



Request for Proposal – Freshwater Challenge Toolkit Consultant

Background and Objective

The Freshwater Challenge (FWC) is a global, country-led initiative that aims to restore 350 million hectares of wetlands and 300,000 km of rivers, while protecting intact freshwater ecosystems. To date, 54 countries and the European Union have joined as members. Each member commits to setting quantitative targets for freshwater ecosystem restoration and conservation and integrating those targets into national planning instruments such as National Biodiversity Strategies and Action Plans (NBSAPs), Nationally Determined Contributions (NDCs), and National Adaptation Plans (NAPs).

Supporting partner organizations, including WWF, intend to develop an online toolkit to help practitioners in member countries quickly identify useful resources, including digital and analytical tools/platforms, but also frameworks, guidance documents, methodologies, and case studies. The primary audience for this toolkit will comprise technical staff from national and state/provincial government agencies, indigenous and local communities that manage natural resources, including land and water. Users are expected to have formal training in environmental management or a related field but with broad responsibilities that include the cross-cutting area of freshwater conservation and restoration.

The toolkit is envisioned to be similar in style to the existing [Restoration Monitoring Tools Guide](#) and will be based on an initial screening of ~50 tools. To inform the website design, WWF seeks a consultant to review existing tools, consult with end users, and develop a decision tree to guide tool selection. All work will be conducted primarily in English but will involve consultations with people from multiple countries.

Scope of Work and Deliverables

The consultant will complete the following tasks and produce the corresponding outputs. All work is expected to be desk-based, with coordination and consultation conducted through online meetings. The consultant will liaise primarily with a focal point at WWF for feedback and approvals.

1. Inception meeting and report

The consultant will meet with members of the FWC Technical Assistance Working Group to confirm the scope of work. Discussion topics should include review of the existing list of tools (provided by WWF), possible criteria for assessing and selecting tools, and proposed options for organizing or indexing the prioritized tools. **Output:** An inception report outlining the consultant's understanding of the assignment, proposed methodology, and timeline.

2. End-user consultations

To help ensure that the selected tools and their descriptions reflect decision-makers' needs, the consultant will conduct brief (~30 minute) online interviews with representatives from agencies of a small number of FWC member countries (at least five; contact details to be provided by WWF). WWF and FWC Core partners may recommend to supplement this list with representatives from country offices of partner NGOs. WWF will review and approve the interview questions before interviews are scheduled. The interviews should explore user expectations for the online toolkit, the situations in which it would be used, and the type and level of information that would most help users focus a long list of tools to a smaller set of relevant options. **Output:** A short memo summarizing the consultations and key findings.

3. Selection criteria and prioritized list of tools

Based on the interview findings, the consultant will develop, in consultation with WWF, a set of transparent selection criteria to reduce the full list of tools to a smaller subset for inclusion on the website. Following WWF approval of the criteria, the consultant will assess each candidate tool against the criteria and prepare a ranked list. The consultant will also draft short summaries of approximately 25 (final number is flexible) of the highest-ranked tools for display on the website. **Output:** A spreadsheet showing assessment criteria, scores, and rankings for all candidate tools, along with draft summaries of the top-ranked tools to be featured on the website.

4. Decision tree development

Using input from the interviews, the consultant will develop a decision tree or flowchart that guides website users through a limited number of questions and helps them identify approximately three or fewer tools for further review. The decision tree will serve as the basis for website wireframes to be developed under a separate consultancy. The consultant will share the draft decision tree with interviewees for validation and revise it as needed based on feedback. If feedback from interviewees suggests substantial or conflicting revisions, the consultant should note this and provide a recommended path

forward. WWF will approve the final version of the decision tree. The consultant will also have a virtual meeting with the website designer consultant to discuss the web interface design and representation of the decision tree.

Output: An editable graphic representation of the decision tree (e.g., vector file or Miro board), accompanied by a short narrative explaining the logic, as well as preliminary indexing of tools to illustrate how they would be grouped or differentiated.

5. Refined master list of tools

Once the decision tree has been approved, the consultant will make any final revisions to the tool list, including checking all tool web links for accuracy. The refined list is expected to be made available through the website so users can understand how the list was curated. **Output:** A finalized spreadsheet of tools that will be made publicly available on the website. Information categories will include tool name, website, host organization/authors, description and objective, and scores according to the criteria.

Timeframe

The assignment is expected to begin on or around July 15, 2026, and conclude by September 30, 2026. Key deliverables should be submitted within this period according to a schedule agreed with WWF. WWF endeavors to provide feedback/approval within one week of deliverable submissions. A more detailed workplan will be finalized during the inception phase, but a desirable timeline is as follows:

Issuance of RFP	June 15, 2026
Deadline for submissions	June 30, 2026
Award	July 15, 2026
Contract start date	August 1, 2026
First end-user consultations completed	September 15, 2026
Approval of tool selection criteria	October 1, 2026
Approval of decision tree	October 15, 2026
Submission of final revised products	October 30, 2026

Budget

The total budget for this consultancy should not exceed US \$15,000.00. Payments will be tied to submission and acceptance of the deliverable according to a schedule as follows:

Deliverable	Indicative due date	Payment amount
Inception meeting report	Within one week of contract start	US \$2,000.00
Interview summaries	September 15, 2026	US \$2,500.00
Spreadsheet with tool assessment	October 1, 2026	US \$5,000.00
Decision tree	October 15, 2026	US \$3,500.00
Final revisions	October 30, 2026	US \$2,000.00

Proposal Requirements and Submission Instructions

Interested consultants or firms should submit a technical proposal. The proposal should demonstrate the bidder's understanding of the assignment, relevant qualifications, and proposed approach for completing the work described in these Terms of Reference.

Proposals and any questions should be submitted to derek.vollmer@wwfus.org with the subject line "FWC Toolkit Website Proposal". The proposal submission deadline is June 30, 2026. Clarification questions must be submitted by June 25 and will be answered within two business days.

Technical Proposal

- A brief cover letter introducing the consultant or firm and summarizing relevant experience.
- A short technical approach describing the proposed methodology, workplan, and understanding of the assignment.
- Examples of relevant previous work, including knowledge product assignments of a similar nature.
- CV(s) of the proposed consultant(s) or key personnel.
- Contact details for at least two professional references.

Qualifications

The selected consultant should have the following qualifications:

- Demonstrated familiarity with some of the leading tools, guidance materials and other resources currently available to aid decision making in freshwater conservation and restoration.
- Experience in working with a diverse range of actors in the fields of conservation and environmental management, preferably including experience conducting stakeholder consultations in a multilateral/international conservation context.
- Strong analytical skills and a track record of producing rigorous but concise informational content for decision makers, particularly for web-based and interactive products.
- Advanced degree in environmental science, water resource management, or a related field is required, experience working with freshwater ecosystems preferred