

## **Invitation to Tender**

Contractor to develop content for the IWC Whale Watching Handbook

### **Introduction**

The International Whaling Commission (IWC) is an inter-governmental organisation established under the 1946 International Convention for the Regulation of Whaling. The Commission has a membership of 88 Contracting Governments and it meets in plenary session every two years.

The IWC addresses the issue of whale watching through its Scientific and Conservation Committees. The IWC Scientific Committee is studying the potential impact of whale watching on individual whales, their populations and their habitats. This ongoing research has led the IWC to develop principles and guidelines for whale watching. The IWC Conservation Committee, through its Standing Working Group on Whale Watching, has produced a Strategic Plan for Whale Watching to support the development of a sustainable, responsible whale watching industry.

One of the primary methods for achieving the objectives of the Whale Watching Strategic Plan is the development of a web-based, 'living' Handbook on Whale Watching. The Handbook will support whale watching operators, national and regional regulators, and the general public, to ensure whale watching is sustainable now, and as it develops into the future.

### **About the Whale Watching Handbook**

The Whale Watching Handbook will be an online, interactive tool to support sustainable management of whale watching. Policy makers, regulators, industry and the public will be able to search for and retrieve relevant information based on their management question, species or region of interest. The Handbook will feature interactive maps of whale watching around the world and information on the species that can be viewed. It will also include up-to-date information on the sustainable management of whale and dolphin species and a range of case studies to support decision making. The Handbook will be available in English, French and Spanish.

At its most recent meeting (IWC 66 in 2016) the Commission agreed to complete the development of the IWC's Whale Watching Handbook by its 67<sup>th</sup> Commission meeting in 2018.

### **Application Process**

This Invitation to Tender calls for a suitably qualified Contractor to develop the content of the Handbook. Responses to this Invitation to Tender should provide:

1. A description of the tenderer's background and experience, with evidence of how the requirements in the Contractor Specification are met;
2. The total cost for the Contractor to undertake the work, including a cost breakdown of each item (i-xii) in the Scope of Work section below, and associated daily rates.
3. Confirmation that the timescales for completing the work can be met, as outlined in the Scope of Work below and/or any amendments needed;
4. Confirmation that the Contractor will be available to have regular meetings with the IWC Secretariat.

Responses to this Invitation to Tender should be provided by email to: [secretariat@iwc.int](mailto:secretariat@iwc.int). Responses must be received by **18 April 2017**. All responses will be acknowledged.

### **Contractor Specification**

The Contractor must be an excellent communicator with demonstrable experience of translating complex scientific information for a range of target audiences, including the general public, and policy makers. S/he should have successfully generated and organised website content, using website content management systems, and interactive maps to communicate complex information. S/he will have a good understanding of page layouts for different target audiences.

The Contractor should also have an excellent understanding and experience of working on issues relating to marine biodiversity, management of marine resources, and marine tourism and associated environmental issues.

The Contractor will have excellent and demonstrable interpersonal skills, with an ability to engage and work with a variety of stakeholders to generate support for the project. S/he will be able to work independently and demonstrate experience of organising workloads in order to meet deadlines.

S/he will be fluent in English and have a track record in drafting text that is factual, succinct and tailored to a range of different audiences.

**Candidate Evaluation**

Candidates will be evaluated against the criteria outlined in the Contractor Specification and, for short-listed candidates, through a face-to-face discussion of their application (either in person or via Skype).

The successful Contractor will be notified by 12 May 2017 and work will be completed by 31 July 2018.

### **Scope of work for the development of the IWC's Whale Watching Handbook**

The Whale Watching Handbook will be an online interactive tool to support the sustainable management of whale watching. The IWC has developed a pilot version of the Whale Watching Handbook which contains a proposed structure for the website along with some example text. The basic structure of the Handbook has been agreed by the Commission but there is flexibility with regards the final layout and design of the website.

This call for tender seeks to identify a Contractor that will develop the English language content of the IWC's Whale Watching Handbook and provide advice on the layout and design of the website (a website designer/database developer will also support this project).

