

## **CALL FOR APPLICATIONS - REQUEST FOR QUOTATIONS**

**offered either by an individual consultant (refer to Call for Applications) - PART I or  
companies (refer to Request for Quotations) - PART II**

### **FOR OCEAN LITERACY STRATEGY**

#### **PART I: CALL FOR APPLICATIONS**

**offered either by a company or an individual consultant**

#### **Request for written proposals FOR OCEAN LITERACY STRATEGY**

**Reference: OLStrategy-March2023-FS  
OCEAN LITERACY STRATEGY  
Date: 03 March 2023**

#### **Request to submit a written proposal for a work assignment with UNESCO**

UNESCO is inviting written proposals from individual consultants or companies for the work assignment described in attachment A.

To enable you to prepare a proposal for this assignment, please find attached the following documents:

- (a) Terms of Reference (see attachment A);
- (b) UNESCO's contract for Individual Consultants, the contracting modality used for these assignments in case the services are offered by a consultant (attachment B);
- (c) UNESCO's contract for Services, the contracting modality used for these assignments in case the services are offered by a company (attachment C);

Your written should comprise:

- (a) A Technical Proposal consisting of
  - an up-to-date personal curriculum vitae for consultants or an overview of your company showing its capacity to deal with the Terms of Reference, and
  - an approach and methodology for the assignment, a work plan and comments on the Terms of Reference if any (in brief).

(b) The amount to be charged for the whole assignment which should be quoted in US dollars or in euros only. Please show any travel costs separately.

**Your proposal and any supporting documents must be in either English or French.**

For any technical questions please contact: [f.santoro@unesco.org](mailto:f.santoro@unesco.org) and [oceanliteracy@unesco.org](mailto:oceanliteracy@unesco.org)

UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met.

Accordingly, in evaluating the proposals for the assignment, attention will focus first and foremost on the technical elements. From those proposals deemed suitable in terms of the criteria in the Terms of Reference, UNESCO shall select the proposal that offers the Organisation best value for money.

Your proposal should be submitted by e-mail no later than the close of business (18:00h CEST) of 13th April 2023.

E-mail proposals should not exceed 5MB. The proposals should be sent to the following e-mail addresses: [oceanliteracy@unesco.org](mailto:oceanliteracy@unesco.org) and cc [f.santoro@unesco.org](mailto:f.santoro@unesco.org) . Applicants must attach to their proposal one detailed work plan and budget estimate of the services.

It is the individual's or companies' responsibility to ensure that the proposal is received by the deadline.

Thank you for your interest in this UNESCO assignment; and we look forward to receiving your proposal.

**ANNEX A: Terms of Reference to the request for written proposals**

**OCEAN LITERACY STRATEGY**

**Terms of Reference:**

**General Introduction:**

Ocean Literacy (OL) is defined as “an understanding of the ocean’s influence on you and your influence on the ocean”. The IOC is working to support ocean research institutions around the world to strengthen public engagement and build greater Ocean Literacy so we can all have a greater understanding of what we can do to protect the health of our ocean.

The Strategist working with Ocean Literacy will mainly develop an overall strategy for ocean literacy considering the timeframe of the UN Ocean Decade and the Strategy previously developed in 2020 for OL within the Decade.

The objective of the consultancy is to unify the overarching goals for OL considering the views and expertise of the OL Community and Group of Experts, and to assist the IOC-UNESCO team in structuring projects and events within the strategy boosting the existing and future efforts. The strategist will seek to increase the presence and profile of OL in diverse fields and segments which is not present yet.

**VISION:**

1. Update and boost and suggest inputs to the previous Ocean Literacy Strategy and Framework for the Decade.
2. Ensure that expectations and visions of the OL community are included collaboratively to the strategy.

