



## **Call for proposals: Creative agency/ies for WWF EU “Revive the ocean” project**

WWF EU is looking to engage one or several creative agencies to support its project ‘Revive the Ocean’ on the restoration of marine and coastal ecosystems. This includes the development of an overall creative approach for communicating the benefits of marine and coastal restoration in Europe (including visual assets), the layout design of WWF guidelines for good marine & coastal restoration, social media assets, the design and development of a webpage, and media outreach and engagement.

Please submit quotes according to the different deliverables - it is also possible to apply for individual deliverables only.

### **Background**

#### **Organisation and mission**

WWF is an independent conservation organisation, with more than 38 million followers and a global network active through local leadership in over 100 countries.

**The WWF European Policy Office (EPO)**, established in 1996, contributes to the achievement of WWF’s global mission by leading the WWF network to shape EU policies impacting on the European and global environment. It coordinates EU policy work in 18 of the 27 EU Member States.

Our mission is to stop the degradation of the planet’s natural environment and to build a future in which people live in harmony with nature, by conserving the world’s biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

#### **The “Revive the ocean” project**

“Revive the ocean” is designed to support the timely and effective implementation of the new EU Nature Restoration Law (NRL – see more in ‘Context’ below) ocean ecosystem goals. The project will demonstrate the importance of ocean recovery to the EU decision makers responsible for developing and monitoring national restoration plans to meet the NRL’s targets, and those responsible for assessing the law’s effective implementation by all EU countries (in order to hold Member States accountable to a high standard of nature recovery).

Further, by profiling successful ocean restoration projects and providing clear guidance on what sound marine restoration looks like, the project seeks to inform the development of ambitious national restoration plans under the NRL.

## Context

The [EU Nature Restoration Law \(NRL\)](#) represents a significant milestone in the EU's commitment to halt biodiversity loss: **its marine restoration component, specifically, will make it legally binding for all EU Member States (MSs) to restore at least 20% of their at-sea ecosystems by 2030.**

When taken together, this target represents more than 2 million km<sup>2</sup> of sea areas to restore (which is nearly double the km<sup>2</sup> of EU terrestrial areas to restore under the NRL). From the perspective of legally binding commitments, this is the largest area and ecosystem to ever be restored and protected under a single framework.

However, the lack of political will puts the NRL's implementation at risk. Following the EU elections and other national elections in the EU, authorities are less welcoming of new environmental policies and legislation. For example, some conservative political groups are already calling for a one-year moratorium on the NRL's implementation in the context of [the farmers' strikes](#), arguing that governments do not yet have answers on how to implement the law. But, simply put, we do not have this time as [our ocean is close to a tipping point](#).

Thus, timely and effective implementation of the NRL across EU Member States – with national plans that ensure good ecosystem connectivity from the start – is key to enhance ecosystem resilience and our ocean's ability to mitigate the climate crisis.

## Creative agency engagement & deliverables

WWF EU is seeking to hire an agency to develop key creative assets to support “Revive the ocean”. A detailed description of each project is below and, where possible, the estimated time period is also provided. Applicants can apply to one or more deliverables.

All deliverables must comply with [WWF's publication and branding guidelines](#).

### 1. Development of an overall creative approach for project communications

As a first step, the consultant will be tasked with developing a creative approach for the project, to support the objective of showcasing successful restoration projects from different EU marine regions to identify the ‘recipe’ for effective restoration and provide clear guidance on how to implement the targets of the newly-adopted EU Nature Restoration Law. The idea is to illustrate the benefits (e.g. to people, climate action) and value (e.g. social benefits) of ocean restoration to EU and national policy makers. This will include the creation of creative assets to be used across multiple communications activities linked with key political milestones, including for the design of the cover of reports (such as the one under deliverable 2), online and offline advertising assets in various formats, social media use etc.

All assets developed will be made available to WWF offices in the EU for them to build unique social media campaign activities, place paid advertisements online and offline, and more.

Deadline: November 2025

### 2. Layout design of WWF guidelines for good marine & coastal restoration

As a key deliverable of this project, WWF will publish a briefing with guidelines on what good nature restoration in marine and coastal areas looks like. The guidelines will provide clear definitions and explanations about what restoration is, i.e. active versus passive restoration, and the different benefits. Targeted at EU-, regional- and

national-level decision makers, the publication will highlight the interconnectedness of people and nature while identifying boundaries to prevent “greenwashing” of restoration efforts.

Deadline: mid-February 2025

### **3. Social media assets to support project communications, including on WWF guidelines for good marine & coastal restoration**

To support WWF’s dissemination of the aforementioned publication across the EU, social media assets will be developed, including imagery and posts for X/Twitter, LinkedIn, Facebook, Instagram, for WWF European offices to promote the guidelines and showcase the benefits (e.g. to people, climate action) and value (e.g. social benefits) of ocean restoration. Visual assets should follow the creative concept as outlined in deliverable 1 above and include elements from the original artwork developed for the publication.

Deadline: end of February 2025

### **4. Design and development of a webpage on wwf.eu**

Building on messages in and artistic elements developed under the deliverables above, a one-page website (examples for this format [here](#) and [here](#)) hosted on wwf.eu will be designed and developed.

This page will explain the context of the NRL, the legal deadline for EU countries to develop and submit national restoration plans, the EU’s stake on the global ocean governance stage (holding the largest marine territory when all EU nations’ waters are combined), with a call for visitors to publish a pre-drafted social media post (example [here](#)) (X/Twitter, Facebook, LinkedIn, Instagram). **This text will be provided by WWF.**

The website will need to be available in languages associated with WWF’s advocacy work in the relevant regional fora (e.g. EN, FR, ES, IT, SE, DK). See the drop down menu in the top right corner of [this page](#) for an example. **The text translations for each page will be provided by WWF.**

The page will need to be editable by the WWF European Policy Office as text may need to change over the course of the project and so elements can be uploaded as they are completed, e.g. adding information about the billboard (see below).

Deadline: End of February 2025

### **5. Media outreach and engagement**

Support WWF media outreach at key moments during the project, such as the publication of the guidelines for good marine & coastal restoration, European and international meetings on the topic (such as the UN Ocean Conference), as well as other opportunities yet to be agreed. This includes briefing interested journalists, pitching available assets (including on marine restoration case studies) to European media, as well as additional identifying opportunities.

Support the organisation of a press trip to a marine restoration project in the Mediterranean Sea, and coordinating with a videographer on site to produce a short documentary (assisting script writing, setting up interviews etc as needed).

Timing: November/December 2024 - June 2025 (depending on deliverables)

**How to apply**

Please submit:

- A detailed quote for each (or a subset) of the deliverables described above, including detailed budgets and timelines
- information about the team who will work on this project
- A portfolio of relevant completed projects and assets
- References from previous clients

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Deadline: 12 October 2024