



RFQ 2422-24

Annex A: Terms of reference for support to the Group on Earth Observations for the organization storytelling workshop.

1. Background

The Group on Earth Observations (GEO) is an intergovernmental partnership comprising more than 100 national governments and over 100 Participating Organizations. GEO envisions a future where decisions and actions that benefit humanity are informed by coordinated, comprehensive, and sustained Earth observations. These observations are crucial for addressing global challenges such as climate change, biodiversity loss, disaster resilience, and sustainable development.

In November 2023, during the Ministerial Summit in Cape Town, GEO launched its post-2025 strategy. This strategy broadens GEO's role beyond its established leadership in coordinating and enabling the provision and use of Earth Observations. It introduces a path for GEO to co-produce products and services with and for users, facilitating more impactful decision-making across various scales, sectors, and geographies.

Effective communication and storytelling are critical to achieving GEO's mission. Translating complex scientific data and project descriptions into compelling narratives can significantly influence public policy, raise awareness, and drive behavioural change (to promote greater integration of Earth observation in decision-making). Recognising the power of storytelling, GEO is committed to enhancing the narrative skills of its community members to better convey the significance of their work and its impact on global challenges.

To support this commitment, GEO is looking for a service provider who can:

- a) Provide a one-day in-person storytelling training to a group of 20-25 people on the sidelines of the GEO Symposium (23-26 September 2024 in Hangzhou, Zhejiang Province, China).
- b) Organize pre-workshop and post-workshop engagement activities with the participants (such as calls and surveys) to assess their storytelling skills, provide tailored support, and issue take-home recommendations.

2. Purpose and Objectives

The purpose of this workshop is to:

- Equip participants with the skills to craft compelling and impactful narratives.
- Translate complex concepts into engaging stories that support both the promotion of GEO, the overall vision of "Earth Intelligence for All," and associated resource mobilization activities.

- Provide personalized feedback to improve participants' storytelling and presentation techniques.

Scope of work

After the workshop, participants will be able to:

- Provide impact stories for GEO Highlights Report
- Better communicate their work and involvement in GEO, increasing their participation in GEO communication, advocacy, and resource mobilization activities.
- Contribute various communication materials such as blogs and articles, to be shared across GEO's platforms and Highlights report.
- Better communicate GEO's vision, mission, and activities to their respective audiences.

3. Approach

- a) Final sign-off on the workshop agenda
- b) Pre-workshop survey and zoom call with the participants
- c) Delivery of preparatory materials to the participants
- d) Delivery of a 8-hour training session.
- e) Post-workshop survey.
- f) Delivery of a recap presentation for GEO, including pre-and post-workshop survey metrics, key takeaways, and recommendations.

4. Key deliverables

Pre-workshop preparation:

- Final sign-off (by GEO) on the workshop agenda
- Pre-workshop survey to assess the current storytelling skills and specific needs of the participants.
- Zoom call with all participants to introduce the trainers, discuss the workshop objectives, and align expectations.
- Follow-up email summarizing the Zoom call, including a link to the recorded session, and provide any preparatory materials or resources that participants should review before the workshop.

Workshop delivery:

- Intensive 8-hour training session that combines theoretical knowledge with practical exercises. The session should cover key elements of storytelling, including narrative structure, audience engagement, and the use of visuals.
- Participants should be provided with opportunities to practice their storytelling skills through interactive activities and real-time feedback. This may include group exercises, individual presentations, and peer reviews.
- Each participant will receive personalized feedback from the trainers. This will help them refine their storytelling techniques and apply what they have learned to their specific contexts.

- **Final Deliverable:** Each workshop participant delivers a two-minute story in front of their peers. The written script will be sent to GEOSEC to be considered for the GEO Annual Highlights Report.

Post-workshop follow-up:

- Post-workshop survey to gather feedback on the workshop's effectiveness and identify areas for improvement.
- Issuance of a presentation recap for GEO, including pre-and post-workshop survey metrics, key takeaways, and recommendations for future training sessions.

