

COMMON WADDEN SEA SECRETARIAT

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Call for Tender / AP0271/K115

Brand Activation

20 February 2019

With this Call for Tender, Common Wadden Sea Secretariat (CWSS) is seeking a qualified **Branding Consultant** to work within the INTERREG VB North Sea Region (NSR) project "PROWAD LINK: Protect and Prosper: Benefits through linking sustainable growth with nature protection" on brand activation for sustainable economic development.

Scope of Work: The purpose is to solicit proposals from qualified consulting firms with solid experience in brand exploration, message/positioning development, and destination identity/branding including development of brand activation tools; recommendations for techniques and rollout to include interactive and social media marketing, as well as traditional marketing, media and promotions; and recommendations for results measurement (brand audit). CWSS is seeking the development of brand activation efforts to help increase awareness of and engagement of the natural heritage.

1. Project description

The PROWAD LINK project is carried out in the framework of the Interreg North Sea Region Programme (www.northsearegion.eu) under the Programme Priority 1 "Thinking Growth" and the Specific Objective 1.1. "Develop new or improved partnerships between businesses, knowledge institutions, public administrations and end users with a view to long-term cooperation (post project) on developing products and services."

PROWAD LINK builds on the previous PROWAD project (www.prowad.org), but extends the partnerships and work themes beyond the tourism sectors. It aims to provide innovative tools and strategies for a variety of SMEs to engage with nature protection areas like World Heritage Sites, and unlock economic benefits whilst contributing to protecting these sites (nature protection as a driver for sustainable development).

Lead beneficiary of PROWAD LINK is the Common Wadden Sea Secretariat (CWSS). The project consortium consists of 13 further project partners (ministries, provinces, counties, municipalities, national parks, research organisations, universities) in five countries (Denmark, Germany, Netherlands, as well as Norway and the UK).

The project will be carried out transnationally and implemented in selected pilot areas (Wadden Sea World Heritage Site, Geiranger Fjord World Heritage Site, and The Wash & North Norfolk Coast European Marine Site) to ensure transferability of all outputs and results to designated natural areas and World Heritage properties on a national, European and potentially global scale.

The ultimate goal of the three-year project is to activate the innovative model of a "Nature-Business-Benefits-Cycle". Standing for a self-enhancing relationship based on increased involvement of businesses in protection of a nature brand contributing to maintain these nature values, and, at the same time, enhancing the profile of the businesses involved, who benefit from this engagement.

The Work Package *Brand activation for sustainable economic development* aims to improve local stakeholder/SME access to nature brands with economic value. A strong brand is key to activating nature as a driver for sustainable regional socio-economic development. Therefore, the project will focus on **brand engagement activities** (brand communication, brand awareness, co-branding) to improve access to the brand with economic value for SMEs. Branding will result in a new narrative and has the potential to powerfully enhance regional identity, increase cultural cohesion and raise the media/PR profile of the area. This will have a positive impact on regional investments, conservation of natural values, promotion of learning and education and quality tourism. It will simultaneously lead to an enhanced appreciation of nature values and an increased acceptance of the responsibility to protect them.

The total budget of the envisaged work package (brand activation) is about 90.000 Euros over three years. This project is co-financed by the INTERREG VB North Sea Region Programme.

2. Background Information

Since the 2008 economic crisis, North Sea Region (NSR) countries have experienced significant structural economic, social and demographic change leading to a decline in human resources, knowledge, infrastructure and job opportunities in many peripheral and remote areas.

However, the coastal NSR hosts valuable natural areas recognised and protected under regional, national, European and international legislation, or designated under the UNESCO World Heritage banner. The Wadden Sea has been a trinational UNESCO World Heritage site since 2009 and shares this protective status with other coastal sites such as the Norwegian Western Fjords or Jurassic Coast (UK). The Wash and North Norfolk Coast (UK) is a European Marine Site sharing similar tidal flat habitat to the Wadden Sea. All regions are involved in the project as beneficiaries or network partners. Exemplary for a multitude of protected natural areas throughout Europe, UNESCO offers not only a widely recognised brand, but also a vast knowledge pool e.g. in-depth insight about nature and relevant know-how on nature-related business operations from which other designated sites could benefit.

There is significant evidence that the “UNESCO brand” offers high potential to develop and create businesses, products and services. An Ash Futures study (2015) revealed that the Jurassic Coast World Heritage Site channels ~ £111 million p/a into the regional economy and helps support ~ 2000 jobs. However, this potential is far from realised in the NSR. Nature is the most prominent NSR asset, and World Heritage designation in particular can stimulate socioeconomic growth. To realise this potential, a new strategy for sustainable growth is needed to change the development of the area. It should use nature as a driver for growth, whilst using growth to contribute to natural protection.

However, barriers prevent full capitalisation of opportunities to use natural heritage as a “brand” for innovation and sustainable development in the NSR. SMEs are not always fully aware of these opportunities, and face challenges in developing innovative and targeted products which adequately transmit brand narrative and provide market access. Often, local businesses are sceptical of engaging with a new brand, in addition to existing local and regional brands (problem of brand hierarchy), especially with regards to the current centrifugal forces against globalisation. The effect is that few sustainable, marketable products are developed around the brand and that the benefits derived are limited, both for SMEs and for the brand owner who aims to obtain stakeholder support for nature conservation.

