

TERMS OF REFERENCE

Graphic designer in visual communication for Advocacy

1. Background

Created in 2012, the **Mediterranean Waterbirds Network (MWN)** brings together different partners (local and international NGOs, universities, administrations, etc.) involved in the monitoring and the protection of waterbirds and wetlands in the Mediterranean region, with the aim of **reinforcing the monitoring of waterbirds and wetland conservation**.

For more information visit the website : <https://medwaterbirds.net/page.php?id=35>

A new protocol was adapted and implemented in 2023 to harmonize data collection on the illegal killing of waterbirds (IKB) across the Mediterranean, during the International Waterbird Census (IWC). This opportunistic data collection effort involved eight partner organizations in different Mediterranean countries :

- **ANAO** - Association nationale algérienne d'ornithologie (Algeria)
- **GREPOM/Birdlife Maroc** - Le Groupe de Recherche pour la Protection des Oiseaux au Maroc (Morocco)
- **AAO** - Association "Les Amis des Oiseaux" (Tunisia)
- **AOS** - Albanian Ornithological Society (Albania)
- **ORC** - Ornithological Research Center (Türkiye)
- **LSB** -Libyan society for birds (Libya)
- **BPSSS** - Bird Protection and Study Society of Serbia (Serbia)
- **MES** - Macedonian Ecological Society (North Macedonia)

The data contributes to the objectives of the Convention on the Conservation of Migratory Species of Wild Animals (CMS), particularly its Rome Strategic Plan 2020–2030, which aims to reduce IKB by 50% by 2030 among CMS member states. It also supports the goals of the African-Eurasian Migratory Waterbird Agreement (AEWA) and its Plan of Action for Africa 2019–2027. The CMS aims to conserve migratory species and their habitats across their migratory range, while AEWA specifically focuses on the conservation of migratory waterbirds and their habitats in Africa and Eurasia. The project is supported by BirdLife International, the French Ministry of the Environment, the French Development Agency, and the French Office for Biodiversity.

This consultancy aims to develop communication materials as part of a broader advocacy strategy. Beyond showcasing and disseminating the collected data, the ultimate goal is to influence decision-makers, while taking into account the specific diplomatic context of each country.

2. Scope of the Consultancy

The consultant will be responsible for designing and producing a set of visual communication materials — such as infographics, fact sheets, and maps — to support an ongoing advocacy campaign. These materials should clearly convey key messages and data in a way that is accessible, compelling, and tailored to target audiences, including decision-makers and if necessary, the general public.

The consultant's main task will be to translate this content into clear, engaging, and visually coherent formats. Expected deliverables include:

- **One Mediterranean map** visually highlighting key data relevant to the advocacy campaign and potential fundraisers.
- **One synthetic fact sheet** presenting the overall Mediterranean context in a concise and accessible format
- **Eight country-level fact sheets**, each summarizing national data, relevant legislation, and tailored advocacy messages (based on a common template)
- **A visual presentation (PowerPoint or Canva)** compiling the key findings and data from the regional and national materials, to be used in advocacy meetings and events

The consultant will have access to relevant literature and background materials that may be useful for understanding the various contexts and for producing the required deliverables. These include:

- the results of the questionnaire sent to partners regarding advocacy needs against illegal killing; legislative documents identified for the eight countries concerned;
- data collected using the standardized protocol in the eight countries since 2023;
- the Rome Strategic Plan (CMS);
- the African Initiative Plan of Action (AEWA);
- informational and summary documents previously produced by BirdLife International.

3. Deliverables

The consultant will be responsible for the delivering of a **portfolio** including these specific material:

Key Tasks and deliverables
1 map of the Mediterranean to showcase data (<i>~ 1,5 days</i>)
1 synthetic Fact sheet of the Med situation (<i>~ 1,5 days</i>)
8 fact sheets (1 per country) each including national data, relevant legislation, and tailored advocacy messages, in line with the BirdLife report. These will be co-constructed with the Advocacy Officer and members of the Mediterranean Wetlands Network, and should reflect the specific national contexts and diplomatic sensitivities. (<i>~ 8 days</i>)

All the material should be provided in English and in a raw format that can allow changes on the results and pdf version.

Methodology

The consultancy will be carried out in close collaboration with the Network Coordinator and the Advocacy Officer. Regular exchanges will be held to ensure alignment on content, messaging, and visual strategy. While all data and analyses will be provided by the project team, the consultant is expected to engage in a co-construction process for the advocacy messages, working hand-in-hand with the Advocacy Officer and the Network Coordinator. Occasional discussions with key partners may also be required to ensure that the materials reflect shared objectives and perspectives.

4. Use of Artificial Intelligence

Mandatory disclosure clause

The service provider undertakes to disclose explicitly and in advance any use of content generated by artificial intelligence as part of the project. This disclosure must be made in writing and in advance of the project. It must detail the nature, extent and purpose of the use of these technologies. Such content must be clearly identified in all intermediate and final deliverables, to enable the client to exercise a right of review and modification before the project is finalized.

Intellectual Property and Attribution Clause

In the event of using AI-generated content, the service provider guarantees that they have obtained all necessary rights and undertakes to provide the required information to indicate the presence of AI-generated content when delivering the final outputs.

Quality and Compliance Clause

The service provider acknowledges that their primary mission is to provide creative and technical expertise; in this context, the use of AI tools must remain reasonable, serving only as support to their creativity and not replacing their professional work. All visual elements, whether created directly by the provider or generated using AI, must remain consistent with the subjects depicted, particularly regarding anatomy and perspective. Should inconsistencies arise due to the use of generative AI, the client reserves the right to reject any element not meeting these criteria or to request corrections at no additional cost.

5. Duration

This consultancy will be conducted over a period of three months, beginning in September, 2025 and ending in December, 2025. The material must be delivered before the 9th Session of the Meeting of the Parties to AEWA, planned from **9-12 December 2025**.

6. Budget

The total consultancy budget is 12-15,000€ (including VAT).

- a) **An initial payment** following the signature of the agreement, corresponding to 30% of the total amount of the agreement.
- b) **A second payment**, corresponding to 30% of the total amount, when the first fact sheet country is delivered.
- c) **A final payment**, if and only if all the deliverables have been provided, corresponding to 40% of the total amount of the agreement.

The TDV should have received the elements to establish the interim technical and financial implementation reports.

7. Reporting and Evaluation

The consultant will report directly to the MWN Network Coordinator and the Advocacy Officer. Additionally he/she should provide regular reports on the progress of the project.

8. Profile

- Proven experience in visual communication, preferably in the environmental or policy field
- Ability to summarize complex data and messages into clear, attractive visual formats
- Sensitivity towards advocacy and strategic communication objectives
- Knowledge of the diplomatic and political context in the Mediterranean region is an asset

9. Documents to be submitted by applicants

Consultants interested in this consultancy are invited to submit the following documents:

- **A technical proposal**, including:
 - a brief note (max. 5 pages) demonstrating understanding of the Terms of Reference and outlining the proposed methodology for delivering the consultancy;
 - relevant references and previous experience, including a **portfolio of similar visual and communication materials** developed in the past;
 - a provisional timeline/work plan, based on a project start date of **15 September 2025**, with the **final deliverables due no later than the 7 December 2025**.
- **A detailed financial proposal**, in euros (including all taxes).

Applications must be submitted **by email no later than 31 August 2025**, to the following addresses:

dami@tourduvalat.org and tuailon@tourduvalat.org.