



Request for Proposals

Deadline: 16 August 2026

Strategic Communications and Creative Services for the Wyss Academy for Nature Hub Southeast Asia

1. Background

RECOFTC is an international nonprofit organization working towards a future where resilient communities with respected rights thrive in forest landscapes that they manage sustainably and equitably. We take a long-term, landscape-based and inclusive approach in supporting local communities to secure their land and resource rights, stop deforestation, find alternative livelihoods and foster gender equality. We have almost 40 years of experience and we have built trusting relationships with partners from communities, governments, businesses, academia and civil society organizations. Our innovations, knowledge and initiatives enable countries to foster good forest governance, mitigate and adapt to climate change and achieve the UN Global Goals.

We operate in the Asia-Pacific region, with country offices in Cambodia, Indonesia, Lao PDR, Myanmar, Nepal, Thailand and Viet Nam.

RECOFTC works closely with the Wyss Academy for Nature to research, develop and implement innovative solutions to address climate change, biodiversity loss, land-use change and rising inequality. These solutions aim to connect technical, social, economic, institutional and policy innovations at the interface of nature and people.

The Wyss Academy for Nature is a Swiss foundation that co-designs and tests new development pathways and conservation approaches that benefit nature and people. Its work is grounded in scientific knowledge, stakeholder engagement and the implementation of innovative solutions. The Wyss Academy for Nature operates through four regional stewardship hubs in East Africa (Kenya), South America (Peru), Southeast Asia (Thailand) and Europe (Switzerland), guided by its vision of a just and sustainable world where nature conservation and human well-being reinforce one another.

The Wyss Academy for Nature Hub Southeast Asia (the Hub Southeast Asia) is hosted by RECOFTC. Through its role as a trusted convener, the Hub Southeast Asia brings together diverse stakeholders, including government agencies, academia, civil society, local communities

and the private sector, to co-create practical and evidence-based solutions to complex social-ecological challenges. A distinctive strength of the Hub Southeast Asia is its ability to bridge different forms of knowledge, integrating academic research, policy expertise, and local and Indigenous knowledge to inform action and decision-making.

As the Hub Southeast Asia's portfolio and partnerships continue to expand, there is a growing need to strategically communicate its vision, approaches, achievements and lessons learned to a broad range of audiences. Effective communication is essential not only to increase the visibility and recognition of the Hub Southeast Asia's work, but also to strengthen stakeholder engagement, foster new partnerships, support fundraising and resource mobilization efforts, and demonstrate the value and impact of transdisciplinary and collaborative approaches to sustainability.

The Hub Southeast Asia seeks to engage a qualified communications agency to provide strategic communications and creative services between September 2026 and January 2027.

2. Scope of work

The purpose of this assignment is to enhance the visibility and positioning of the Hub Southeast Asia, increase awareness and understanding of its mission, approaches and results, communicate stories of change, impact and learning, and support engagement with existing and prospective partners, supporters, and donors.

The Hub Southeast Asia's key target audiences include current and prospective donors, philanthropic organizations, development partners, government agencies, academic and research institutions, regional and local implementing partners, local communities, and members of the public with an interest in nature conservation, climate resilience, sustainable development, and human well-being. Through tailored and compelling communication products, this assignment will help strengthen the Hub Southeast Asia's reputation as a catalyst for transformative change and a leading voice in bridging science, policy, and practice in the region.

The selected agency will work closely with the Hub Southeast Asia team to support communication campaigns and develop communication products that increase visibility, stakeholder engagement, and understanding of the Hub Southeast Asia's work.

2.1 Media placement and coordination

Support the promotion of one campaign launch or major communication milestone through coordination and placement with six to eight media outlets and key opinion leaders approved by the Hub Southeast Asia.

Deliverables

- Coordination with media outlets identified and approved by the Hub Southeast Asia
- Procurement and management of paid media placements, including contracting and payment processing with selected media partners
- Coordination of publication schedules and placement requirements with media outlets
- Compilation of publication links, screenshots, and other evidence of media placements achieved

- Summary report documenting media placements, publication dates, and available reach or engagement metrics

2.2 Digital advertising and reporting

Develop and implement digital advertising campaigns to increase visibility and engagement across social media platforms.