5. Timeline

Workshop -2 weeks (30 August 2024)	Workshop – 1 week Between 2-15 September 2024	Workshop day 22 September	Workshop +1 week By end of September 2024	Workshop +2 weeks First week of October 2024
Final sign-off on the workshop agenda Pre-workshop survey	Zoom call with all participants Follow-up email Distribution of pre-workshop materials	Delivery of the workshop according to the agreed agenda and TORs.	Post-workshop survey	Issuance of a presentation recap for GEO

6. Qualification of the contractor

The Contractor shall have a minimum of three years of business experience. At least 2 references for services similar to those covered by these Terms of Reference and performed in the past shall be provided.

The Contractor's compliance with the following sustainable requirements would be an asset:

- Have a corporate environmental policy or an environmental management system (ISO 14001 or equivalent).
- Have at least one (1) female team member among the key personnel to be employed for the provision of the services under these Terms of Reference.
- Have an internal policy regarding the sustainability and monitoring of their supply chains..

7. Qualifications of the facilitators

The composition of the proposed team shall include a **minimum** of two and a **maximum** of four facilitators:

- Extensive background in journalism (written and visual), demonstrating the ability to investigate, report, and communicate effectively on a wide range of topics related to climate change and other environmental topics.

- Proven experience in creating engaging and accessible narratives that effectively bridge the gap between complex scientific concepts and the general public's understanding.
- Publishing history in internationally recognized publications (i.e. The New York Times, The Guardian, BBC...).
- Awards for excellence in journalism from prestigious outlets (i.e. Pulitzer, World Press...).
- Science background or publishing record of working closely with scientists in creating engaging and accessible narratives that effectively bridge the gap between complex scientific concepts and the general public's understanding.

Knowledge and skills

- Experience working with scientific and technical organizations, enabling a deep understanding of their operations and the ability to translate technical jargon into relatable stories.
- Training in diversity, equity, and inclusion and an understanding of storytelling ethics, especially as they apply to working with indigenous or marginalized communities.
- Demonstrated experience in working with diverse, multicultural teams to build a cohesive organizational culture, shared values, and mutual understanding.
- Professional level skills in impact filmmaking with oversight responsibilities.
- Professional level skills in documentary photography

8. Application process

Timeframe

The proposal should include an indicative timetable for completion. The final evaluations are expected to be completed in accordance with the timeline and deliverables listed in the Terms of Reference. This time will also cover the periods needed for WMO review, feedback, and approval of the deliverables.

Structure of the proposal

a. Technical part: The Technical Proposal should include but is not limited to the following:

- Detailed understanding of GEO requirements
- Proposed detailed timeline and milestones.
- Project dependencies and assumptions
- Expertise of Company detailing general and specific experience with similar assignments in the past years. The interested firms are requested to back up their proposals by providing:
 - Evidence in the form of job completion certificate, contracts and/or references.
 - Two recent case studies containing the following information:
 - Name of Client
 - Title of the Project
 - Year and duration of the project
 - Scope of the Projects/Requirements
 - Proposed Solutions and Outcome
 - Team members on each of the project and their specific roles
 - Project timelines (start and end date year, and any other

information necessary)

▪ Reference /Contact person details

- Details of the Proposed Team for the assignment including the following information:
 - Title/Designation of each team member on the project
 - Educational qualifications and professional experiences
 - Experience in working on similar project and assignment – List similar projects they worked on and their roles on the project.
- Project implementation and work plan showing the detailed sequence and timeline for each activity and person days of each proposed team member as necessary.
- Quality assurance mechanism and risk assessment with mitigation measures put in place.

b. Financial part: The price shall be fixed and firm and include all costs to complete the entire assignment based on the terms of reference.

The financial proposal should include an estimate of travel costs when needed. However, the final travel component will be agreed based on the effective work calendar. Travel costs will be pre-approved and reimbursed by WMO as per the WMO rules and regulations for travel for consultants i.e. irrespective of the distance and duration of the flight, most direct and economy flight ticket shall apply.