

DEVELOPMENT OF COMMUNICATION MATERIALS TO SUPPORT CORAL REEF CONSERVATION IN FIJI

REQUEST FOR PROPOSALS

Issue date: 13 July 2026

Closing date: 27 July 2026

1. Background

The Wildlife Conservation Society (WCS) is an international non-government organisation committed to working with communities, government, and other partners to safeguard Fiji's biodiversity and ensure the sustainable manage of natural resources through integrated land- and seascape management. A critical focus of our work is protecting Fiji's globally significant, diverse and resilient coral reefs and associated seascapes. The nation's coral reef ecosystems are critical to biodiversity, the economy and the livelihoods of its people. However, Fiji's coral reefs face unprecedented threats from climate change and local pressures including unsustainable fishing, coastal habitat destruction and unsustainable land management leading to pollution runoff.

In response to, and to abate these threats, the Fiji National Hub for Coral Reef Conservation (NHCRC) was established through the Global Environment Facility (GEF) funded Coral Reef Rescue (CRR): Resilient Coral Reefs, Resilient Communities Project. This government-endorsed multi-stakeholder platform serves as a central mechanism for coordinating and driving coral reef conservation efforts in Fiji.

Through the NHCRC, the Fiji Coral Reef Conservation Strategic Communications Plan (hereafter the CRC Strategy Communications Plan) was developed by cChange Pacific, in partnership with WCS Fiji and under the technical guidance of NHCRC Conservation Planning and Policy Technical Working Group (TWG). The CRC Strategy Communications Plan outlines five strategic communications objectives: (1) strengthen shared understanding of the importance of coral reefs; (2) promote behaviour change that reduces local threats to coral reefs; (3) support inclusive governance and coordinated action for CRC; (4) build public and political support for investment in CRC; and (5) amplify and integrate partner communications efforts.

The CRC Strategy Communications Plan identifies a suite of priority communications products needed to achieve these objectives, including audience-specific message toolkits, illustrated community outreach materials, short videos and photo stories, radio segments, infographics, posters, social media tiles, policy briefs, private sector engagement materials, school educational booklets, community narrative and storytelling products. All materials are to be produced in both English and iTaukei and aligned with GEDSI (Gender Equity, Disability and Social Inclusion) principles.

WCS Fiji, as the GEF CRR project National Technical Facilitator, is now seeking a consultant to develop these priority communications products in direct alignment with the CRC Strategy Communications Plan and CRR Project Communication Strategy. This consultancy will support

the implementation of the communications strategy by developing high-quality, culturally relevant and visually engaging products for priority audiences, including businesses, communities, schools, youth, decision-makers and the wider public.

The consultant will work closely with the WCS Fiji team and the Fiji NHCRC through the Conservation Planning and Policy TWG.

2. Objectives:

The purpose of this consultancy is to implement the Fiji CRC Strategic Communications Plan by developing the communications products identified within it. The consultant will develop materials that:

- i. Raise public awareness of the importance of coral reefs and the threats they face, providing communities, individuals and businesses with clear, actionable information on how they can contribute to their conservation.
- ii. Engage established businesses in understanding their specific impacts on coral reef ecosystems in Fiji and the opportunities available to adopt reef-friendly practices.
- iii. Capture and amplify community voices and narratives that illustrate the lived impacts of coral reef degradation and document community-led conservation efforts and traditional ecological knowledge.
- iv. Develop school-friendly and youth-oriented materials in consultation with the Ministry of Education and the Ministry of Information, so that coral reef conservation messages are age-appropriate, accessible and suitable for classroom and outreach use.
- v. Ensure all products align with the CRC Strategy Communications Plan, the GEF CRR Project Communication Strategy, and the 4FJ campaign branding and messaging frameworks.
- vi. Integrate GEDSI principles throughout all materials to ensure they are accessible, culturally responsive and inclusive of women, youth, people with disabilities and marginalised groups.

