



TERMS OF REFERENCE

CONSULTANCY TO DEVELOP A BRANDING AND MARKETING STRATEGY FOR BELIZE'S WORLD HERITAGE SITE

- 1. Introduction:** The World Wildlife Fund (WWF) is one of the world's largest independent conservation organizations, with over 5 million supporters and a global network active in more than 100 countries and territories. WWF's mission is to stop the degradation of Earth's natural environment and build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

In Belize, WWF is 1) working in partnership with governments, local communities, local and international NGOs, and business and industry to identify realistic solutions to the most pressing environmental problems facing nature; 2) reinforcing its program of field projects with policy work specifically designed to address the root causes of environmental degradation; and 3) using a rational and science-based approach to conservation, which focuses on key issues and priorities. As it relates to this project, WWF was instrumental in helping to foster removal of the Belize Barrier Reef Reserve System from UNESCO's List of World Heritage Sites in Danger.

WWF will be executing this project in partnership with the Belize World Heritage Advisory Committee (BWHAC), which is tasked with ensuring that our national heritage sites are protected and preserved. BWHAC serves to inspire, improve and inform by providing appropriate advice for effective World Heritage management in Belize.

- 2. Background:** The Belize Barrier Reef Reserve System (BBRRS) designated a UNESCO World Heritage Site (WHS) in 1996, consists of seven marine protected areas (MPAs). Namely, Bacalar Chico National Park and Marine Reserve, Blue Hole Natural Monument (BHNM), Half Moon Caye Natural Monument, Glover's Reef Marine Reserve, South Water Caye Marine Reserve, Laughing Bird Caye National Park, and Sapodilla Cayes Marine Reserve. The BBRRS WHS was bestowed this title, owing to its outstanding universal value (OUV). The OUV of the BBRRS is closely associated with intact marine and littoral ecosystems, including mangroves and the related marine and terrestrial wildlife communities. It is estimated that more than half of Belize's population, or about 190,000 people, are supported by income generated through reef-related tourism and fisheries linked to the BBRRS. In addition, the annual economic contribution of reef-related tourism, fisheries and scientific research is estimated at around



15%

of Belize’s gross domestic product (GDP)¹. However, as a nation, Belize has faced issues of the unsustainable use and development of its marine resources, which resulted in the BBRRS WHS being inscribed on the list of sites in danger in 2009².

In June 2018, after almost ten years, Belize was removed from the list of WHS in danger. A victory that was only possible as a result of the exemplary collaboration among government, civil society, and the scientific community. However, while getting off the danger list is a key win, as a nation and a people of Belize, we cannot become complacent; but must continue to do all we collectively can to ensure that the outstanding universal value of the BBRRS is maintained. Noting the importance of the BBRRS to Belize and the international community, the country must seek national and international backing in support of the BBRRS, given the ever-present threat of exploitation and irreparable damage of the system; which places at risk the services these resources provide to Belize’s society. One key component for ensuring this is proper branding and marketing of the BBRRS World Heritage Site (WHS). Therefore, this project is aimed at creating and implementing a branding and marketing strategy, and communication plan to sensitize the Belize and international community on the importance of the BBRRS.

3. Main Objective of the Consultancy

This consultancy aims to create and implement a branding and marketing strategy, and a communication plan to sensitize Belize and the international community on the importance of Belize’s World Heritage Site and the broader Belize Barrier Reef System.

Key topics for discussion will include:

- 1) National and International Perception: In order to build the communication and marketing plan, a baseline on current perception of how Belize is perceived internationally and how are Belizeans perceiving the importance of hosting the BBRRS as a World Heritage Site. These findings will guide the strategy to be implemented, as well as the messages and products to be developed as part of the mentioned plans.
- 2) Key Partner and Stakeholder Engagement: How do we work with relevant government agencies, departments, statutory bodies, civil society organizations and NGOs to effectively develop and implement Belize’s first WHS BBRRS branding and marketing strategy, based on the perception audit mentioned above. This should also consider alignment with the broader national effort for marketing the larger protected areas system.

¹ <https://www.worldwildlife.org/publications/protecting-people-through-nature>

² <https://whc.unesco.org/en/soc/743>



3) Financing a Brand:

How can effective branding and marketing of the BBRRS WHS be useful in support and advancement towards strengthening financial sustainability for the composite of the WHS and Belize's MPA system, and the blue economy.