**Contractor Brief**

To support the IOC secretariat in a strategic plan for ocean literacy

- Designing the various elements of the strategy considering the OL Framework for the UN Ocean Decade and the IOC OL Plan of Action, the UNESCO priorities and the potential collaboration with other UNESCO sectors and networks
- Securing input from diverse stakeholders through e.g. key informant interviews and surveys
- Identifying and helping to compile information that informs the strategy development process
- Drafting overall directions and goals, and timeframes
- Defining measures and the process to monitor progress
- Identify resources needed for the implementation plan as well as potential donors and applicable funds.
- Contribute to a mapping exercise of networks, and potential partners
- Participate in meetings and calls with IOC-UNESCO OL Team, Communications Team and other colleagues when necessary to align the scope of the work
- Development of a donors pitch on ocean literacy (including videos to be showcased in events, participation on fundraising events and calls with potential donors)
- Writing the plan for the next 7 years (i.e. until the end of the UN Decade of Ocean Science for Sustainable Development), with an intermediate version for the next 3 years

**Overarching Responsibilities/Requirements**

- Develop a concise strategy that considers the international and multicultural scope of Ocean Literacy

- Review the existing Ocean Literacy materials related to strategies
- Elevate the Ocean Literacy concept on the global political agenda, including visions, sustaining and involving partners and potential donors to raise visibility and support
- Ensure that all requests and instructions from UNESCO pertaining to the strategy and main concepts of OL are considered;
- Ensure that all required materials and tasks are completed on deadline;
- The Consultant will submit the first version of the Strategy for UNESCO's comments no later than 12th May 2023;
- Work with the highest professional ethical standards and in keeping with UNESCO's and the UN's core messages.

UNESCO will provide the Consultant with access to the working files, UNESCO network, and management systems. Already existing materials will be available to the Consultant. The Consultancy can be held remotely, however, the consultant may be requested to work from the UNESCO Regional Bureau in Venice when needed.

Selected candidates will need to use their own equipment. UNESCO will not provide any equipment.

#### **Specific Responsibilities of the Contractor**

- Existing materials: previous strategy and framework materials have been developed throughout the years and will be made available to the Consultant to use as a basis.
- Wording: Materials must follow the guidelines that will be provided by the IOC-UNESCO Ocean Literacy team.
- Copyright: Materials developed through this contract shall remain the property of UNESCO.

#### **Qualifications:**

- PhD or Master Degree or BSc/BA in Business Administration, Marketing, Finance or a related field;

#### **Experience:**

- 5 to 10 years of relevant experience at the international level in strategic planning development. Experience within the UN system would be considered as an asset
- Have past experience in developing strategies for international organizations. Please provide at least 2 examples of previous work samples attached to your proposal.
- Experience with multicultural environments is an asset.
- Experience with ocean-related topics is an asset.
- Prior experience working with the United Nations system is an asset.

#### **Skills and competencies**

Familiarity with the work and general functioning of international organizations and/or the UN system, including the 2030 UN Sustainable Development Agenda, and other relevant global

and regional ocean governance frameworks; good understanding of ocean sciences and its applications to ocean education and capacity development

#### Technical requirements:

- Proficiency in using cloud platforms such as Google Drive, ClickUp, and Canva.
- Languages: Fluency in English is required as well as excellent writing skills. In addition, knowledge of other UN languages will be a strong asset. English is the official language of the activities, however, the incumbent will often need to access materials developed in Italian (as well as other UN languages such as Portuguese, Spanish, and French).

#### Supervisory arrangements

The incumbent will work under the direct supervision of the Programme Specialist in charge of Ocean Literacy

#### 4. Timetable and Deliverables

This is a consultant contract for 4 months. The appointment is non-career and does not carry any expectancy of renewal or conversion to another contract. Medical health care is not provided.

Month 1	Creation of Strategy (with the support of IOC) and WorkPlan	Payment 1
Month 2	Contact with members of OL community and other partners as requested by UNESCO	Payment 2
Month 3	Support on tasks defined by IOC in the Contractor Brief	Payment 3
Month 4	Final Report	Payment 4

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[https://docs.google.com/document/d/1Ty4L3Yj9kgMI8ea\\_16ftxEQyBi-bCzOX/edit?usp=sharing&oid=101134567459242192572&rtpof=true&sd=true](https://docs.google.com/document/d/1Ty4L3Yj9kgMI8ea_16ftxEQyBi-bCzOX/edit?usp=sharing&oid=101134567459242192572&rtpof=true&sd=true)