Deliverables

- Digital advertising campaigns on Facebook, Instagram, and TikTok
- Audience targeting, campaign management and optimization
- Media buying and advertising expenditure
- Campaign performance monitoring
- Analytics and performance reports, including audience reach, engagement and recommendations for future campaigns

The proposed budget shall include all costs associated with digital advertising campaigns, including media buying and advertising expenditure.

2.3 Bilingual social media content creation and graphic design

Develop bilingual (Thai and English) digital content that communicates project stories, events, achievements, and key messages for the Hub Southeast Asia.

Deliverables

- Five (5) social media content packages in Thai and English, each consisting of copywriting, captions, and designed visual assets (e.g., carousel posts or poster albums)
- Five (5) infographic posters in Thai and English
- Graphic design and layout for all content pieces
- Adaptation of content and visual formats for relevant digital platforms
- Up to two rounds of revisions per content piece

2.4 Visual direction and templates

Provide creative design support aligned with the Wyss Academy for Nature branding guidelines and communication identity.

Deliverables

- Recommendation of two (2) Thai-language fonts suitable for the Hub Southeast Asia's communications and compatible with its visual identity
- Two (2) editable Canva templates for recurring social media content
- Template guidelines, including recommended font usage, typography hierarchy, and visual elements
- Final template files in editable Canva format and publication-ready formats

2.5 Photography and videography

Produce high-quality visual assets that showcase landscapes, communities, and the Solutionscape approach.

Deliverables

- One (1) Nan Solutionscape introduction video of approximately 3–4 minutes

- English and Thai subtitles suitable for website, events, presentations, and social media platforms
- Three (3) to five (5) short-form video clips (15–60 seconds each) adapted from the main footage for use on social media platforms
- Delivery of all video products in high-resolution and social-media-ready formats
- A curated library of at least one hundred (100) edited, high-resolution photographs depicting landscapes, communities, stakeholder engagement activities, and project interventions
- One field mission in Nan Province, including approximately three to four days of travel
- Raw footage and project files provided to the Hub Southeast Asia
- All travel, accommodation, equipment and production costs shall be included in the agency's financial proposal

2.6 Bilingual brochure design

Design a concise brochure introducing the Hub Southeast Asia, its approach and key initiatives.

Deliverables

- One (1) bilingual brochure in Thai and English (text to be provided by the Hub Southeast Asia)
- Approximately three to four pages
- Print-ready and digital formats
- Up to three rounds of revisions

2.7 Exhibition content development, design and production

Develop and produce an exhibition package that communicates the Hub Southeast Asia's work and engages audiences during public events and stakeholder engagement activities.

Deliverables

- Exhibition concept and storytelling framework
- Content development and copywriting
- Graphic design and layout
- Production of one portable and reusable exhibition package suitable for conferences, public events, and stakeholder engagement activities
- The exhibition package may include display panels, roll-up banners, printed graphics, interactive elements, and supporting communication materials, as agreed with the Hub Southeast Asia
- Delivery of editable design files and production specifications

Due to the dynamic nature of communications work, the agency must be able to respond to requests in a timely manner, manage multiple assignments simultaneously, and deliver outputs according to agreed timelines.

3. Summary of deliverables

Component	Deliverables
Media outreach and placement	Media outreach and paid media placement support with 6-8 media outlets and/or key opinion leaders, including media coordination, publication management, and media placement reporting
Digital advertising and reporting	Facebook, Instagram, and TikTok advertising campaigns, including audience targeting, media buying, campaign optimization, and performance reporting
Bilingual social media content creation and graphic design	Five (5) bilingual (Thai-English) social media content packages and five (5) bilingual infographic posters, including copywriting, graphic design, and platform adaptation
Visual direction and templates	Recommendation of two (2) Thai-language fonts, two (2) editable Canva templates, and template usage guidelines
Photography and videography	One (1) Nan Solutionscape introduction video (3–4 minutes), three (3) to five (5) short-form video clips, and at least one hundred (100) edited high-resolution photographs
Bilingual brochure design	One (1) bilingual brochure (Thai-English), approximately 3–4 pages, in print-ready and digital formats
Exhibition content development, design and production	One (1) portable and reusable exhibition package, including concept development, content creation, design, and production
Project management and responsiveness	Timely response to requests, coordination of multiple assignments, and delivery of outputs according to agreed timelines

4. Duration of assignment

The assignment will commence in September 2026 and conclude no later than 31 January 2027.