3. Scope of work

The consultant will develop a package of communication products that operationalise the Fiji CRC Strategic Communications Plan and support the implementation of the GEF CRR project communications objectives. The consultant will be responsible for developing communications products across the following workstreams:

3.1 Private Sector and Business Engagement Materials

The consultant will develop communications products to help established businesses understand their impacts on coral reefs and adopt reef-friendly practices. This should consider:

- i. Key economic sectors contributing to coral reef degradation in Fiji (e.g., tourism operators, fisheries-related businesses, coastal developers and agriculture).
- ii. Existing reef-friendly business initiatives and best practices, including private sector success stories.

- iii. Engagement channels identified in the CRC Strategy Communications Plan (direct engagement, social media and traditional media).

Products developed should include at a minimum:

- One PowerPoint presentations per economic sector (e.g., tourism operators, fisheries-related businesses, coastal developers and agriculture) highlighting sector-specific impacts/solutions on coral reefs
- One brochure per economic sector outlining actionable steps business can take, along with the benefits
- Coral reef friendly advocacy stickers
- Talking points for media on private sector contributions
- Story leads for early reef-friendly business adopters

3.2 Community Narratives and Storytelling Materials

The consultant will use participatory approaches to document and amplify community voices on the impacts of coral reef degradation and community-led conservation solutions. This should consider:

- i. Participatory tools and approaches that are gender and culturally sensitive and inclusive of women, youth and marginalised groups.
- ii. Community values and history linked to coral reefs; local experiences with coral reef degradation and impacts on livelihoods; traditional ecological knowledge (TEK); and innovative, community-driven solutions for coral reef conservation.
- iii. Promoting local communities to share their stories in their own voice, languages and ways of knowing and valuing,
- iv. Appropriate consent and permissions to reproduce and disseminate stories.
- v. Engage at least two coastal communities within the project case study areas
- vi. Targeting coastal communities including iTaukei communities, fishers, traditional leaders, women's and youth groups, and Indo-Fijian resource users.

Products developed should include at a minimum:

- Two feature stories with strong photography/audio visual material for online website and social media sharing
- Two short videos (with audio)
- One illustrated outreach booklets adaptable for Talanoa's and community workshops.

3.3 Public Awareness Communications Materials

The consultant will design a suite of engaging public awareness communications products to raise awareness of coral reef threats and solutions, reaching both general and targeted audiences. This should consider:

- i. The main threats to coral reefs in Fiji, including climate change, unsustainable fishing, poor land-use and waste management practices, coastal habitat destruction.

- ii. Ensuring content is culturally relevant, inclusive, and accessible to diverse audiences across Fiji, integrating traditional approaches to communication where appropriate.
- iii. Priority public awareness products identified in the CRC Strategy Communications Plan, including audience-specific message toolkits aligned with the 4FJ campaign; infographics and explainers for use in presentations and social media; coral reef conservation posters; social media tiles for use by all partners; and radio segments and public service announcements.
- iv. School and youth engagement materials co-developed in collaboration with the Ministry of Education that promote coral reef conservation through cross-generational exchanges and curriculum-aligned activities.
- v. A variety of dissemination strategies and channels, including social media (4FJ platform and partner channels), radio (including vernacular language programming) and others as per CRC Strategy Communications Plan.

Products developed should include at a minimum:

- One PPT templates with coral reef conservation messaging, and infographics, (in a format to be adapted by partner organizations)
- Two booklets for schools (co-developed with the Ministry of Education)
- Two print-ready posters
- Five social media tiles

3.4 Cross-Cutting Requirements

Across all workstreams, the consultant must:

- i. Produce all materials in both English and iTaukei languages.
- ii. Apply a GEDSI screening process to all messaging, content and visual materials to ensure inclusivity and appropriate representation.
- iii. Align all products with the CRC Communications Strategy, the GEF CRR Project Communication Strategy, and 4FJ campaign branding guidelines.
- iv. Present draft products at TWG Meeting 1 and final products at TWG Meeting 2 for review and formal clearance, as detailed in Section 4.

