

# **Terms of Reference (ToR) for Consultant to Develop the Conservation Strategy for WWF Thailand ( 2026-2030)**

## **1. Background**

WWF Thailand is in the process of developing a new 5 year conservation strategy (2026-2030) that aligns with the broader WWF International program and incorporates emerging opportunities and challenges. This strategy will focus on four key areas: Biodiversity, Freshwater, Forests, and Marine, and will cover two primary landscapes: Dawna Tenasserim Landscape (DTL) and the Songkhram River Basin (SRB). Additionally, the strategy will consider other project sites such as Thap Lan National Park, Western Forest Complex and Kaeng Krachan Forest Complex, the Western Forest Complex and Mae Ping Forest Complex, Kaeng Krachan National Park and Kuiburi National Park, linkages between individual protected areas within these Complexes, and within the Dong Phrayayen Khao Yai Forest Complex.

The strategy development required a rigorous process, including a series of interviews and brainstorming sessions to revisit the existing WWF Thailand 5-year strategy (2021-2025), including threats and outcomes. This was followed by determining the conservation trend, setting a conservation focus, and establishing targets that align with WWF International, Regional, and country agenda. To ensure the new strategy is comprehensive, actionable, and aligned with WWF's global standards, WWF Thailand seeks to engage a consultant with expertise in conservation strategy development.

## **2. Objective**

The consultant will be responsible for supporting WWF Thailand in developing a high-quality, inclusive conservation strategy. The strategy should reflect new opportunities in conservation, address key risks, and ensure alignment across all relevant WWF Thailand staff and stakeholders.

## **3. Scope of Work**

The consultant is expected to:

### **1. Review Existing Strategy:**

- Collaborate with program leads to conduct a thorough review of the existing conservation strategy.

- Identify strengths, weaknesses, and areas for improvement, focusing on alignment with broader WWF International goals, WWF Regional, and national agenda.
- 2. Conduct Comprehensive Situation Analysis:**
    - Analyze baseline data on biodiversity, ecosystems, and socio-economic factors relevant to WWF Thailand's conservation areas.
    - Identify key threats to biodiversity and conservation challenges, including direct and indirect factors.
  - 3. Facilitate Stakeholder Engagement:**
    - Organize and facilitate consultations and meetings with relevant WWF Thailand staff, local communities, and key stakeholders to gather insights, feedback, and inputs.
    - Ensure the strategy includes participatory approaches and addresses the needs and knowledge of local communities.
  - 4. Reflect on New Opportunities and Cross-Cutting Issues:**
    - Integrate emerging opportunities in conservation, such as Forest Forward, PFP, C2C, OECM, Food, and Tiger initiatives, into the draft strategy.
    - Address cross-cutting issues such as safeguards, climate change, and gender inclusion, ensuring they are embedded in the strategy.
  - 5. Develop a SMART Conservation Strategy:**
    - Work closely with program leads to draft a new conservation strategy that is SMART, with clear objectives, measurable outcomes, and a defined timeline.
    - Ensure the strategy is aligned with both national conservation policies and international commitments, such as the Convention on Biological Diversity (CBD) and the Sustainable Development Goals (SDGs).
  - 6. Resource Mobilization and Sustainability Planning:**
    - Provide recommendations for sustainable financing mechanisms to ensure the long-term viability of the strategy.
    - Develop a plan for efficient resource allocation to prioritize areas with the most significant conservation impact.
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  - 7. Finalize and Present the Strategy:**
    - Present the draft strategy to WWF Thailand staff and stakeholders for final feedback.
    - Incorporate feedback and finalize the strategy document, ensuring all staff and stakeholders are aligned with the new strategy.
    - Develop an effective internal and external communication plan to raise awareness and support for the strategy.

## 4. Deliverables

The consultant will be responsible for delivering the following:

1. **A detailed review report** of the existing conservation strategy, including identified gaps and areas for improvement.
2. **A comprehensive situation analysis report** that includes baseline data, threat identification, and stakeholder mapping.
3. **Documentation of consultation processes** with staff and stakeholders, including meeting notes and key insights.
4. **A draft conservation strategy** that incorporates new opportunities, cross-cutting issues, and stakeholder feedback.
5. **A final conservation strategy** document that is SMART and aligned with WWF International's standards and national/international policies.
6. **A resource mobilization and sustainability plan** that includes recommendations for sustainable financing and resource allocation.
7. **A communication plan** for internal and external stakeholders.

## 5. Timeline

The consultant is expected to start on 1st October 2024. Key milestones include:

- **Week 1-2:** Review of existing strategy and initial consultations.
- **Week 3-4:** Situation analysis and stakeholder engagement.
- **Week 5-6:** Drafting of the new strategy.
- **Week 7:** Presentation of the draft strategy for feedback.
- **Week 8-9:** Strategy finalization, including risk management and resource mobilization planning.

## 6. Qualifications

The ideal consultant will have:

1. Proven experience in conservation strategy development, particularly within the NGO sector.
2. Strong understanding of WWF's global conservation priorities, practices, and standards.
3. Experience in facilitating consultations and engaging with diverse stakeholders, including local communities.

4. Expertise in integrating cross-cutting issues such as safeguards, climate change, and gender, into conservation strategies.
5. Demonstrated ability to develop SMART strategies and integrate risk management, resource mobilization
6. Excellent communication and report-writing skills in English.

## **7. Application Process**

Interested candidates should submit their CVs along with a cover letter describing their experience in conservation strategy development. Additionally, applicants should include their expected budget for this consultancy work. Please indicate "WWF Thailand Conservation Strategy Development" as the subject in the email and send it to [procurement@wwf.or.th](mailto:procurement@wwf.or.th), with a copy to [Phichetm@wwf.or.th](mailto:Phichetm@wwf.or.th).