Request for Proposals (RFP) –

Technical and Analytical Support for Arctic Conservation: Research, GIS, Programming, and Web Application Development

June 2025

The WWF Global Arctic Programme (GAP), based in Stockholm, Sweden, invites proposals from qualified individual contractors, teams, or organizations to support conservation planning efforts in the Arctic region. The scope of work includes data collection, processing, and spatial analysis (GIS), with a particular focus on Arctic Blue Corridors and ArcNet priority areas (description below).

We seek expertise in developing, maintaining, and enhancing web-based conservation decision-support tools and databases, such as ArcNet and its associated tools, as well as WWF GAP's internal Arctic shipping database. These tools support strategic conservation planning and decision-making across the Arctic.

Scope of Work

General

The contracting party will work closely with WWF GAP Strategy leads to support the development, maintenance, and enhancement of conservation tools and databases. This includes ensuring data and functionality are up to date, responding to technical needs, and improving features. Upon request, the contractor will produce evidence-based outputs such as analytical reports, visualizations, and other communication materials tailored to diverse audiences. The contractor will perform analyses for outputs using WWF GAP's conservation tools and databases where relevant.The contractor will also support WWF GAP in engaging with partners and stakeholders on the use and adaptation of these tools, databases, and methodologies. Target audiences include decision-makers and policy experts from international and national governments and regional bodies, as well as industry, conservation professionals, academia, Arctic stakeholders, and the general public.

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

ArcNet

In 2021, the WWF 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. GERANIUM is an online tool developed for use with ArcNet.

Arctic Blue Corridors
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.

Other thematic areas
The contracting party 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.

Specific projects for year 1
The contracting party will work on the two projects outlined below.

A. GERANIUM maintenance, updates and outreach
   GERANIUM translates biological information and industrial activities in ArcNet into practical solutions for area-based management, conservation, planning and prioritisation from a pan-Arctic perspective. It assists stakeholders in making decisions on conservation measures. It visualizes and quantifies conservation concerns and risks arising from industrial activities, including shipping, for marine Arctic areas and supports deliberation and decision-making on observation and management measures inside and beyond Arcnet PACs.

B. Shipping in the Arctic Blue Corridors/Internal Comprehensive Arctic Shipping Database
   This project aims to identify and map stakeholders involved in the Arctic shipping industry to propose and implement new conservation measures and shipping regulatory mechanisms. By understanding stakeholders' roles, interactions, and impacts on the region's economic, environmental, and social landscape, the project seeks to ensure minimisation of negative impacts of shipping in priority areas, such as ArcNet Priority Areas for Conservation (PACs) and Arctic Blue Corridors. Key stakeholders will be engaged for future communication and collaborative efforts to protect the Arctic marine environment. The internal comprehensive Arctic shipping database integrates multiple global and regional datasets.

Required competencies

- Minimum of 5 years professional experience in the fields relevant to Arctic conservation, such as geography, marine sciences, biology, oceanology, environmental policy, resource economics, and sustainability, and supported by academic qualifications and/or equivalent professional experience.
- Demonstrated proficiency in GIS tools and platforms, such as QGIS, with the ability to produce high-quality GIS-based analytical products for publication, public awareness campaigns and presentations.
- Demonstrated strong programming skills in R, including experience with R Shiny Apps for web-based application development.
- Proficiency in JavaScript, HTML, and CSS for web-based application development
- Experience in data processing and analysis, including cleaning, transformation, and integration from multiple sources.
- Demonstrated knowledge of Arctic marine and terrestrial ecosystems, and their drivers of change, supported by published or technical outputs.
- Understanding of the policy and institutional context relevant to Arctic conservation
- Proven track record of delivering high-quality outputs on time and within scope.