Working closely with the IWC Secretariat, the IWC Standing Working Group on Whale Watching and IWC Scientific Committee experts, the Contractor will:

- i. Provide advice to the IWC Secretariat on the layout and content of the Whale Watching Handbook, including maps, and identify any changes needed to inform the work of web design/database contractors
- ii. Compile text for 20 cetacean species and enter to website database. Text will be compiled from review of existing IWC material and relevant literature, with gaps and updates provided by relevant experts. Text will include introductory Information, how to identify, biology, threats, status, online resources, references) and enter to website database.
- iii. Compile distribution information for 20 species and enter to website database in order to develop maps in collaboration with the IWC community and other key organisations.
- iv. Compile and edit information on whale watching in 30 Contracting Government countries, link to appropriate websites, and enter to website database with appropriate key words. This will involve working with Government representatives and other experts to develop the text as appropriate.
- v. Develop 20 case studies on the management of whale watching and enter to website database with appropriate key words. This will involve working with Government representatives and other experts to develop the text as appropriate.
- vi. Develop web pages on industry support, education and training, general species information, resources, working with Government and industry representatives and other experts as appropriate.
- vii. Provide recommendations on how the 'Responsible Management' web page should be developed for target audiences (industry and regulators) and recommendations on the use of IWC's compendium of whale watching regulations in the Whale Watching Handbook (<http://iwc.int/index.php?cID=3107&cType=document>). Implement these changes as agreed with the Secretariat and SWG-WW.
- viii. Work with relevant partner organisations e.g. Convention on Migratory Species, World Tourism Organisation, industry bodies to identify relevant resources for use in the Handbook, and potential partners/supporters.
- ix. Work with the Convention on Migratory Species to support their translation of the Handbook into French and Spanish
- x. Support the IWC Secretariat to reach out to existing networks to identify user needs regarding the Handbook.
- xi. Support the IWC Secretariat with preparation for the dissemination of the Handbook, including identification of individuals and organisations that could support the launch of the Handbook. The Contractor should be vigilant to any opportunities for partnerships and further development of the Handbook, identified through discussions with Governments or other partners.
- xii. In collaboration with the IWC Secretariat, seek review of all text prepared by the Contractor from the IWC community including Scientific Committee and Conservation Committee experts, the Standing Working Group on Whale Watching and the Whale Watching Sub-Committee of the Scientific Committee. This will include preparation of the Handbook for discussion at the 2018 Scientific Committee meeting and incorporating any comments received. The review process and timelines will be confirmed upon commencement of the contract.

### Working Methods

This work will be conducted through a combination of i) desktop review of relevant materials, including *inter alia* the Commission' scientific, policy and legislative information ii) liaison with Governments and other organisations iii) liaison with experts from the IWC Scientific Committee, Conservation Committee, and others in the IWC community and iv) liaison with relevant industry experts.

The Contractor will inform the Secretariat before contacting external stakeholders.

### Support to contractor

The Secretariat will assist to ensure all required documents are available and will establish contact between the Contractor and key stakeholders in the IWC community.

The Secretariat will provide guidance on an ongoing basis, as required. The Contractor will be able to draw on the expertise of the the Standing Working Group on Whale Watching and the Whale Watching Sub-Committee of the Scientific Committee.

### Reporting

The Contractor will report on progress to the Secretariat on a monthly basis. Working with the Secretariat, the Contractor will provide progress updates to the Standing Working Group on Whale Watching every 3 months.

The Contractor will be required to attend at least monthly meetings with the IWC Secretariat to discuss the outputs, and more regularly if required.

### Work schedule

The review will commence by 1 June 2017. Upon commencement of the contract, the Contractor and the IWC Secretariat will agree a detailed work schedule, which will include the following milestones:

Task	Completion date
Contractor familiarised with agreed structure and proposed layout of the Whale Watching Handbook. Provide and identify any changes needed to the existing layout of the Handbook and approach to completion.	30 July 2017
Completion of species text	30 July 2017
Completion of species distribution information to produce maps	31 August 2017
Completion of text on whale watching in specified countries, working with nominated contact-points who will provide source information	31 August 2017
Completion of case studies on whale watching management	31 October 2017
Completion of text on industry support, education and training, and general species information, resources. Provide recommendations on how the Responsible Management web page should be developed for target audiences (industry and regulators).	31 December 2017
Work with relevant partner organisations e.g. World Tourism Organisation, industry bodies to identify relevant resources for use in the Handbook	31 December 2017
In collaboration of the IWC Secretariat, seek review from the IWC community including Scientific Committee and Conservation Committee experts	Ongoing throughout project
Prepare Handbook for review by the 2018 Scientific Committee meeting (SC2018)	30 April 2018
Incorporate feedback received from the SC2018	30 June 2018
Support the CMS with the translation of the Handbook	30 June 2018
Support the IWC Secretariat to prepare for the distribution of Handbook	30 June 2018
Project completion	31 July 2018

### Budget

The maximum budget available for this work is £25,000.