- 4) Climate Actions: How can we mobilize actions toward creation of a resilient BBRRS, including relevant messages and ideas for risk reduction, maintenance of ecosystem services and options for adaptation and resilience building for the BBRRS as well as communities and stakeholders dependent on the BBRRS.
- 5) Emerging threats: How can we effectively market the BBRRS and MPA Network in the face of impact from global emerging threats such as Covid-19 and the influence such could or are having on resilience of the tourism industry.
- 6) Stakeholder Engagement: How can we effectively engage stakeholders as stewards of better management and protection of the BBRRS, including addressing Stony Coral Tissue Loss Disease (SCTLD), solid waste management, and climate smarting of Belize's BRRS WHS and marine protected areas, as a testament of the nation's commitment to protection and maintenance of its outstanding universal value (OUV).
- 7) Effective Communication: How do we effectively and efficiently communicate Belize's new branding and marketing strategy, what platforms should we be using considering new global marketing trends and in the face of new global realities.

4. Scope of Work

The scope of work for the consultant will include but not be limited to:

- a) Developing a consultancy workplan and calendar, which will be reviewed and approved by the World Wildlife Fund, and the Belize World Heritage Advisory Committee (BWHAC);
- b) Review of all relevant documents;
- c) Undertake stakeholder mapping and analysis for developing a thorough engagement plan and communication strategy for engaging key sectors (including Belize's financial sector, tourism sector, the public and entities such as DFC, BELTRAIDE, etc.) around the conservation and preservation of the BBRRS WHS;
- d) Undertake a perception audit, including research via interviews with key local and international stakeholders to gather background information for development of the branding and marketing strategy; and upon which the communication plan development will be based;
- e) Periodic check-in and updates with WWF and the BWHAC;
- f) Development of a comprehensive branding and marketing strategy for the BBRRS WHS;
- g) Development of a thorough communication strategy for engaging key sectors and stakeholders around implementation of the WHS branding and marketing strategy;
- h) Development of a full operational action plan and budget for the strategy (linked to the communication action plan and marketing strategy); for future implementation of actions;



- i) Implementation of one pilot branding and marketing action and one communications action from the developed plans.
- j) Development of a sound financing plan for broad implementation of the WHS branding and marketing strategy and communication plan;
- k) Presentation of a draft comprehensive branding and marketing strategy, linked to a thorough communication strategy and sound fundraising strategy to the BWHAC, for feedback and approval;
- l) Hold meeting for socialization of the draft branding and marketing strategy with key stakeholder organizations and government agencies;
- m) Finalization of the branding and marketing strategy, a thorough communication strategy and sound fundraising strategy.

5. Expected Deliverables

- A work plan for the consultancy.
- Periodic updates on process/progress of strategy development.
- A comprehensive branding and marketing strategy for the BBRRS WHS with an action plan and budget, and prioritization for the implementation of one piloted action.
- A communication strategy with an action plan and budget with the implementation of one piloted action.
- A sound financing plan for broad implementation of the WHS branding and marketing strategy and communications strategy.
- A sample of all information produced/material packages in editable format.

6. Duration of the Consultancy

The consultancy will be carried out over a period of 6 months, beginning on the date of contract signing.

The scope of the contract includes the compilation and analysis of information, preparation of documents, meetings, elaboration and delivery of the final products specified in this term of reference.

7. Monitoring and Implementation

In the event the consultant or consultancy firm is based outside of Belize, collaboration with a local consultant/counterpart to assist in the execution of the consultancy is required.

Monitoring and follow-up of this consultancy will be carried out by World Wildlife Fund (WWF).

The final products will be reviewed by WWF, and the Belize World Heritage Advisory Committee (BWHAC).



8. Delivery of Products:

The documents should be prepared in MS Word Office format, in English. Figures and photographs must be prepared in JPG format at 300 dpi and other design products should be delivered in an editable format.

The documents should be sent properly organized and labeled, to Rosario Calderon (rcalderon@wwfca.org) with copy to Nadia Bood (nbood@wwfca.org).

9. Payments:

The payments will be disbursed as follows:

Products	Payment
1 Stakeholder mapping report and presentation given to BWHAC	20%
2 Preliminary branding and marketing strategy, communication and engagement plan, fundraising strategy, and results of socialization	40%
3 Final branding and marketing strategy with accompanying communication and engagement plan (including pilot project design and material package), fundraising strategy, and report on final presentation	40%

10. Requirement

Written confirmation of intent including portfolio of similar consultancies previously conducted and a technical - financial proposal with the estimated budget for the development of the consultancy should be sent to Geraldina Herrera (gherrera@wwfca.org) with copy to Rosario Calderon (rcalderon@wwfca.org) no later than July 31st, 2020.

11. Profile of the consultant (studies, experiences)

- Local or international communications and marketing agency
- Familiarity and knowledge of Belize’s context and environment
- Staff with 5+ years' experience in senior marketing and communications positions
- Staff with at least a Bachelor's degree in communications, marketing and business
- Previous professional experience on similar projects, preferably with environmental related issues
- Excellent command of English is a must and knowledge of Spanish is preferable but not essential