Desirable competencies:

- Familiarity with industrial activity datasets relevant to Arctic conservation, such as shipping, fishing, energy. Experience with platforms, such as the Arctic Ship Traffic Database, Global Fishing Watch, Rystad, Clarkson, MarineTraffic, or Lloyd's Register is an asset.
- Experience working with or for an environmental NGO.
- Strong writing, communication and presentation skills, with the ability to convey complex technical concepts to diverse audiences.
- Creativity and problem-solving skills, particularly in proposing innovative methods for utilizing limited or fragmented data to advance conservation goals

Temporal scope:

This contract shall commence on the date of signature by both parties (ideally in September 2025) till a maximum of 5 years from that date. The total value of the contract shall not exceed 3,500,000 SEK (excluding VAT), including all assignments issued during the contract period. Tasks and volume of work will be agreed upon annually or as needed. The tasks and deliverables for year 1 are detailed in the *Task Timetable for Year 1* below.

WWF reserves the right to adjust or terminate the contract based on evolving needs, performance, or funding availability.

Tasks Timetable for Year 1

Contractors are requested to complete the table below by providing an estimated range of hours for each task. Suggested hour ranges and a proposed task breakdown with indicative frequencies are provided to guide these estimates. Contractors should fill in the range of estimated hours column accordingly, and indicate if there is a division of hours if more than one person is involved.

WWF GAP acknowledges that actual time requirements may vary and encourages contractors to provide reasoned justifications for any deviations from the suggested estimates.

				FOR CONTRACTING PARTY TO COMPLETE	
Project	Task #	Task Description	Suggested hours across the year	Range of estimated hours	Team Members involved and division of hours (if relevant)
A	1	**Tool or database maintenance:** Ongoing technical maintenance support for WWF GAP's web-based conservation decision-support tool (currently GERANIUM). Tasks include bug fixing, software updates, interface and functionality adjustments, performance optimization, and user support.	225		
A	2	**Tool or database updates:** Tracking relevant Arctic projects, activities, and databases to update WWF's conservation planning tools with the latest industrial activity data.	135		
A	3	**Tool, database, or methodology Outreach:** Supporting outreach and capacity-building efforts by providing guidance in the use of WWF GAP's conservation tools and methodologies (currently ArcNet) to selected external audiences.	100		
A	4	**External Partner Support:** Providing support, guidance, and developing material related to the conservation methodologies (currently ArcNet and Arctic Blue Corridors), datasets and tools adapted for external partners who are interested in developing similar tools, or using existing tools or data	100		
B	1	**Data Analysis:** Analyze shipping activity and stakeholders in Arctic Blue Corridors, focusing on	210		

		bottlenecks. Include vessel speed analysis in these areas and identify key actors influencing or affected by shipping.			
B	2	**Interpretation and Recommendations:** Interpret analytical findings to identify key threats and risks to Arctic species and biodiversity in key areas, such as Arctic Blue Corridors. Develop evidence-based recommendations, engagement proposals and communication materials to support conservation and regulatory strategies to mitigate impacts from industrial activity, such as shipping.	210		
B	3	**Consultation Support:** Assist WWF GAP staff in conducting consultations with industry stakeholders and the expert community, on topics such as, shipping-related threats, conservation priorities, and potential regulatory or mitigation measures within Arctic Blue Corridors.	40		
		TOTAL for Year 1	**1020 hours**		

Submission requirements

Interested applicants are requested to submit the following materials:

1. A concise overview (1 to 2 pages) outlining the contractor(s) competencies in relation to the required and desirable competencies listed in this RFP.
2. A proposed range of hours and division of hours between team members (if relevant) for the tasks outlined in the task timetable, including any reasoned justifications for deviations and assumptions made.
3. An hourly rate (excluding VAT)
4. An estimated availability per month during a year
5. Full contact details for the primary point of contact
6. Two samples of previous GIS-based projects, preferably including web-based application development. Describe your role and specific contributions to each project.

Practical tender information

WWF Global Arctic Programme is announcing this assignment description on its webpage from 24 June 2025 to 24 July 2025. WWF 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 including all contact details, must be submitted by email to **info@arcticwwf.org** by **24 July 2025**. Emails should use the subject heading “Proposal Submission: Technical and Analytical Support for Arctic Conservation”

We will contact all applicants on or by 7 August 2025.