4. Deliverables and Timeline

The consultancy will commence in **August 2026 and conclude by 28 February 2027** (with an indicative **total of 80 working days** during the contract period). The consultant is expected to attend and present at both scheduled TWG/NHCRC meetings.

#	Deliverable	Timeframe
1	Inception report outlining the proposed methodology, detailed work plan, and confirmed list of products with formats and languages.	Within 3 weeks of contract signing (August 2026)
2	Draft Private Sector and Business Engagement Package (English and iTaukei) - as per section 3.1	30 th November 2026

3	Draft Community Narratives and Storytelling Materials in engagement with at least 2 coastal communities (English and iTaukei) - as per section 3.2	
4	Draft Public Awareness Communications Package (English and iTaukei) - as per section 3.3	
5	Draft School and Youth Education Materials (English and iTaukei), co-developed with the Ministry of Education - as per section 3.3	
6	Presentation of Draft developed products to TWG/NHCRC for review and feedback	1 st week December 2026 (or scheduled by WCS FIJI)
7	Revised final versions of all products (Deliverables 2–5) incorporating feedback from TWG Meeting 1	22 nd January 2027
8	Presentation of final suite of all communications products at TWG Meeting 2 for formal review and clearance	29 th January 2027 (or scheduled by WCS FIJI)
9	Post-clearance final files - all products updated to reflect any TWG Meeting 2 minor revisions, submitted as print-ready and digital-ready files, including all editable source files.	12 th February 2027

Note: All products must be delivered in print-ready and digital formats where applicable, with editable source files provided to WCS Fiji. This consultancy covers desktop publishing and design only; physical printing costs are not covered and should not be included in the financial proposal.

Requirements and qualifications

The consultant will have the following minimum experience and qualifications:

- Based in Fiji, or with demonstrated and recent experience working in Fiji's environmental or conservation context, with strong knowledge of Fiji's coral reef ecosystems, and coastal communities.
- Proven experience in developing environmental communication materials for diverse audiences, including private sector and communities.
- Qualifications in communications, media, environmental science, conservation, or a related field.
- Demonstrated ability to use participatory and inclusive methods to gather stories and community insights.
- Excellent writing, storytelling, and graphic communication skills.
- Experience working in multi-stakeholder projects or conservation initiatives in Fiji or the Pacific Islands is desirable.
- Fluency in both English and iTaukei, with the ability to produce culturally appropriate content in both languages.

Submission requirements

The following must be submitted as part of the expression of interest.

1. Brief technical statement outlining previous experience relevant to the scope of work (one to two pages). Proposers are encouraged to submit examples of previous work or links.
2. Curriculum Vitae of the consultant and team members
3. Product list and methodology: a brief description of the proposed approach to **each workstream**, the number and types of communications products will be developed. This must clearly state the total number of distinct products and their formats (e.g. 3 print posters, 2 short videos, 1 school booklet, 5 social media tiles, etc).
4. Financial proposal outlining detailed cost breakdown, including:
 - Consultancy fees, stating the daily rate and total number of working days.
 - Travel costs, if any, as a separate line item. All proposed travel costs must be included within the total consultancy budget.
 - The total proposed budget must be stated in FJD

All travel requires prior approval by WCS Fiji and will be reimbursed based on actual costs, supported by receipts and relevant documents.

Submitted rates are deemed to include all costs, insurances, taxes, fees, expenses, liabilities, obligations, risk and other things necessary for the performance of the Requirement. Any charge not stated in the Proposal as being additional, will not be allowed as a charge against any transaction under any resultant Contract. All rates and prices submitted by Proposers shall be in FJD.

All proposal documents should be emailed directly to nbhan@wcs.org by the closing date **(COB 27th July 2026)**. Late submissions will not be considered.

Link to Fiji CRC Strategic Communications Plan: [Fiji CRC Strategic Comms Plan](#)