Last Ice Area should drive implementation.

Other thematic areas

The scientific writer may also work on other thematic areas of the GAP, such as [priority species](#) with special significance for ecosystem health and Arctic peoples, threats to Arctic nature such as [climate change](#), [shipping](#), [underwater noise](#), [oil and gas](#) extraction, [deep sea mining](#), and themes around Arctic [communities](#) and Arctic [governance](#).

General outline of writing support

The scientific writer's work will be led by GAP Core Team strategy leads in cooperation with project teams, which can consist of WWF internal and external experts. Objectives and audience of products will be outlined in an initial meeting for each deliverable, and products will go through multiple iterations of feedback by experts. The scientific writer may be asked to participate in technical project meetings and/or communications around project results.

To enable the scientific writer to extract relevant data for products from the in-house databases, GAP will provide 0.5-day training in using key databases at the start of the assignment.

Contractors should provide a range of hours in their proposal for the general yearly tasks and the specific task outlined below. The listed tasks represent the maximum potential workload within a given year, and the actual work contracted may be lower.

General yearly tasks

Below is an example of the general tasks that may be contracted within a year.

#	Tasks	Range of hours to be completed by contractor
1	Preparing up to 40 short written communication pieces (1/2-2 page) for diverse audiences, including online products articles and blogs, and pamphlets. This involves: <ul style="list-style-type: none"> • Attending up to 2 hours of training provided by GAP in using key databases • Extracting geographical, oceanographic and ecological information from in-house databases. • Extracting relevant information from technical reports provided by WWF • Critical evaluation of information presented in technical reports or expert discussions to identify the key aspects for communication to diverse audiences • Up to 1 hour of meetings per piece with GAP Core Team strategy leads and expert groups 	
2	Preparing three reports (5-25 pages) for diverse audiences based on technical information <ul style="list-style-type: none"> • Attending up to 2 hours training provided by GAP in using key databases • Extracting geographical, oceanographic and ecological information from in-house databases. • Extracting relevant information from technical reports provided by WWF • Critical evaluation of information presented in technical reports or expert discussions to identify the key aspects for communication to diverse audiences • Up to 2 hours of meetings per piece with GAP Core Team strategy leads and expert groups 	

Specific task example

Below is an example of a specific task for a short communication piece.

#	Task	Range of hours to be completed by contractor
1	<p>Producing short text summaries (300 to 600 words) for 30 ArcNet PACs using the data accessible through the Chicory tool. The summaries should convey the unique characteristics of each PAC along with their conservation value, i.e. their significance for particular Arctic conservation features and contribution to the network (ArcNet), and creating a narrative identity for each PAC.</p> <p>Two draft summaries will be prepared first. To decide on the preferred style and structure, the drafts will be reviewed by internal experts, and the writer will present and discuss the draft in a 2 hour expert meeting. Once this is finalised, the remaining PACs summaries will be prepared using the decided style and structure.</p> <p>The writer will have to read background supporting material (e.g. PAME LME factsheets) before preparing the summaries.</p>	

Qualifications for writing services include:

- a long history of English language writing;
- ability to translate complex and / or scientific information and technical language into language accessible to other audiences;
- experience with writing and adjusting tone of voice to engage particular and/or diverse audiences;
- ability to convey the wonder and awe linked to biodiversity and ecosystems;
- knowledge of Arctic ecology;
- experience with presenting information from different knowledge sources and systems in a common space;
- experience of managing strategic writing projects, preferably experience with participating in the underlying technical projects;
- awareness of Arctic issues and in particular Arctic biodiversity conservation issues;
- awareness of, and respect for, Arctic Indigenous peoples and their cultures and knowledge.

Proposal elements

1. Outline relevant experience in relation to the list of qualifications provided (1 page max)
2. A range of hours for the tasks outlined in the tables for general yearly tasks and the specific example task
3. An hourly/daily rate and availability
4. Contact details
5. Two writing samples, including a description of no more than 1-page in length which provides contextual information about the nature of the source material received and intended target audience /purpose.

Practical tender information

WWF Global Arctic Programme is announcing this assignment description on its webpage from **Monday 16 December 2024 to Monday 20 January 2025** and will conduct an evaluation of the incoming proposals based on the following criteria:

1. Demonstrated expertise, experience and skills within the area of writing outlined in the qualifications
2. Quality and relevance of writing samples
3. Cost efficiency

Proposals, no more than 3 pages in length, excluding the two writing samples, including all contact details, must be submitted by email to **info@arcticwwf.org** by **Monday 20 January 2025**. Emails should use the subject heading "Proposal Submission: Science Writer, WWF GAP".

We will contact all applicants on or by **3 February 2025**.

Duration of Assignment

The assignments will be defined on a yearly basis, with a chance of renewal in subsequent years.