To create and develop up-to-date products and services, every SME needs access to relevant information and expertise pools.

3. Tasks

The consultant, working with CWSS staff and with input of project partners, is expected to carry out the following tasks:

- (1) Deliver a **Transnational concept** of a Brand Activation Guidebook for SME. The consultant should take into account the existing Wadden Sea World Heritage Brand Paper and Communication & Marketing Toolkit (https://www.waddensea-worldheritage.org/sites/default/files/2015-11-WH-Wadden_Sea_toolkits.zip), a rebranding is not the aim of this project. The consultant should recommend prioritization of refresh/updates that are needed and develop a strategic approach with specific tools to help marketers tell the brand story in all types of external marketing efforts. With examples of how to unite regional approaches, uplift them to a transnational level and broadcast brand story to targeted audiences. And increase brand visibility by co-branding.
- (2) Provide a comprehensive **Brand Activation Guidebook** with emotional specific tools for destinations to help market the brand externally. It should include but is not limited to tools for SMEs and local partners to use for tactical guidance by providing tips and ideas on messaging and design that should live within the current brand identity system. The Brand Activation Guidebook should include but not be limited to: emotional selling points (ESP), content marketing and tools how to capture and quantify the values of the brand.
- (3) Propose new communications, media, and/or other execution ideas to expand brand's reach to new audiences. Provide a **script for communication materials and modules** for example flyers, videos, social media. Validation of any course correction recommendation through facilitated focus groups. Professional recommendations how to visualize brand to SME and local partner as potential driver for sustainable growth and how to link nature, culture and livelihood, transnationally and locally.
- (4) Develop an **Online branding toolbox** to facilitate transnational communication and marketing for SMEs and local partners. The toolbox aims to bring a number of functions under a single application interface including appropriate brand information and tools (including region specific core stories); schemes and tools for cobranding. The final toolbox is expected to be available as an installation file made available to download via the CWSS Website.
- (5) **Brand Auditing**: Provide concept to accurately review and assess brand activation, including, but not limited to, brand implementation and application on local level as well as general awareness and engagement. Brand activation success should be tracked and measured by tangible benefits e.g. SME use, visitor numbers, economic benefit.

Expected Timeline for tasks:

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| (1) Transnational concept | May 2019 – June 2019 |
| (2) Brand Activation Guidebook | July 2019 – September 2019 |
| (3) Script for Communication | September 2019 – December 2019 |
| (4) Online branding toolbox | July 2019 – June 2020 |
| (5) Concept Brand Audit | May 2019 – June 2019 |

The working language in the project is English. All meetings, work documents, communication and reports are in English language.

4. Proposal format

Proposals are to be submitted in a format that allows uniform review and easy access to information by the Evaluation Committee. The Proposals should be clear and to the point. Emphasis should be placed on specific qualifications of the people who will actually provide the service and the firm's ability to manage the service.

To assist in the evaluation process, the proposal shall contain the following information:

Letter of Interest and Signature Page (Pass/Fail) Maximum 3 pages including signature page.

- This letter should include general information about the Firm, such as: description of all services offered, the total years in business, number of employees, office location(s), etc. Include name, home and email for authorized contact concerning proposal.
- Proposal must be signed

Basic Qualifications of the Firm (150 Points) 3 Page Limit

- Provide a list with brief descriptions of similar past projects the firm has participated in within the last 5 years.
- Outline experience with brand exploration, message/positioning development, and destination identity/branding
- Describe and provide examples of your approach to brand activation
- Experiences in change management are an asset.

Specific Qualifications of Individuals (150 Points) 3 Page Limit

- Provide an overview of the qualifications of your project manager(s) and key project staff (if applicable), including anticipated sub-contractors (if applicable).
- Describe who will perform the various tasks, and their anticipated level of involvement and responsibilities.
- Include resume of individual(s) and include in appendix (not included in page count).
- Please indicate the location of the office that staff will work from while services are performed.

Approach to Project (150 Points) 3 Page Limit

Include a statement describing how you would approach this project, and how you will work with working with CWSS staff and with input of project partners.

Examples of Work (250 Points) Ten (10) examples Maximum

Illustrate your experience brand exploration, message/positioning development, and destination identity/branding. Also, provide examples of successful brand activation projects your firm has developed and executed.

Proposed Fees (200 Points)

Please outline your billing methodology:

- Blended rate per hour
- Any other pertinent fee structures
- Methodology for invoicing describing your company's capability to address INTERREG requirements

References (100 Points)

Please provide three references from similar projects. Each reference should include: name, company/agency, current title and title during project interface, telephone number, and email. Clearly identify which project(s) the reference was involved with and identify the reference's role(s) and duties in the project.

5. Time schedule

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| 1. Publication Call for Tender: | 20 February 2019 |
| 2. Deadline for delivery of tenders: | 22 March 2019 |
| 3. Decision by CWSS and selection of a consultant by | 05 April 2019 |

6. Contact Address

PLEASE 1) mail TWO hard copies of materials and/or 2) send email proposal materials to:

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