A detailed work plan, schedule, deliverables, and milestones will be agreed upon at the start of the contract. The agency is expected to provide sufficient personnel and resources to ensure timely delivery of all agreed outputs.

5. Intellectual property and usage rights

All communication products, photographs, videos, designs, source files, and related materials produced under this assignment shall become the property of the Wyss Academy for Nature upon final payment.

The selected agency shall provide all editable source files and grant the Wyss Academy for Nature unlimited rights to reproduce, adapt, publish, distribute, and reuse the materials for non-commercial purposes across print, digital, exhibition, fundraising, educational, and stakeholder engagement channels.

6. Revisions and quality assurance

Unless otherwise agreed, all deliverables shall include up to three rounds of revisions.

The agency shall conduct quality assurance checks before submission to ensure that all materials meet agreed technical specifications, branding requirements and accessibility standards.

7. Qualifications and experience

Essential

- Minimum five years of experience in strategic communications, public relations, graphic design, photography, videography, and digital content production
- Demonstrated experience implementing communication campaigns and media outreach activities
- Proven experience developing bilingual communication products in Thai and English
- Strong portfolio demonstrating design, multimedia production, storytelling and content development capabilities
- Experience working on environmental, sustainability, conservation, climate change, or development-related issues
- Excellent project management and client coordination skills
- Strong written and spoken Thai and English within the proposed team

Desirable

- Previous experience working with international organizations, foundations, academic institutions, or nonprofit organizations
- Familiarity with biodiversity conservation, climate change, sustainable development, Indigenous Peoples, or community-based natural resource management
- Experience with public engagement campaigns

8. How to apply

The Hub Southeast Asia welcomes proposals from communications agencies and qualified consulting firms. Please submit proposals by email to hub.sea@wyssacademy.org. Include **"Proposal: Strategic Communications and Creative Services for the Wyss Academy for Nature Hub Southeast Asia"** in the subject line.

The Wyss Academy for Nature must receive proposals no later than **16 August 2026, 17:00 (ICT)**.

Proposals must be submitted as two separate PDF documents, as follows:

a) Technical proposal including:

- Brief profile of the company, including organizational background and areas of expertise
- Proposed team composition, clearly identifying team members, their roles, qualifications, and relevant experience, with CVs and contact details for key personnel
- Portfolio containing at least three examples of similar assignments, provided as online links to communication campaigns, media outreach initiatives, videos, graphic design projects, exhibitions, or other relevant communication products
- Brief explanation of the proposed approach and methodology for delivering the assignment, including project management arrangements and quality assurance processes
- Proposed work plan and timeline covering the period of September 2026 to January 2027
- Contact details for at least three clients for whom similar services were provided, including project description, period of engagement, and client contact information

b) Financial proposal detailing:

- Total proposed cost in Thai Baht (THB), inclusive of all applicable taxes
- Detailed budget breakdown by deliverable category, including:
 - Media outreach and placement
 - Digital advertising and reporting
 - Bilingual social media content creation and graphic design
 - Visual direction and templates
 - Photography and videography
 - Bilingual brochure design
 - Exhibition content development, design, and production
- Breakdown of digital advertising expenditure and agency fees
- Confirmation that all travel, accommodation, production costs, and advertising expenditure are included in the proposed budget
- The total estimated budget is THB 1,200,000.00

9. Selection process and criteria

The Wyss Academy for Nature will review all complete proposals against the qualifications, experience, and technical requirements outlined in this request for proposals.

Proposals will be assessed based on:

- Relevance and quality of previous work and portfolio
- Demonstrated experience in strategic communications, media outreach, and creative production
- Proposed approach and methodology
- Qualifications and experience of the proposed team
- Understanding of the assignment and communication objectives
- Overall cost-effectiveness and value for money

Shortlisted applicants may be invited for an online interview or presentation.

Final selection will be based on the applicant's ability to meet the requirements and standards of the Wyss Academy for Nature, as well as the overall value of the proposed services.

Only shortlisted applicants will be contacted.

For more information about the Wyss Academy for Nature, please visit wyssacademy.org. For questions regarding this request for proposals, please contact Chertalay Suwanpanich, Regional Communications and Knowledge Management Officer, at chertalay.suwanpanich@wyssacademy.org.